

Evaluating Organizational Effectiveness

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Course Description

Recently, an emphasis has been placed on the effects that various training and development initiatives have had on enhancing the capacity of the public health workforce and related organizational effectiveness. In turn, issues related to measuring and assessing the effects of these efforts have become much more salient. Issues surrounding who should serve as evaluators, what behaviors or outcomes should be included in the evaluation process and what impact the organization itself has on the outcomes are increasingly significant. This broadcast explained the key concepts related to evaluating organizational effectiveness in the public health domain. Examples were provided throughout the presentation to illustrate the issues from a public health perspective. In addition, guidelines were presented for executing an effective organizational evaluation process.

Learning Objectives

- Describe why it is important to evaluate organizational effectiveness within public health agencies.
- Discuss who should evaluate performance of the public health worker and the use of a 360 degree appraisal and feedback process.
- Distinguish between objective and subjective measures in establishing organizational effectiveness, including how to ensure a standardized evaluation process.
- Discuss the various levels of analysis to be considered in the evaluation process and how it impacts organizational decisions.
- Review guidelines for executing an effective organizational evaluation process.

Core Competencies for Public Health Professionals **Council on Linkages between Academia and Public Health Practice*

- 2A8: Identifies mechanisms to monitor and evaluate programs for their effectiveness and quality
- 7B8: Evaluates program performance
- 7B9: Uses evaluation results to improve performance
- 8C7: Ensures the measuring, reporting and continuous improvement of organizational performance

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