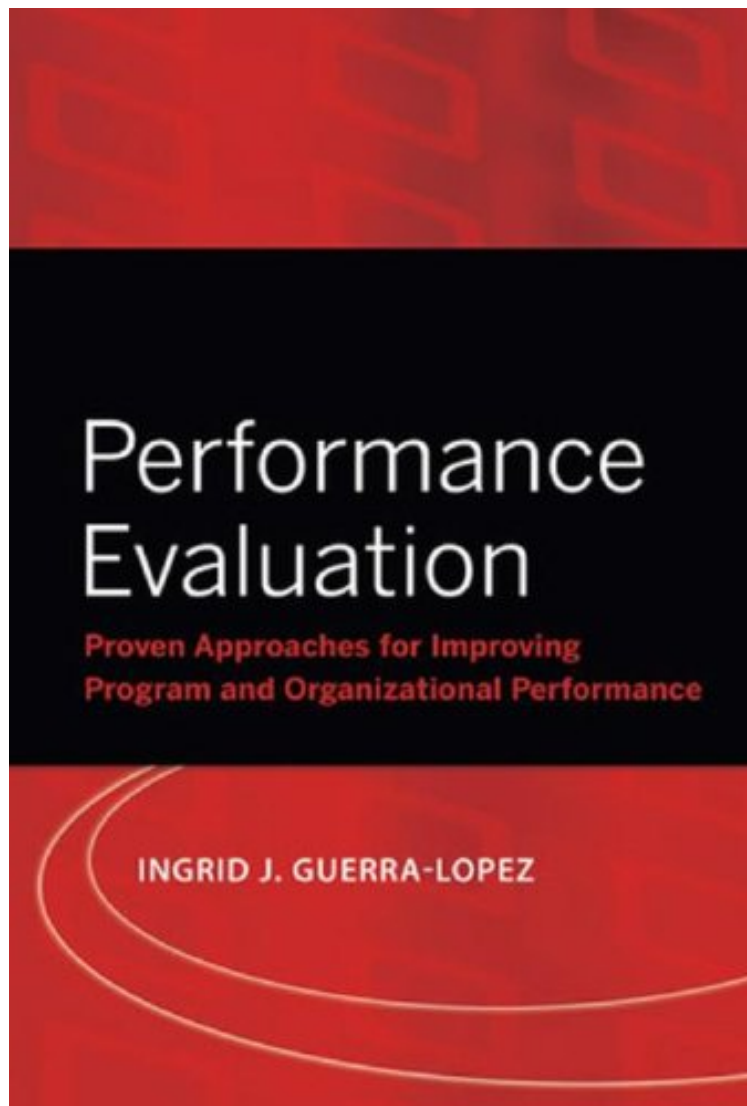


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Performance Evaluation: Proven Approaches for Improving Program and Organizational Performance

Ingrid J. Guerra-Lpez

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From the Back Cover Performance Evaluation Proven Approaches for Improving Program and Organizational Performance Performance Evaluation is a hands-on text for practitioners, researchers, educators, and students in how to use scientifically-based evaluations that are both rigorous and flexible. Author Ingrid Guerra-Lpez, an internationally-known evaluation expert, introduces the foundations of evaluation and presents the most applicable models for the performance improvement field. Her book offers a wide variety of tools and techniques that have proven successful and is organized to illustrate evaluation in the context of continual performance improvement. Designed to be comprehensive, the book highlights five major and classic evaluation models including Kirkpatrick's Four Levels Phillips's ROI Brinkerhoff's Case Success Method Stufflebeam's CIPP Guerra-Lpez's Impact Evaluation Process Guerra-Lpez's book bridges the gap between theory and practice. It illustrates the various models in accessible terms, explores the research evidence behind each, explains how each model looks in practice, and shows how each approach can be tailored for specific evaluations. About the Author Ingrid J. Guerra-Lpez, PhD, is an associate professor at Wayne State University, director of the Institute for Learning and Performance Improvement, associate research professor at the Sonora Institute of Technology in Mexico, and principal of Intelligence Gathering Systems.