



MILITARY  
SPECIAL OPERATIONS  
FAMILY COLLABORATIVE

## THE PROOF IS IN THE PUDDING

### *Why Program Evaluation Matters*

Effective organizations evaluate their programs and services so they know what works and what doesn't - and why. **Knowing what sets your programs apart from others gives donors confidence** and is often required for grant funding. This is just the beginning of why evaluation matters.

Programs grounded in best practices are deliberate. They demonstrate their impact, overcome doubt and fear, garner trust, and deliver results. Organizations who evaluate their programs show that they care about their mission, their funders, and supporters; and they have cultivated the expertise to guarantee results.

Program evaluation is a deliberate effort to recognize a program mission, know why it should or does work, examine the steps and actions that occur, understand the ways it accomplished the mission and where improvements can be made. A good program evaluation goes beyond surface numbers (participants, money invested, etc.) to know and understand why a program will or should work. When organizations utilize best practices, outcomes are better, programs are successful, and stakeholders support them.

After decades of combat and deployment, the **special operations community needs and deserves resources that can deliver the impact promised**. The special operations community, including veterans and families, is very small - around 100,000. This makes it incredibly difficult to understand unique health challenges or treat complex health needs related to military life and service. Efforts that seek to serve the special operations community have to be deliberate and document the method and its effectiveness in order to contribute to a better path forward. Utilizing best practices and documenting what works and precisely what does not work in the special operations community gets us one step closer to a future of relevant, sustainable care.



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## **MSOF PROGRAM EVALUATION SERVICES**

The Military Special Operations Family Collaborative (MSOF) provides program evaluation services for health, wellbeing, and performance related resources that include the special operations community.

### ***Program Evaluation Planning Services***

- Gathers Program History: MSOF collects program information, activities, & previous outcomes.
- Conducts Program Review: MSOF reviews program information and previous findings to suggest changes/additions to data collection.
- Program Design Consultation & Literature Review: MSOF synthesizes program review with evidence to help the organization make informed decisions.
- Customized Evaluation Tools: MSOF designs customized evaluation tools (surveys, focus groups, interviews, etc) to meet the organization's precise wellness needs.
- Program Design Consultation: MSOF provides evaluation/evidence based recommendations specific to health, wellness, and performance of the special operations community.

### ***Program Assessment & Analysis***

- Data Analysis: MSOF collects and analyzes data to understand program impacts and opportunities.
- Final Assessment Consultation: MSOF helps the organization use data to make informed decisions about future program development, provide program feedback to governing boards and other stakeholders, and show impact and sustainability for funding requests.

**MSOF will provide customized project plans/cost by request.**

*\*Partners receive a discounted service rate as a benefit, recognizing shared commitment to the special operations community.*