

program evaluation: systematic collection and analysis of specific data purposes: improvements
approaches: 1- product oriented approach: the focus of evaluation is on the explicit defined objectives,
its all about achieving, formative.(what extent, how much) Tools or methods or procedures or means:
the qualitative and quantitative tools (interviews, tests, questionnaire, surveys) qualitative data: there is
no numbers, non numerical example: preferences (how and why) not like what extent or how much (a
qst of number), when we talk about likes , dislikes , views...3-static : anything that have to do with the
institution itself, it is very limited in the sense that it focuses less on what we've mentioned earlier.2-
process oriented approach: formative, focus on the process itself; strategies, steps..etc quantitative data:
.the opposite.not necessarily the outcome