

POL-006: Program Evaluation

1. Purpose

This policy establishes a systematic process for evaluating and assessing programs and services provided by the Athabasca University Students' Union (AUSU). The purpose is to ensure that programs are effective, responsive to Member needs, and aligned with AUSU's mission, goals, and strategic priorities.

2. Scope

This policy applies to all programs and services offered by AUSU, whether delivered directly by AUSU or through partnerships, committees, or contracted providers.

3. Policy Statement

AUSU is committed to continuous improvement through regular evaluation of its programs and services. AUSU will implement a structured, transparent evaluation process that incorporates stakeholder input, data collection, and analysis to support evidence-informed decision-making and program enhancement.

4. Definitions

Program: Any AUSU service, initiative, or activity delivered to Members.

Program Evaluation: The systematic collection and analysis of information to determine the effectiveness, impact, and value of a program or service.

Stakeholders: Individuals or groups with an interest in the program or service being evaluated, including Active Members, employees, volunteers, and external partners.

5. Responsibilities and Duties

a. AUSU Council

- i. Oversees the implementation and effectiveness of this policy.

- ii. Reviews and approves amendments to the policy.
- iii. Ensures adequate resources are allocated for program evaluation activities.

b. Operations & Financial Health Committee (OFHC)

- i. Develops and implements the program evaluation and assessment framework.
- ii. Coordinates evaluation processes for all AUSU programs and services.
- iii. Provides training and support to Councillors involved in evaluation activities.
- iv. Reviews evaluation plans and reports and recommends them to Council for approval.
- v. Programs shall be evaluated on a schedule determined by OFHC based on risk, cost, and strategic priority.

c. Committees and Councillors

- i. Participate in evaluation activities for programs under their oversight.
- ii. Collect and provide relevant data and documentation.
- iii. Implement program improvements based on evaluation findings as approved by Council.

d. Stakeholders

- i. Provide feedback and input on programs and services.
- ii. Participate in surveys, focus groups, interviews, or other evaluation activities as appropriate.

6. Evaluation and Assessment Process

a. Planning and Preparation

- i. Develop an evaluation plan for each program, including objectives, data collection methods, timelines, and performance indicators.
- ii. Identify key performance indicators (KPIs) and benchmarks for measuring program success.
- iii. Engage stakeholders to ensure diverse perspectives inform the evaluation.

b. Data Collection

- i. Collect quantitative and qualitative data using methods such as surveys, interviews, focus groups, and observations.
- ii. Ensure data collection methods are reliable, valid, and respectful of privacy and confidentiality.

c. Data Analysis

- i. Analyze collected data to assess program outcomes, impacts, and areas for improvement.
- ii. Use appropriate analytical techniques to interpret findings accurately.

d. Reporting and Dissemination

- i. Prepare evaluation reports summarising findings, conclusions, and recommendations.
- ii. Ensure evaluation reports are accessible, transparent, and archived according to OP-004: Records Management.

e. Action and Improvement:

- i. Develop and implement action plans to address evaluation recommendations.
- ii. Monitor and track the implementation of improvement measures.
- iii. Continuously review and refine programs based on evaluation outcomes and stakeholder feedback.

7. Monitoring and Evaluation

- a. Conduct regular monitoring of programs and services to ensure they remain aligned with objectives and performance expectations.
- b. Use monitoring data to make timely adjustments and improvements.

8. Policy Responsibility

Council is the sole authority to approve, amend, or rescind this policy.

9. Related References, Policies, Procedures and Forms

a. References:

This Policy References:

- OP-004: Records Management

This Policy is Referenced by:

- POL-008: AUSU Food Assistance Program

b. Policy History:

- Original Approval Date: January 22, 2026
- Last Review Date: January 22, 2026
- Review by Date: July 2029