

# Research/Evaluation

One of the many ways that CenterPoint consultants serve as guides for decision-makers, is in our capacity to collect, analyze, and present information that is useful in the decision-making process.

## **Survey Design and Implementation**

Surveys yield useful information when organizations want to know what their constituents need or what views are held by various stakeholders. CenterPoint is experienced in designing and implementing online, telephone, and mailed surveys.

## **Evaluation**

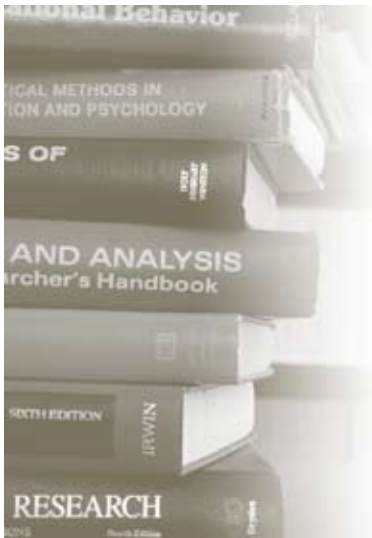
Evaluation is an essential component of program design. Ideally, the evaluation plan is developed at the same time that goals and objectives are created. Nearly all foundations require an evaluation component in the grant proposal. CenterPoint can develop and implement an evaluation plan. We believe in a utilization-focused approach and strive always to help clients learn from experience through formative as well as summative evaluation information.

## **Organization Assessment**

Assessments provide useful information when leaders want to have an overall “check up” on their organization. Assessments can be carried out either for the entire organization or for particular aspects of organizational life, such as board of directors, marketing, or fund raising. CenterPoint’s approach relies on generally accepted standards of nonprofit management without being prescriptive; we always take a positive approach to organization performance.

## **Focus Groups**

The focus group method can be applied when an organization wants qualitative information – perhaps to guide early thinking about a new program or to ascertain the feasibility of an innovative idea. Focus groups are best led by experienced interviewers who are not employees of the organization and who do not have a vested interest in the focus topic. CenterPoint consultants work with you to develop a deep understanding of what it is that you want to know, develop interview questions jointly, and determine who should be invited to the focus group. We are experienced interviewers and always provide a written report of focus group findings.



**CenterPoint Institute**  
guides for decision makers