

Marriage Ministry Program Evaluation Toolkit

Helping Church Leaders Measure Participation, Collect Couple Feedback, Evaluate Program Effectiveness, Document Outcomes, and Identify Improvements for Future Ministry Activities

Purpose

The Marriage Ministry Program Evaluation Toolkit helps pastors, ministry leaders, facilitators, and planning teams determine whether a marriage ministry program accomplished its intended purpose.

The toolkit provides practical forms and processes for evaluating:

- Registration
- Attendance
- Participant engagement
- Program completion
- Learning objectives
- Couple application
- Facilitator effectiveness
- Program organization
- Participant satisfaction
- Follow-up
- Referrals
- Budget performance
- Ministry outcomes
- Future program needs

The purpose of evaluation is not merely to determine whether participants enjoyed a program.

Effective evaluation helps ministry leaders understand:

- Who participated
- Whether the intended audience was reached
- Whether participants understood the content
- Whether couples received practical tools
- Whether the learning objectives were achieved
- Whether participants intend to apply what they learned
- Whether facilitators were adequately prepared
- Whether the program was organized effectively
- Whether support and follow-up were completed
- What should continue
- What should be changed
- What should be added
- What should be discontinued

Evaluation Philosophy

Marriage ministry evaluation should be:

- Purposeful
- Respectful
- Practical
- Confidential
- Easy to complete
- Connected to the program objectives
- Appropriate for the audience
- Useful for decision-making
- Focused on improvement

- Consistent with church policies

Evaluation should not be used to:

- Publicly criticize participants
 - Rank couples
 - Diagnose marriages
 - Expose private concerns
 - Embarrass facilitators
 - Collect unnecessary personal information
 - Prove that a program was successful regardless of the results
 - Ignore participant concerns
 - Replace pastoral judgment
 - Replace professional assessment when specialized evaluation is needed
-

Evaluation Cycle

The Marriage Ministry Program Evaluation Cycle includes six stages.

Stage One: Plan

Before the program begins:

- Identify the program purpose.
- Write the learning objectives.
- Define the intended audience.
- Establish participation goals.
- Select the information that will be collected.
- Determine who will collect and review the information.
- Establish privacy and recordkeeping procedures.

Stage Two: Measure

During the program:

- Record registration.
- Record attendance.
- Monitor participation.
- Assess understanding.
- Collect facilitator observations.
- Document operational concerns.
- Identify follow-up needs.

Stage Three: Collect Feedback

At the end of the program:

- Distribute participant evaluations.
- Collect couple feedback.
- Collect facilitator feedback.
- Review action plans.
- Record next-step interests.
- Identify support and referral requests.

Stage Four: Review

After the program:

- Organize the information.
- Compare results with the original goals.
- Identify patterns.
- Review strengths and concerns.
- Examine participation and completion.
- Review the budget.
- Review follow-up completion.

Stage Five: Improve

Use the results to determine:

- What should continue
- What should be revised
- What should be removed
- What additional training is needed
- What new resources are needed
- What barriers should be addressed
- What future program should be offered

Stage Six: Report

Prepare a clear ministry report for:

- Pastoral leadership
- Ministry leaders
- Facilitators
- Appropriate church decision-makers

Reports should protect participant privacy and include only the information necessary for ministry planning.

Program Evaluation Information

Program Title: _____

Program Type:

- ☐ Workshop
- ☐ Small group
- ☐ Class
- ☐ Retreat
- ☐ Conference

- ☐ Couple assessment
- ☐ Husband-focused study
- ☐ Wife-focused study
- ☐ Blueprint Series™ study
- ☐ Marriage purpose program
- ☐ Facilitator training
- ☐ Couple event
- ☐ Other: _____

Program Date or Dates: _____

Program Location: _____

Program Leader: _____

Facilitator or Facilitators:

Target Audience: _____

Number of Planned Sessions: _____

Length of Each Session: _____

Registration Goal: _____

Attendance Goal: _____

Program Budget: _____

Program Purpose

Why was this program offered?

What marriage-related need was the program designed to address?

How did the program support the church's mission?

Program Learning Objectives

List the specific outcomes participants were expected to achieve.

Objective One

Participants will:

Objective Two

Participants will:

Objective Three

Participants will:

Objective Four

Participants will:

Evaluation Questions

Before the program begins, identify the questions the evaluation should answer.

Examples include:

- Did the program reach the intended audience?
- Did participants attend consistently?
- Did participants understand the primary concepts?
- Did couples receive practical tools?
- Did participants complete the application activities?
- Did facilitators follow the leader guide?
- Did the program remain respectful and emotionally safe?
- Were the schedule and format appropriate?
- Were the materials useful?
- Were participant questions addressed?
- Were follow-up requests completed?
- Should the program be repeated?

Primary Evaluation Questions

1. _____
 2. _____
 3. _____
 4. _____
 5. _____
-

Recommended Evaluation Measures**Participation Measures**

Track:

- Number invited
- Number registered
- Number attending
- Number of couples attending
- Number of individuals attending
- Number completing the program
- Attendance by session
- Repeat participation
- First-time participation
- Cancellations
- Waiting-list participation

Learning Measures

Determine whether participants can:

- Explain the primary principle
- Answer the essential question
- Identify relevant behaviors

- Complete an assessment
- Demonstrate a communication skill
- Develop an action plan
- Select a practical next step
- Apply the lesson to a scenario

Satisfaction Measures

Ask participants to evaluate:

- Relevance
- Biblical grounding
- Clarity
- Organization
- Facilitator effectiveness
- Materials
- Activities
- Schedule
- Location
- Childcare
- Technology
- Overall experience

Application Measures

Determine whether participants:

- Identified a practical action
- Completed a couple discussion
- Developed an action plan
- Used the provided resources
- Intend to apply the lesson

- Requested additional support
- Registered for another ministry opportunity

Ministry Development Measures

Track:

- Number of volunteers engaged
- Number of facilitators trained
- Number of potential leaders identified
- Number of follow-up requests
- Number of referrals
- Number of participants returning
- Number of couples interested in serving
- Number of future program requests

Participation Tracking Form

Registration Summary

Number of Individuals Invited: _____

Number of Couples Invited: _____

Number of Individuals Registered: _____

Number of Couples Registered: _____

Number of First-Time Participants: _____

Number of Returning Participants: _____

Number Placed on Waiting List: _____

Number Who Canceled: _____

Number Who Did Not Attend: _____

Registration Rate

Registration Goal: _____

Actual Registration: _____

Goal Achieved:

☐ Yes

☐ Partially

☐ No

Registration Observations

Attendance Tracking Form

Session	Date	Registered	Attended	Couples Present	Attendance Rate
Session One					
Session Two					
Session Three					
Session Four					
Session Five					
Session Six					
Session Seven					
Session Eight					

Completion Summary

Number Who Completed All Sessions: _____

Number Who Completed Most Sessions: _____

Number Who Withdrew: _____

Completion Rate: _____

Reasons for Absence or Withdrawal

Select all that apply.

☐ Work schedule

☐ Illness

☐ Childcare

☐ Transportation

☐ Family responsibility

☐ Program schedule

☐ Loss of interest

☐ Spouse unavailable

☐ Cost

☐ Personal concern

☐ Unknown

☐ Other: _____

Participant Engagement Observation

Rate each area using the following scale:

- 1 — Not Demonstrated
- 2 — Demonstrated Rarely
- 3 — Demonstrated Sometimes
- 4 — Demonstrated Consistently
- 5 — Demonstrated Strongly

Engagement Indicator**Rating**

Participants arrived prepared.

Participants remained attentive.

Participants contributed to discussions.

Participation was balanced.

Couples completed private activities.

Participants asked relevant questions.

Participants completed worksheets.

Participants identified practical actions.

Participants respected group expectations.

Participants remained through the full session.

Engagement Strengths

Engagement Concerns

Learning Objective Evaluation

Complete one section for each objective.

Learning Objective One

Objective:

Assessment Method:

☐ Written response

☐ Exit question

☐ Worksheet

☐ Scenario

☐ Discussion

☐ Demonstration

☐ Quiz

☐ Action plan

☐ Other: _____

Number Assessed: _____

Number Demonstrating the Objective: _____

Percentage Demonstrating the Objective: _____

Result:

☐ Achieved

☐ Partially achieved

☐ Not achieved

Evidence:

Recommended Improvement:

Learning Objective Two

Objective:

Assessment Method:

☐ Written response

☐ Exit question

☐ Worksheet

☐ Scenario

☐ Discussion

☐ Demonstration

☐ Quiz

☐ Action plan

☐ Other: _____

Number Assessed: _____

Number Demonstrating the Objective: _____

Percentage Demonstrating the Objective: _____

Result:

☐ Achieved

☐ Partially achieved

☐ Not achieved

Evidence:

Recommended Improvement:

Learning Objective Three

Objective:

Assessment Method:

☐ Written response

☐ Exit question

☐ Worksheet

☐ Scenario

☐ Discussion

☐ Demonstration

☐ Quiz

☐ Action plan

☐ Other: _____

Number Assessed: _____

Number Demonstrating the Objective: _____

Percentage Demonstrating the Objective: _____

Result:

☐ Achieved

☐ Partially achieved

☐ Not achieved

Evidence:

Recommended Improvement:

Participant Program Evaluation

Instructions

Thank you for participating in this Marriage Ministry program.

Your feedback will help church leaders improve future programs. Please do not include private marital details.

Use the following scale:

- 1 — Strongly Disagree
- 2 — Disagree
- 3 — Not Sure
- 4 — Agree
- 5 — Strongly Agree

Program Content

Statement	Rating
The purpose of the program was clear.	
The content was biblically grounded.	
The topics were relevant to marriage.	
The lessons were easy to understand.	
The examples helped explain the concepts.	
The program provided practical tools.	
The activities supported meaningful discussion.	
The program addressed the advertised topic.	
The amount of content was appropriate.	
The program met my expectations.	

Facilitation

Statement	Rating
The facilitator appeared prepared.	
The facilitator explained the content clearly.	
The facilitator encouraged participation.	
The facilitator managed time effectively.	
The facilitator treated participants respectfully.	
The facilitator protected participant privacy.	
The facilitator responded appropriately to questions.	
The facilitator connected the lesson to practical application.	

Program Environment

Statement	Rating
I felt welcomed.	
The group expectations were clear.	
I was not pressured to share private information.	
The discussion remained respectful.	
The meeting space was appropriate.	
The schedule was convenient.	
The session length was appropriate.	
The registration process was easy.	
Participant communication was clear.	
The overall program was well organized.	

Learning and Application**Statement****Rating**

I better understand the program topic.

I gained at least one practical tool.

I identified an action I can take.

The program encouraged meaningful couple discussion.

I intend to use what I learned.

I know what next step is available.

Participant Open-Ended Feedback

What was the most helpful part of the program?

What practical tool or idea will you use?

What part of the program was unclear?

What should be changed?

What topic should be offered next?

Would you recommend this program to another couple?

☐ Yes

☐ No

☐ Maybe

Please explain:

Would you participate in another Marriage Ministry program?

☐ Yes

☐ No

☐ Maybe

Which future opportunities interest you?

☐ Workshop

☐ Date night

☐ Small group

☐ Couple mentoring

☐ Blueprint Series™ study

☐ Facilitator training

☐ Husband-focused study

☐ Volunteer service

☐ Wife-focused study

☐ Other:

☐ Marriage purpose program

☐ Couple assessment

☐ Retreat

Couple Feedback Form

This form may be completed jointly by a husband and wife.

Program Title: _____

Date: _____

One Idea We Better Understand

One Conversation the Program Helped Us Begin

One Practical Action We Plan to Take

One Resource We Found Helpful

One Area That Needs More Explanation

One Future Topic We Would Attend

Overall Couple Rating

☐ Excellent

☐ Very good

☐ Good

☐ Fair

☐ Poor

Would We Recommend This Program?

- ☐ Yes
- ☐ No
- ☐ Maybe
-

Facilitator Evaluation Form

Program Title: _____

Facilitator: _____

Evaluator: _____

Date: _____

Use the following scale:

- 1 — Needs Significant Improvement
- 2 — Needs Improvement
- 3 — Meets Expectations
- 4 — Exceeds Expectations
- 5 — Demonstrates Strong Facilitation

Facilitator Practice**Rating**

Arrived prepared.

Understood the lesson objective.

Explained the biblical foundation clearly.

Used appropriate examples.

Asked effective questions.

Encouraged balanced participation.

Allowed time for reflection.

Protected participant privacy.

Redirected unhelpful discussion appropriately.

Facilitator Practice**Rating**

Avoided giving unqualified counseling.

Managed time effectively.

Guided the couple activity clearly.

Assessed participant understanding.

Provided practical application.

Communicated follow-up needs.

Facilitator Strengths

Areas for Improvement

Additional Training Needed

☐ Lesson preparation

☐ Safety and referral procedures

☐ Biblical teaching

☐ Assessment

☐ Discussion questions

☐ Feedback

☐ Time management

☐ Technology

☐ Managing dominant participants

☐ Other:

☐ Encouraging quieter participants

☐ Protecting privacy

☐ Managing conflict

Recommendation

- ☐ Continue facilitating.
- ☐ Continue with coaching.
- ☐ Observe another facilitator.
- ☐ Complete additional training.
- ☐ Modify the assignment.
- ☐ Pause facilitation responsibilities.

Facilitator Self-Evaluation**Preparation**

- ☐ I reviewed the lesson completely.
- ☐ I understood the essential question.
- ☐ I understood the learning objective.
- ☐ I prepared the materials.
- ☐ I reviewed the safety and referral procedures.

Delivery

- ☐ I explained the lesson clearly.
- ☐ I connected the content to Scripture.
- ☐ I used effective examples.
- ☐ I asked open-ended questions.
- ☐ I allowed adequate response time.
- ☐ I kept the discussion focused.
- ☐ I encouraged balanced participation.
- ☐ I protected participant privacy.
- ☐ I completed the planned application activity.
- ☐ I assessed participant understanding.

Reflection

What worked well?

What was difficult?

What participant question requires follow-up?

What will I change next time?

What support do I need?

Program Operations Evaluation

Rate each area:

- 1 — Poor
- 2 — Needs Improvement
- 3 — Adequate
- 4 — Very Good
- 5 — Excellent

Operational Area	Rating
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Program planning	
------------------	--

Leadership communication	
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Registration	
--------------	--

Promotion	
-----------	--

Participant reminders	
-----------------------	--

Facility	
----------	--

Room setup	
------------	--

Technology	
------------	--

Materials	
-----------	--

Hospitality	
-------------	--

Childcare	
-----------	--

Accessibility	
---------------	--

Time management	
-----------------	--

Volunteer coordination	
------------------------	--

Cleanup	
---------	--

Follow-up preparation	
-----------------------	--

Operational Strengths

Operational Problems

Corrective Actions

Promotional Effectiveness Evaluation**Communication Methods Used**

- ☐ Church email
- ☐ Text message
- ☐ Worship announcement
- ☐ Bulletin
- ☐ Website
- ☐ Facebook
- ☐ Instagram
- ☐ Printed flyer
- ☐ Personal invitation
- ☐ Men's ministry
- ☐ Women's ministry
- ☐ Small-group leaders
- ☐ Other: _____

Registration Source

Ask participants how they learned about the program.

Promotional Source Number of Responses

Church email

Text message

Worship announcement

Bulletin

Website

Facebook

Instagram

Printed flyer

Personal invitation

Ministry leader

Friend or spouse

Other

Most Effective Method

Least Effective Method

Promotional Improvements

Resource Evaluation Form

Program Resource: _____

Resource Type:

☐ Book

☐ Workbook

☐ Assessment

☐ Leader guide

☐ Participant worksheet

☐ Video

☐ Presentation

☐ Digital download

☐ Other: _____

Resource Review**Statement****Rating 1–5**

The resource supported the program objective.

The language was understandable.

The format was easy to use.

The activities were practical.

The resource supported couple discussion.

The resource was appropriate for the audience.

The length was appropriate.

The resource should be used again.

Most Useful Feature

Needed Revision

Recommendation

- ☐ Use again without changes.
 - ☐ Use again with minor changes.
 - ☐ Use again with major changes.
 - ☐ Replace the resource.
 - ☐ Discontinue the resource.
-

Follow-Up Evaluation**Participant Follow-Up**

Number of Thank-You Messages Sent: _____

Number of Evaluations Sent: _____

Number of Evaluations Returned: _____

Number of Resource Requests: _____

Number of Pastoral Follow-Up Requests: _____

Number of Professional Referral Requests: _____

Number of Couples Interested in Another Program: _____

Number of Couples Interested in Volunteering: _____

Number of Couples Interested in Leadership: _____

Follow-Up Completion

Follow-Up Action	Number Needed	Number Completed	Responsible Leader
Thank-you communication			
Resource delivery			
Pastoral contact			
Professional referral			
Next-program invitation			
Volunteer contact			
Leadership contact			

Outstanding Follow-Up

Follow-Up Completion Date

Referral Review

Do not include unnecessary private details.

Number of Pastoral Referrals: _____

Number of Counseling Referrals: _____

Number of Crisis Referrals: _____

Number of Financial Referrals: _____

Number of Other Referrals: _____

Were referral resources current?

☐ Yes

☐ No

☐ Partially

Were referrals completed promptly?

☐ Yes

☐ No

☐ Partially

Were appropriate leaders notified?

☐ Yes

☐ No

☐ Not applicable

What referral-system improvements are needed?

Budget Evaluation

Program Income

Registration Fees: _____

Donations: _____

Church Funding: _____

Sponsorships: _____

Other Income: _____

Total Income: _____

Program Expenses

Expense	Budgeted	Actual	Difference
Books			
Workbooks			
Assessments			
Printing			
Promotion			
Childcare			
Hospitality			
Technology			
Facility			
Speaker or Facilitator			
Supplies			
Other			
Total			

Financial Review

Was the program completed within budget?

☐ Yes

☐ No

☐ Partially

What caused the largest difference?

What should be changed in the next budget?

Volunteer Evaluation

Number of Volunteers Needed: _____

Number of Volunteers Recruited: _____

Number of Volunteers Who Served: _____

Number of Volunteer Absences: _____

Volunteer Performance

Area	Rating 1–5
Volunteers understood their roles.	
Volunteers arrived on time.	
Volunteers completed assignments.	
Volunteers communicated effectively.	
Volunteers treated participants respectfully.	
Volunteers followed confidentiality expectations.	
Volunteers received adequate support.	
Volunteer assignments were appropriate.	

Volunteer Strengths

Volunteer Challenges

Additional Volunteer Training Needed

Potential Future Leaders

Program Outcome Summary**Participation Outcomes**

Registration Goal: _____

Actual Registration: _____

Attendance Goal: _____

Actual Attendance: _____

Completion Goal: _____

Actual Completion: _____

Learning Outcomes

Number of Objectives Achieved: _____

Number Partially Achieved: _____

Number Not Achieved: _____

Application Outcomes

Number Completing Action Plans: _____

Number Identifying Practical Next Steps: _____

Number Requesting Additional Resources: _____

Ministry Development Outcomes

New Volunteers Identified: _____

Potential Facilitators Identified: _____

Couples Interested in Service: _____

Future Program Interests: _____

Program Strengths

Identify the strongest parts of the program.

Strength One

Evidence:

Strength Two

Evidence:

Strength Three

Evidence:

Program Challenges

Challenge One

Cause:

Recommended Response:

Challenge Two

Cause:

Recommended Response:

Challenge Three

Cause:

Recommended Response:

Program Improvement Plan

[illegible]

Continue, Change, Add, or Discontinue

Continue

Which parts of the program should remain unchanged?

Change

Which parts should be revised?

Add

What should be added?

Discontinue

What should be removed?

Program Recommendation

Based on the evaluation, select one recommendation.

- ☐ Repeat the program without changes.
- ☐ Repeat the program with minor changes.
- ☐ Repeat the program with major changes.
- ☐ Offer the program to a different audience.
- ☐ Offer the program in a different format.
- ☐ Replace the program with another resource.
- ☐ Pause the program until leaders receive additional training.
- ☐ Discontinue the program.

Explanation

Future Program Planning**Recommended Next Program**

Recommended Audience

Recommended Format☐ Workshop☐ Small group☐ Class☐ Retreat☐ Assessment☐ Online program☐ Hybrid program☐ Other: _____**Recommended Length**

Recommended Month

Recommended Facilitator

Resources Needed

Primary Improvement to Apply

Ministry Team Debrief Agenda

Opening

- Prayer
- Review of the program purpose
- Review of the learning objectives

Participation Review

- Registration
- Attendance
- Completion
- Participant demographics
- Cancellations and absences

Program Review

- Content
- Facilitation
- Activities
- Materials
- Schedule
- Environment

Participant Review

- Feedback
- Learning
- Application
- Support requests
- Next-step interests

Operations Review

- Promotion
- Registration
- Facility
- Technology
- Childcare
- Hospitality
- Volunteers
- Budget

Follow-Up Review

- Thank-you communication
- Resources
- Pastoral care
- Referrals
- Future invitations
- Volunteer and leadership contacts

Improvement Decisions

- Continue
- Change
- Add
- Discontinue
- Assign responsibilities
- Establish deadlines

Ministry Team Debrief Form

Program: _____

Debrief Date: _____

Team Members Present:

What Worked Well?

What Did Not Work as Planned?

What Did Participants Value Most?

What Did Participants Request?

Were the Learning Objectives Achieved?☐ Yes☐ Partially☐ No

Were Follow-Up Needs Addressed?

- ☐ Yes
- ☐ Partially
- ☐ No

Was the Program Within Budget?

- ☐ Yes
- ☐ No

Final Team Recommendation

Pastor or Church Leadership Review

Program Title: _____

Review Date: _____

Program Leader: _____

Leadership Review Questions

Did the program align with the church's mission?

- ☐ Yes
- ☐ Partially
- ☐ No

Was the program biblically and theologically appropriate?

- ☐ Yes
- ☐ Partially
- ☐ No

Were participant-care procedures followed?

☐ Yes

☐ Partially

☐ No

Were safety and referral procedures followed?

☐ Yes

☐ Partially

☐ No

Were ministry resources used responsibly?

☐ Yes

☐ Partially

☐ No

Should the program be offered again?

☐ Yes

☐ Yes, with revisions

☐ No

Leadership Comments

Required Changes

Approval for Future Use☐ Approved.☐ Approved with revisions.☐ Not approved at this time.

Pastor or Church Leader: _____

Signature: _____

Date: _____

Program Evaluation Report**Executive Summary**

Program Title: _____

Program Date: _____

Primary Purpose:

Target Audience:

Number Registered: _____

Number Attending: _____

Number Completing: _____

Overall Participant Rating: _____

Primary Outcome

Learning Results

Participant Feedback Summary

Facilitator Performance Summary

Operational Summary

Budget Summary

Follow-Up Summary

Major Strengths

1.

2.

3.

Major Improvements Needed

1.

2.

3.

Final Recommendation

Annual Program Comparison Chart

Use this chart to compare all Marriage Ministry programs offered during the year.

Program	Registered	Attended	Completion Rate	Average Rating	Objectives Achieved	Recommend Repeat

Annual Ministry Outcome Summary

Planning Year: _____

Total Programs Offered: _____

Total Individuals Registered: _____

Total Couples Registered: _____

Total Individuals Attending: _____

Total Couples Attending: _____

Average Completion Rate: _____

Average Participant Rating: _____

Number of Facilitators: _____

Number of Volunteers: _____

Number of Follow-Up Requests: _____

Number of Pastoral Referrals: _____

Number of Professional Referrals: _____

Number of Returning Participants: _____

Number Interested in Leadership: _____

Most Effective Program

Why?

Program Requiring the Most Improvement

Why?

Most Requested Future Topic

Strongest Ministry Outcome

Highest Priority for the Next Year

Evaluation Schedule**Before the Program**

- ☐ Establish program objectives.
- ☐ Establish registration and attendance goals.
- ☐ Select evaluation questions.
- ☐ Prepare participant evaluation forms.
- ☐ Prepare facilitator evaluation forms.
- ☐ Prepare attendance tracking.
- ☐ Assign evaluation responsibilities.

During the Program

- ☐ Record attendance.
- ☐ Monitor engagement.
- ☐ Assess learning objectives.
- ☐ Record operational concerns.
- ☐ Identify follow-up needs.

Immediately After the Program

- ☐ Collect participant evaluations.
- ☐ Collect couple feedback.
- ☐ Collect facilitator feedback.
- ☐ Record action-plan completion.
- ☐ Document urgent follow-up needs.

Within One Week

- ☐ Review evaluations.
- ☐ Conduct the team debrief.
- ☐ Review the budget.
- ☐ Complete participant follow-up.

☐ Prepare the evaluation summary.

Within 30 Days

☐ Complete the improvement plan.

☐ Submit the report to church leadership.

☐ Update program materials.

☐ Confirm the next ministry opportunity.

☐ Archive evaluation records.

Evaluation Responsibilities

Evaluation Task	Responsible Person	Deadline	Completed
Prepare evaluation forms			☐
Track registration			☐
Track attendance			☐
Assess learning objectives			☐
Collect participant feedback			☐
Collect facilitator feedback			☐
Review budget			☐
Review follow-up			☐
Conduct team debrief			☐
Prepare final report			☐
Present report			☐
Implement improvements			☐

Evaluation Recordkeeping Guidelines

Evaluation records should be:

- Accurate
- Necessary
- Organized
- Secure
- Limited to authorized leaders
- Maintained according to church policy
- Free from unnecessary private marital details

Do not include:

- Detailed descriptions of private marital conflict
- Unverified accusations
- Unnecessary assessment results
- Gossip
- Personal opinions presented as facts
- Information unrelated to ministry evaluation

Use summary information whenever possible.

Program Evaluation Checklist

Purpose and Objectives

- ☐ The program had a clear purpose.
- ☐ Learning objectives were written.
- ☐ The intended audience was identified.
- ☐ Evaluation questions were established.

Participation

- ☐ Registration was tracked.

- ☐ Attendance was tracked.
- ☐ Completion was tracked.
- ☐ Absence patterns were reviewed.

Learning

- ☐ Participants were assessed.
- ☐ Learning objectives were reviewed.
- ☐ Application activities were completed.
- ☐ Participant understanding was documented.

Feedback

- ☐ Participant feedback was collected.
- ☐ Couple feedback was collected.
- ☐ Facilitator feedback was collected.
- ☐ Open-ended comments were reviewed.

Operations

- ☐ Promotion was evaluated.
- ☐ Registration was evaluated.
- ☐ Facilities were evaluated.
- ☐ Technology was evaluated.
- ☐ Childcare was evaluated.
- ☐ Hospitality was evaluated.
- ☐ Volunteer performance was evaluated.

Follow-Up

- ☐ Thank-you messages were sent.
- ☐ Resources were provided.
- ☐ Pastoral follow-up was completed.
- ☐ Referrals were completed.

☐ Next-step invitations were sent.

Finance

☐ Income was recorded.

☐ Expenses were recorded.

☐ Budget differences were reviewed.

☐ Financial recommendations were documented.

Improvement

☐ Strengths were identified.

☐ Challenges were identified.

☐ Improvements were assigned.

☐ Deadlines were established.

☐ Leadership reviewed the report.

Final Evaluation Principle

Evaluation is not the final step of a ministry program. It is the bridge between the program that was completed and the ministry that will be improved.

Participation data shows who was reached. Attendance data shows who remained engaged. Learning assessments show what participants understood. Couple feedback shows what participants found meaningful. Facilitator feedback identifies leadership strengths and needs. Operational evaluation identifies planning and systems concerns. Follow-up evaluation shows whether participant needs were addressed. Budget evaluation shows whether resources were used responsibly. Ministry review turns information into action.

A healthy Marriage Ministry does not evaluate programs merely to produce reports.

It evaluates programs to:

- Serve couples more effectively
- Prepare leaders more thoroughly
- Use resources more responsibly

- Strengthen ministry systems
- Address barriers
- Improve future programs
- Support the church's mission
- Build a sustainable Marriage Ministry

The goal is not to prove that every program was successful. The goal is to learn faithfully from every program and use that learning to strengthen the ministry's next step.