Designing and Managing Programs: An Effectiveness-Based Approach (SAGE Sourcebooks for the Human Services)

By Peter M. Kettner, Robert M. Moroney, Lawrence L. Martin

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The **Fifth Edition** of the classic **Designing and Managing Programs** for human services helps readers grasp the meaning and significance of measuring performance and evaluating outcomes. Authors Peter M. Kettner, Robert M. Moroney, and Lawrence L. Martin, all leaders in the field, incorporate the principles of effectiveness-based planning as they address the steps of designing, implementing, and evaluating a human services program at the local agency level. Meaningful examples at every stage of the process—from problem analysis and needs assessment to evaluating effectiveness and calculating costs—enhance reader understanding of how concepts are implemented in the real world.

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Review
"The most **comprehensive** text on effective program development on the market. The authors do an **excellent** job at covering the important tasks and processes necessary in building results-based programs." (Stephanie L. Carter)

"This book provides a **detailed** and **cumulative** set of instructions and guidelines that every human service manager should know." (Daniel Hubler)

"[This book's] **practical** and **straightforward** approach guides students through the fundamentals of program planning and evaluation from an effectiveness-based perspective. The strengths of this **well-organized** text are its pragmatic approach and applied focus. The real-life examples and practical information make this text a very **valuable** resource for both students and practitioners." (Louise M. Murray)

About the Author
Peter M. Kettner is Professor Emeritus at the Arizona State University School of Social Work. He is the author of six books, 50 articles, monographs, and book chapters on the topics of purchase-of-service contracting, privatization, macro practice in social work, human services planning, and social work administration. Over his 30 year career in academia he served as a consultant to five different state human service agencies and dozens of local nonprofit agencies on their purchase of service contracting practices and in the design and implementation of effectiveness-based planning systems. In retirement he has continued his writing and consultation with local government and nonprofit agencies.

Robert M. Moroney is Professor of Social Policy and Planning at the School of Social Work at Arizona State University. He is the author of ten books and over 60 articles and book chapters on various aspects of policy, planning, and program evaluation. He currently serves as a board member of the Rosalyn Carter Institute for Human Development. He does extensive consultation with numerous national, state, and local human service organizations.

Lawrence L. Martin is Professor of Public Affairs, Social Work and Public Administration at the University of Central Florida in Orlando. He was previously on the faculty of the Columbia University School of Social Work in New York City where he directed the program in social work administration. He is the author of 20 books and major monographs and over 100 articles and book chapters.

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