

## Book Review

### A TWO-HOUR EVALUATION PRIMER



*Conducting Assessments: Evaluating Programs, Facilities, Agencies and Organizations*. Bob Frost. Measurement International, Dallas, Texas, 2011. 129pp + References and Resources. Paperback \$ 14.95. ISBN: 978-0-9702471-3-1

*Conducting Assessments: Evaluating Programs, Facilities, Agencies and Organizations* attempts to summarize principles and practices across professions and does so with great success. It can be called a first course on evaluation that looks at evaluation at its fundamental concept, overriding nomenclature and taxonomies. It introduces the reader to the discipline and the process in a simple manner. It uses androgogical approach of taking known to unknown in presenting the contents. It uses experiences to build on and relate concepts and terminologies. In a simple and easy to understand manner the book attempts at demystifying concepts and terminologies.

It takes an orderly and logical development approach, of tunneling into and funneling lucidly explaining the contents, to build on the premise and explain the details. The contents are adequate and well elucidated to provide an overview as envisaged. The depth of details does justice to contents within the scope of the book.

However, Bob Frost seems to have targeted the American readers/audience as some of the acronyms used may be unfamiliar to non-American readers. Expanded forms as well as a brief description of these acronyms would enhance readability for non-American readers.

Books on evaluation are not easy reading. Also never can one finish a book on evaluations in just one setting. Short and simple, it is just the kind that one can finish in two-hours and in one-go. Among the likes of Derek Rowntree's *Statistics without Tears*. A must read for all those engaged in assessment-commissioners, assessors and assessees.

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Manuscripts should in general be prepared following the style of the *Publication Manual of the American Psychological Association*, 6<sup>th</sup> Edition ([www.apastyle.org](http://www.apastyle.org)). The length of the articles, discourse, and book reviews should be between 4500-5000, 1000 and 500 words respectively. All articles submitted for publication will be evaluated by the Journal's referees. Those which receive favorable comments from the referees will be published. All enquiries should be made at [sajep@srmi.in](mailto:sajep@srmi.in)

Manuscript should be submitted with the undertaking that they are not under consideration elsewhere nor has been reported in part or full. Submission of the manuscript does not guarantee the publication of the paper. The submission of manuscript indicates that all the authors have made significant contribution in the study and approve the contents. Accepted manuscripts are subject to manuscript editing by the editor. Acceptance of manuscript would entirely be based on originality of the contribution, systematic design adopted for the study, proper analysis of the data, and clarity in the presentation.

The manuscript should be in typewritten double space MS-Word version with consecutively numbered pages. Figures and photographs should be in JPEG format. The contents should be arranged in the following sequence:

Title  
Name of the author (s)  
Organization/Institution  
Abstract  
Key words  
Full text of the paper  
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