

Notes DIY Evaluation Panel-- 4/21/2017 2:30-3:45

Constructing a simple and robust evaluation system: Melissa Binder, Evaluation Lab.
Organization experiences with embedded low-tech evaluation systems: Ana López,
Enlace Comunitario.

Introductions- round table

1. Melissa Binder- Evaluation Lab 30 min

- a. Purpose of DIY
 - i. Identify areas of evaluation that do not need special training
 - b. Do you have an evaluation system in place?
 - i. 4 principles
 1. Evaluation should serve the interests of the organization
 - a. May be different from funders' interests
 2. Evaluation should be integrated into your day-to-day operations
 3. Have a feedback loop
 4. Evaluation should feel satisfying and validating
 - ii. 6 best practices
 1. Measure what you care about
 2. Data collection should not be a burden
 - a. On staff, clients, ect
 3. Integrate data review into decision making
 - a. Staff meetings, annual report, board of directors
 4. Evaluation data is useful
 - a. Provides supporting documentation for what is going well in the organization
 5. Data collection
 - a. Collect
 - i. Representative data
 1. 80% or more is good
 - a. Can be less if random sample (SRS ect)
 2. Could survey ALL participants two weeks per year
 - ii. Both qualitative and quantitative data
 1. Improves credibility
 - b. When reporting qualitative data:
 - i. Less is more
 - ii. Identify themes and provide examples
- c. Example: ArtWorks
 - i. Outcomes (what we seek to fulfill)
 1. Using encounters with arts, students

- a. Practice, expand skills, develop new skills
- 2. Measuring outcomes can be tricky
 - a. What are you already collecting?
 - i. Assignments, screenings, assessments, ect.
 - ii. Modification of an existing tool
 - ii. Utilization of Logic models to examine outcomes
 - 1. Best place to start? What the org wants to have as an outcome.
 - iii. Survey questions
 - 1. Ask directly (can be quantitative)
 - 2. Include open-ended questions (qualitative)
 - a. Identifying common themes: “Reaching quiet, shy, or struggling students”
 - iv. Useful Comparisons
 - 1. Pre-post, comparison groups (note sample selection), Participants own assessment (qualitative, even more effective when included with quantitative data)
 - a. I.E. How did this program change you? Paired With: How much did this program change you? (ordinal, A great deal, A moderate amount, ect)

2. Ana Lopez: Enlace Comunitario 15 min

- a. Introduction
- b. Where did I learn the most
 - i. From the participants
- c. Why Relaciones Saludables?
 - i. Domestic violence prevention curriculum
 - ii. Focus on what we want to create (outcomes)
 - 1. Healthy relationships as a social norms strategy
 - iii. This curriculum strategically engages men and women to build healthy relationships
 - iv. Identifying challenges and adapting
 - 1. Challenges of enrolling men when most women are victims.
 - 2. Challenge of redirecting focus from the problem to communication
 - 3. Literacy levels of the community involved
 - a. Started out with a mass of questions, narrowed focus, identify how to accommodate literacy
 - v. Topics (visual poster)
 - 1. Sexuality
 - a. Provide a safe place to discuss
 - 2. D
 - 3. Communication
- d. Attendance

- i. Childcare
 - 1. Attendance
 - 2. Began with partner organization that was open to the community, not just the victims
 - a. Shift to in Enlace to acquire more space, comfort
- ii. Students
 - 1. Donations, pre and post tests
- e. Forms to gather information
 - i. Registration form
 - 1. Originally
 - a. Confidentiality
 - b. One page
 - 2. Now
 - a. More questions, expanded
 - b. Asks what they would like to get out of the class
 - c. Emergency contact information
- f. Evaluations per class
 - i. Feedback
 - 1. Space to offer feedback more privately
 - a. Modified to respond to this need=new form
- g. Most challenging part for her
 - i. Pre and Post Test
 - 1. Needed more direction for aims of the pre and post tests
 - 2. Keep the forms simple
 - 3. Keep information for 7 years
 - a. Track changes over time, satisfaction over time.
 - b. Constantly evolving and adapting to evaluation needs
- h. Course Evaluation
 - i. Record Since 2010
 - 1. 2 semesters a year
- i. Letters
 - i. Students wanted to provide feedback in letter form (qualitative)
 - ii. Since Fall 2015
 - iii. Powerful depiction of what the students learn in the class, personal experiences, and how it applies to their life/ personal life application of what they have learned and experiences
 - 1. Dear "Ex-Husband"
 - a. Thank you for.....
 - i. Learning experience, family, letting us leave, giving me learning experience to grow and leave the relationship
 - b. I forgive you for....
 - i. Abuse

Questions/Comments:

Appreciate what was shared as first step: Sit and listen

Takes into account community ties, provides great direction and consideration for the people you are serving. Acknowledges challenges of being a community member as well.

Quantitative data

Typically for agencies

Qualitative data

What the therapists want. Goes into personal growth and powerful narratives and stories of those affected by the services provided. Provides greater context for quantitative data

Collecting information from children

Initiate play, how children communicate, interact directly with them. See site coordinator everyday= familiar and comfortable. Focus group with 3rd graders, asked to show picture of themselves- smiling vs. unhappy. Choosing faces from a "pain scale". "Happiness" survey for children

Creating models and curriculums

Evaluation throughout, may be uncharted- but constantly evolving and adapting to needs. Advice for evaluating in way that is meaningful (since things change over time)

A: Identifying simple data to gather, prioritize. Most important: what is necessary/ most vital to the community?

Having someone who is not part of the organization is important for confirming what you are identifying/evolving.

Through evaluation: we discovered an expanded vision, more outcomes than we realized. Programs may become more active/ clear once written down and examined.

Strategies for collecting 80% response rate?

Specifically pre and post- tests matching up

Contacting is an issue.

Example: Reward for doing post. Qualtrics- similar to survey monkey, optimized for mobiles. Direct access vs access through community partners. Informal person to person contact v phone calls.