

Session IV: Data Collection

LANL Foundation Grantees
2022 Evaluation Institute

UNM Evaluation Lab Team

April 14, 2022



Zoom hacks

- Please rename yourself, adding your organization
- Try speaker view – it makes Zoom less distracting

For help using Zoom



Caitlyn Moppert

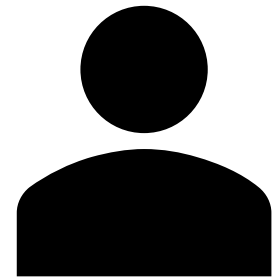
Logistics

Have a question for the presenter?

Type “Q” in the chat.

Have Zoom questions?

Send a private chat to Caitlyn Moppert



Welcome Back!

Chama Valley Arts Foundation

Environmental Education of New Mexico

Española Public Schools - Healthcare Career
Pathways Project

Explora

LANL Math and Science Academy

New Mexico Immigrant Law Center

Pajarito Environmental Education Center

Peñasco ISD - Career Pathways

Pueblo of Tesuque

Questa Farmer's Market / Localogy

Santa Fe Public Schools Language and Culture
Department

Santa Fe Public Schools - Native American Student
Services

Santa Fe Outdoor
Education Collaborative, Watershed Association

SEL4NM: Social-Emotional Learning

Teach for America

Youth Works, Inc

Thank you, LANL Foundation!



**LANL
FOUNDATION**
*Investing in Learning
& Human Potential*

The Institute

Institute Sessions
2nd Thursdays, 1:00-3:00 PM

ECHO Learning Community
3rd Tuesdays, 9:00-10:30 AM

January 13 (1-5pm)	Institute orientation, Logic models		
February 10	Measuring what matters*	February 15	Theories of Change
March 10	Focusing the evaluation	March 15	Surveys
April 14	Data collection options	April 19	Interactive Focus Groups
May 12	Embedding	May 17	Community-Based Participatory Evaluation
June	1-on-1 Consultations	June 21	Coding
		July	BREAK
		August 16	Community Data
		September 20	Visualizing Data
October/November	Presentations/graduation	October 18	Excel: Pre-Post Reporting
Time and date TBA		November 15	Excel: Advanced Topic
		December	BREAK

*including the seemingly intangible

Facilitators



Camille
Velarde



Claudia
Diaz Fuentes



Melissa
Binder



Ranjana
Damle

ECHO Learning Community Director



Charla Orozco

Evaluation Lab ECHO Online Learning Community

3rd Tuesdays, 9-10:30am



*Everybody
learning,
everybody
teaching*

- You will all be added to the listserv
- Organizations share evaluation work in progress, get peer feedback
- Didactics on a variety of evaluation topics
- Sessions are recorded

<https://evallab.unm.edu/learning-center/evaluation-lab-project-echo-learning-community-.html>

Ongoing

Organization Mission Time:

- On your own time
- 1 ½ to 2 hours per month

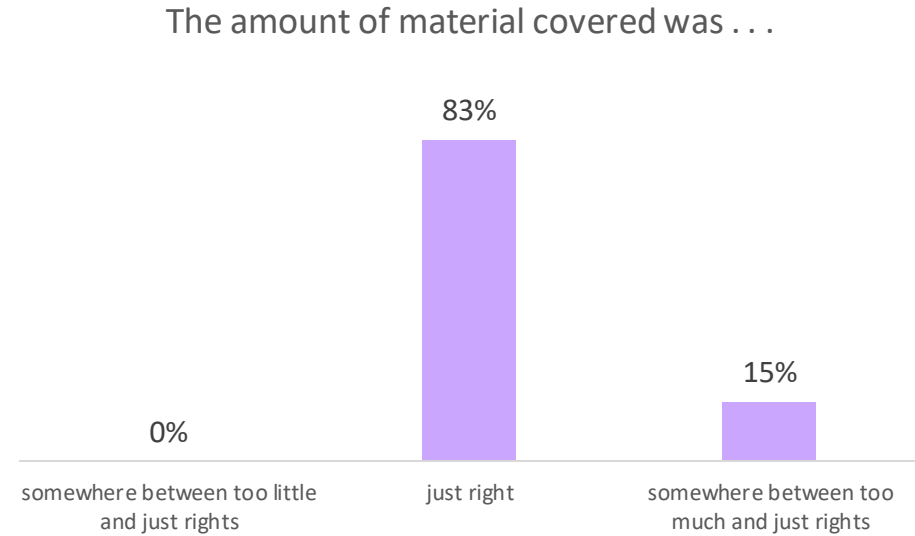
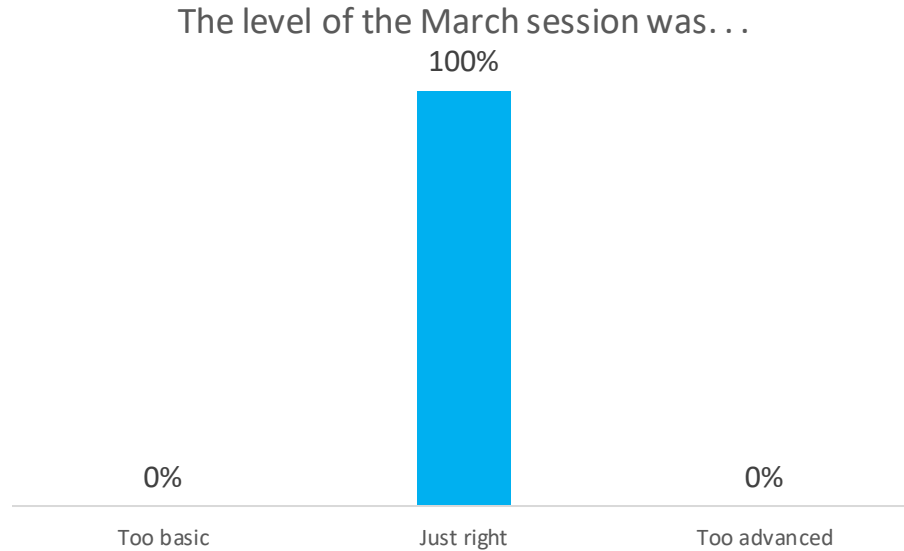
Share evaluation work in ONE ECHO session

- Prep with Charla, who directs the ECHO Learning Community

Consult with facilitators in between sessions

Share your
logic model or rubric
or eval focus or data
collection tools!

Feedback – update for April

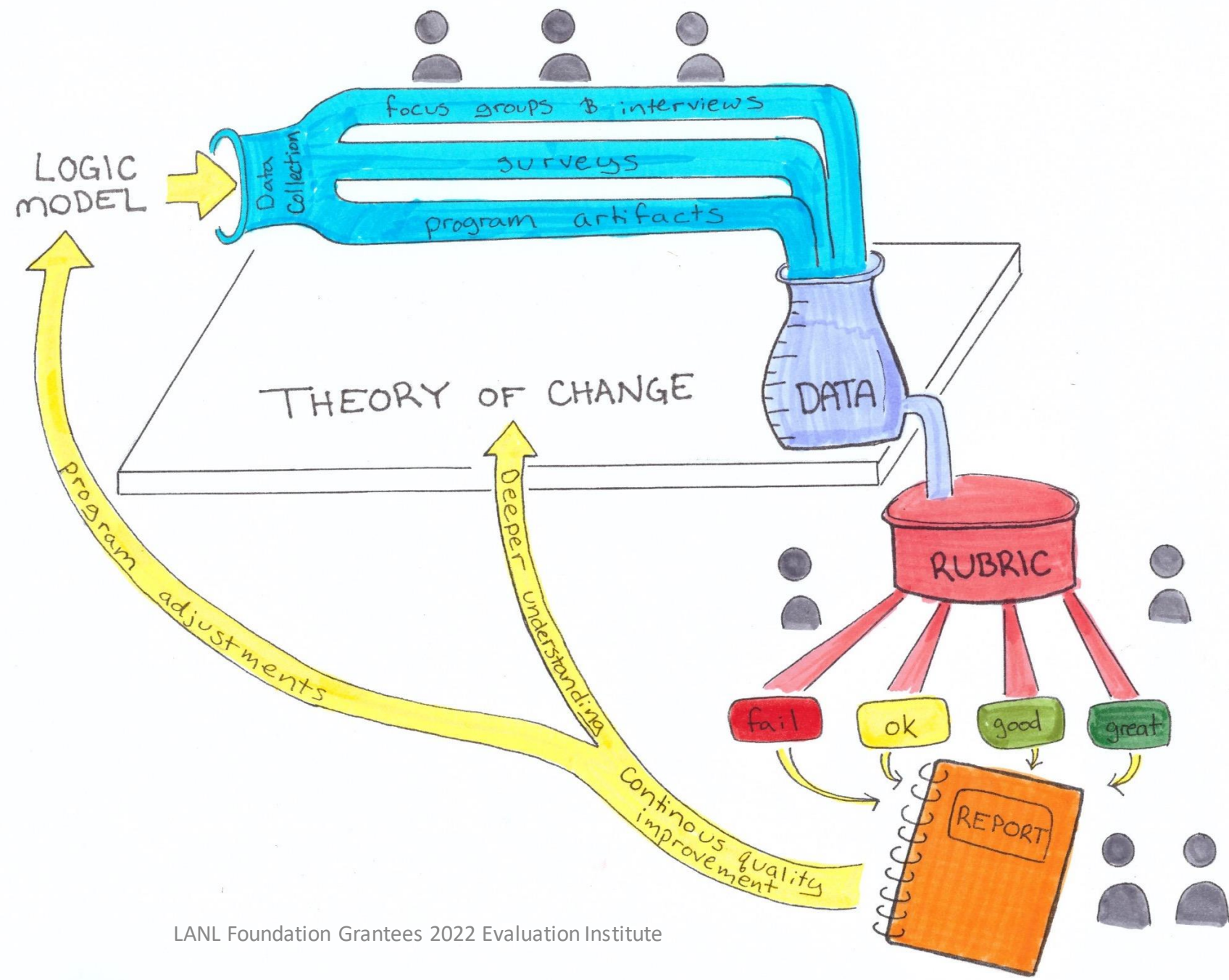


Clear presentation
Helpful template
Facilitator feedback



How do the parts fit together?
Summing up

Evaluation system



April 14 – Data collection options

1:00-1:20 PM Welcome back, feedback, focusing the evaluation debrief

1:20-1:40 PM Data Collection options

1:40-2:05 PM Data collection to answer your evaluation question (on your own)

2:05-2:10 PM BREAK

2:10-2:40 PM Debrief (small groups)

2:40-3:00 PM Debrief / Survey

Blue = plenary

Purple = small groups

Green = take a break

Orange = work on your own

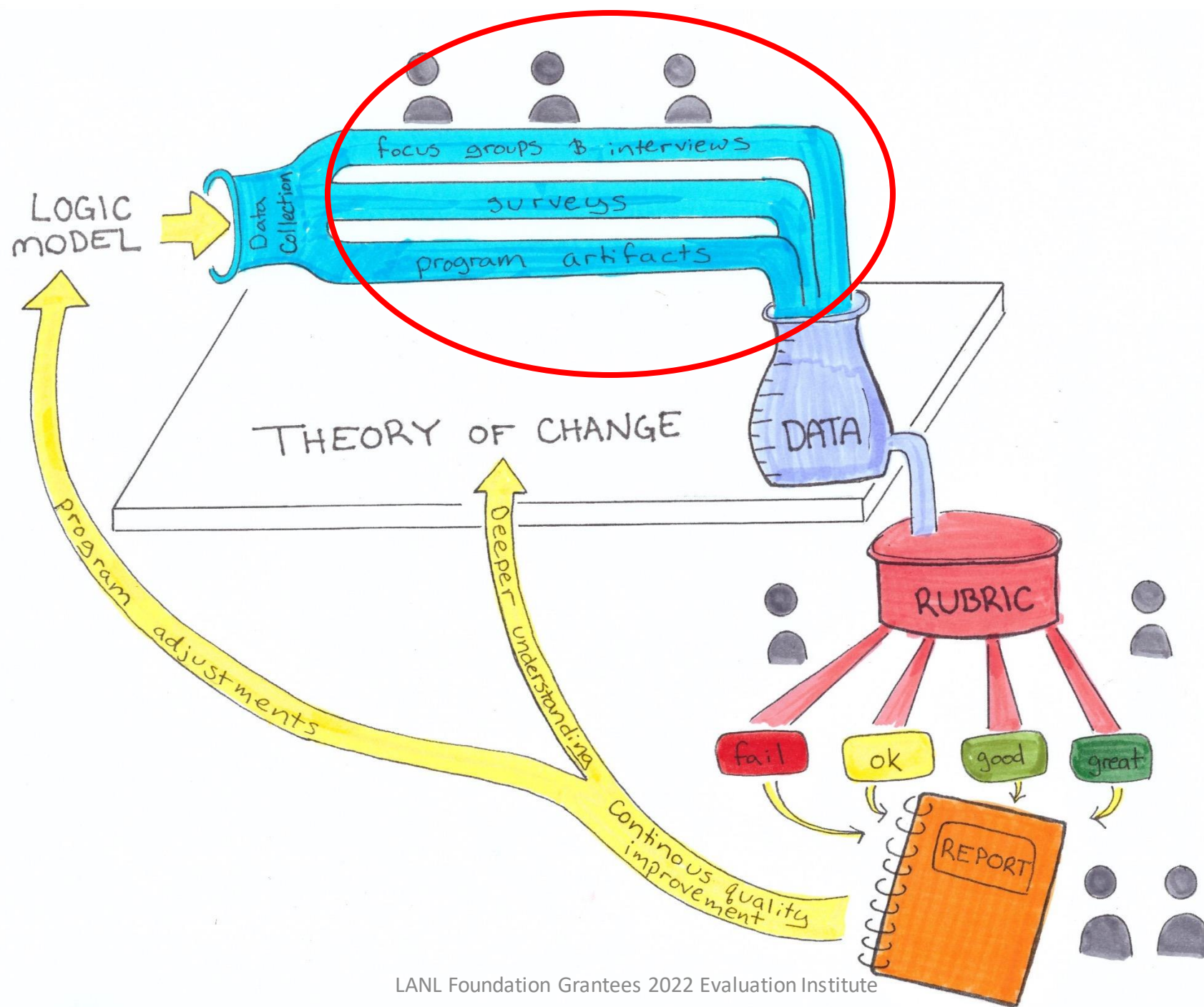
Data collection

Learning objectives:

- Brainstorm ***what*** information you need to answer each evaluation question
- Understand the difference between ***qualitative and quantitative data*** and the value of each
- Identify ***who*** has the best information to answer each evaluation question
- Choose the ***most effective way to collect*** this information

Objective:

- Using your evaluation question to begin to select data collection methods.



Your evaluation questions should drive the data collection method

What do you want to know?

Ex:

- Can we see a change in behaviors after participating in programming?
- Do clients' skills increase upon receiving education?
- Do systems work effectively?
- Are there barriers for clients attending services?
- What effects clients outcomes?

Consider your evaluation question

What information do you need to answer the evaluation question?

Is answer yes/no, or meaningful categories, or a score on an assessment or rubric? (yes or no, to what degree? how much?)

- This is **quant**itative data
- You want to collect from everyone (or from a representative sample)
- Relatively easy to collect and analyze
- Rarely captures complexity
- You can only measure what you ask

What information do you need to answer evaluation question?

- Does the answer require an explanation (why?), process (how?) or experience (what)? Do you need examples and stories?
 - This is **qualitative** data
 - You want to collect from different "subject positions"
 - Time consuming to analyze
 - Provides depth

You need *both* quantitative and qualitative

- Great quantitative outcomes are more believable when we understand the how and why that qualitative data provides
- Great qualitative outcomes are more believable when the quantitative data supports them
- You can use one to inform or elaborate the other
- Using both is a good long term strategy to evaluation

But start with one!

Who

Who can answer your evaluation questions?

Program participants

Staff

Board members

Partners

Funders

Other organizations

Community members

School District

NM State Agencies (CYFD, courts, Workforce Solutions)

Who has this info?

Evaluation question	What information do you need to answer the question?	Who has this info?
Are parents gaining new skills and knowledge?	Assessment of skills	Parents
Are parents using new skills in an effective way?	Parent's behavior with child	Parents, staff
Is there an improved child-parent bond?	Parent's behavior with child, child's reaction to parent.	Parents, staff, pre-K teachers

How

Methods of data collection:

Surveys: individual responses to written questions

- Choice among pre-determined answers
- Open-ended responses

Focus groups: participant interacts with others in conversations and other open-ended data collection activities

Interviews: one-on-one guided conversation

Letters, reflections, drawings: individual self-expression

Methods of data collection cont.:

Administrative tracking

- Demographics
- Outputs: attendance, total time in program, completion
- Outcomes: housing, employment, graduation, college enrollment

Assessments and tests

- Outcomes: skills, knowledge, behavior

Student portfolio

- Outputs: projects
- Outcomes: knowledge and skills

Methods of data collection cont.:

Review of client files

- Outputs: attendance, modality
- Outcomes: progress on goals

In-depth case study

- One participant's experience of outputs and outcomes as documented in administrative records, file, products, interview with participant and staff members

Observations

- Outputs: participant experience (Ex: are participant engagement)
- Outcomes: participant behavior (Ex: parenting skills)

What kind of information is it?

Data collection methods	Quantitative “n”	Qualitative “q”
Administrative records	✓	
Clinical assessments, tests already being used	✓	
Elicit letters and drawings from participants		✓
Surveys	✓	✓
Interviews & focus groups		✓
File/chart reviews		✓
In-depth case studies		✓

Timing for data collection

- Retrospective
- Pre-Post

Quantitative and Qualitative data

Best to have both!

Retrospective: Quantitative

UNM Evaluation Lab Assessment of Evaluation Competencies

Utilizing the following scale, please select the rating that best fits your level of competence **Before Fellowship** and **Now** for each item listed.

- 0 = I don't know what that is
1 = Do not feel comfortable doing
2 = Can do with a lot of guidance
3 = Can do with light supervision
4 = Can do on my own
5 = Can teach someone else to do it



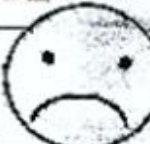
Before Fellowship	Competency	Now
Quantitative data collection, management and analysis		
0 1 2 3 4 5	1. Finding standardized scales	0 1 2 3 4 5
0 1 2 3 4 5	2. Protocol development	0 1 2 3 4 5
0 1 2 3 4 5	3. Writing summaries of quantitative data findings	0 1 2 3 4 5
0 1 2 3 4 5	4. Database development	0 1 2 3 4 5
0 1 2 3 4 5	5. Data entry	0 1 2 3 4 5



POST

Questions About Your Goals

Directions: The six sentences below describe how children think about themselves and how they do things in general. Read each sentence carefully. For each sentence, please think about how you are in most situations. Place a check () inside the box that describes YOU the best.

			
1. I think I'm doing pretty good.	✓		
2. I know what to do when I need something (hungry, cold, need a hug...)			✓
3. I feel I'm doing just as good as my classmates.	✓		
4. When I have a problem I can think of things to do to take care of the problem.		✓	
5. I think the things I do now will help me later when I'm older.	✓		
6. Even when others want to quit, I know that I can find ways to solve the problem.			✓

3/25/2013

From evaluation questions to data collection

Brainstorm data collection options

Evaluation Question- What do you want to know?	Quantitative—(counts, choices from pre-determined options) <u>or</u> Qualitative—(narratives, open-ended responses)	Who has the information?	Options for data collection
Do clients attitudes change after programming?			
How can we make our program better?			
How much more do participants know after completing the program?			

Now you try!

Evaluation Question- What do you want to know?	Quantitative—(counts, choices from pre-determined options) <u>or</u> Qualitative— (narratives, open-ended responses)	Who has the information?	Options for data collection

Brainstorm data collection options

Evaluation Question- What do you want to know?	Quantitative—(counts, choices from pre-determined options) <u>or</u> Qualitative— (narratives, open-ended responses)	Data collection options currently in use	Other options for data collection

Questions?

Breakout rooms

2:40-3:00pm

Debrief, Exit Ticket, What's Next, and Survey

- Share data collection ideas
- A few words in chat that describe your main takeaway from today's session

What's next

1-Org Mission Time: Work on your evaluation system!

2-ECHO on Tuesday (April 17), 9:00-10:30 AM

- Survey share: Herbert from Rocky Mountain Youth Corp
- Logic Model share: Lina and Natasha from STEM Santa Fe
- Didactic: Interactive Focus Groups

3-Eval Institute #5 - May 12, 1:00-3:00 PM

- Embedding evaluation in your organization

Feedback



<https://www.surveymonkey.com/r/7S963KW>

Thank you!
See you Tuesday (at
ECHO) and again on
May 12!