DIY Evaluation
Annual Evaluation Lab Workshop
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Great Evaluation Processes:
4 principles & 8 best practices

**Principle #1:**
**Evaluation should serve the interests of your organization**
- Best practice: measure what you care about.

**Principle #2:**
**Evaluation should be integrated into your day-to-day operations**
- Best practice: data collection should not be a burden.
  - Your data collection shouldn’t pose an undue burden on staff or participants
  - You really don’t need more than two points in time for each participant. Intermediate data is often TMI.
  - If your weekly participants have to fill out the same satisfaction survey every week, they are going to provide less thoughtful feedback

**Principle #3:**
**Have a feedback loop**
- Best practice: integrate data review into decision making.

**Principle #4:**
**Evaluation should feel satisfying and validating**
- Best practice: evaluation data is useful. It provides supporting documentation for what you know you are doing right . . . and illuminates the way forward

**Data Collection**
- Best practice: collect representative data
  - Collect from almost everyone (80%+), or collect randomly (e.g., a client satisfaction survey collected one week every 6 months)
- Best practice: collect both quantitative & qualitative data
- Best practice: less is more when reporting quantitative data
- Best practice: when reporting qualitative data, identify themes and provide examples