

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