

Day 3: COLLECTING USEFUL DATA				Wednesday, July 26, 2023		
Start	-	End	Topic	Content	Facilitator	Readings
8:30	-	9:00	<b>Breakfast</b>			
9:00	-	9:30	<b>Qualitative and Quantitative Data and your Evaluation</b>	<p><i>What</i> information do you need to answer your evaluation questions, <i>who</i> has this information, and <i>how</i> can you collect it?</p> <p>The value of qualitative and quantitative information. Decision matrix for whether a survey is the right tool.</p>	Claudia	EIO CH 6 - Selecting an Evaluation Design* CH 7 - Data Collection Methods CH 8 - Archival Data
9:30	-	10:15	<b>Your Evaluation Plan (YEP #5)</b>	Data collection ideas	Claudia	
10:15	-	10:25	<b>BREAK</b>			
10:25	-	11:10	<b>Learning Community #5</b>	Sharing data collection ideas	Claudia	
11:10	-	12:00	<b>Do's and Don'ts: Surveys, Focus Groups, Interviews</b>	Guidelines for creating a survey and focus group/interview.	Claudia & Charla	EIO CH 10 - Surveys & Questionnaires* CH 11 - Individual and Focus Groups Interviews*
12:00	-	1:00	<b>LUNCH</b>			
1:00	-	1:45	<b>Your Evaluation Plan (YEP #6)</b>	Work on data collection tool	Charla/ Claudia	
1:45	-	2:30	<b>Learning Community #6</b>	Sharing data collection tool ideas	Charla	
2:30	-	2:40	<b>BREAK</b>			
2:40	-	3:10	<b>Ideas for reporting data</b>	What do qualitative data look like analyzed? What do quantitative data look like analyzed?	Claudia	
3:10	-	3:15	<b>Exit Ticket</b>			
3:15	-	3:25	<b>BREAK</b>			
3:25	-	5:00	<b>Your evaluation plan</b>	Work on your evaluation plan	Charla & Audrey	

\*Asterisked readings are available at [evallab.unm.edu](http://evallab.unm.edu) → Learning Center → 2022 Summer Institute Materials → Readings  
 EIO = Darlene Russ-Eft and Hallie Preskill. 2009. *Evaluation in Organizations: A Systematic Approach to Enhancing Learning, Performance, and Change - 2nd Edition*. (New York: Basic Books.)