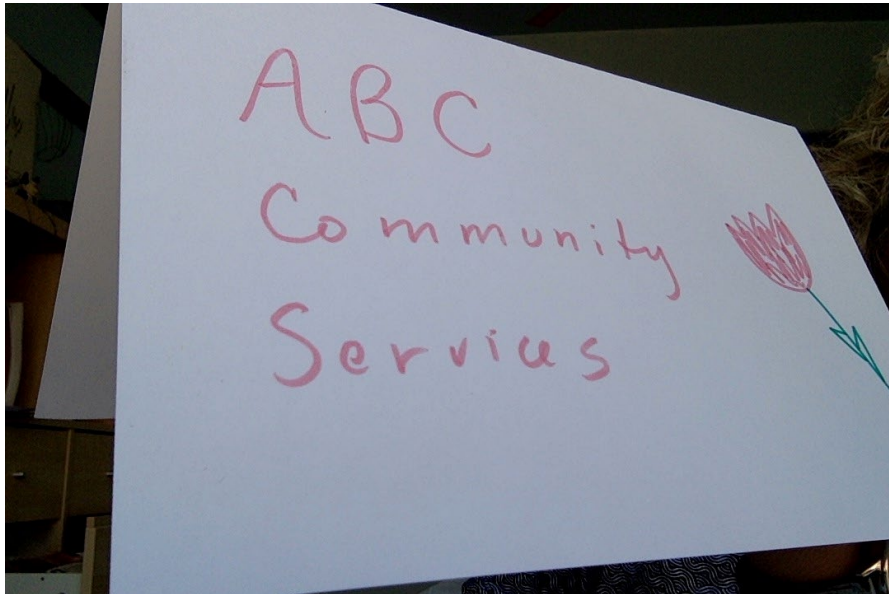


Use markers and paper to create a name tent for your organization (both sides please!)



# WELCOME

## UNM Evaluation Lab 2023 Summer Institute

WiFi is LoboGuest



# WELCOME

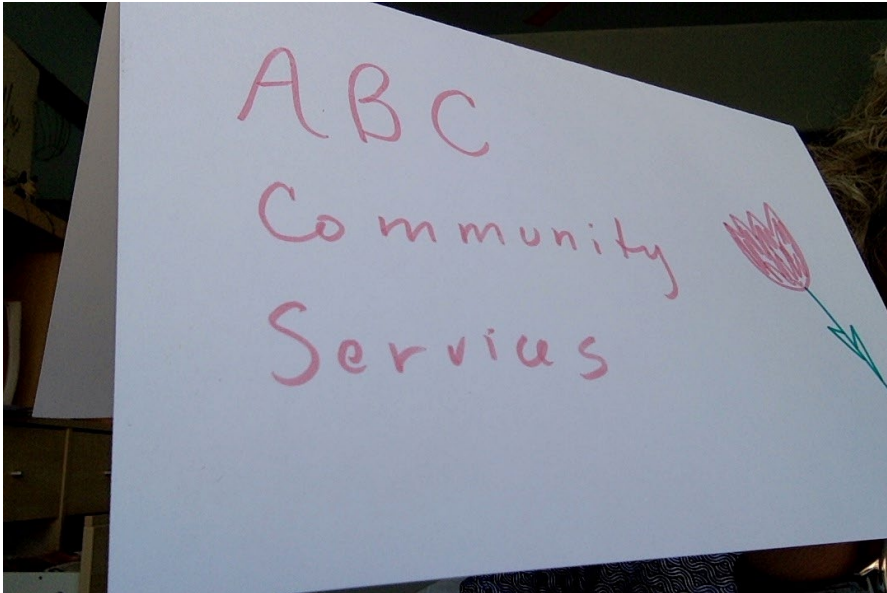
## UNM Evaluation Lab 2023 Summer Institute



# Welcome!!

Family Promise of Albuquerque	Heading Home	HopeWorks	Kids Campus at Santa Fe Community College	Mandy's Farm	Meals on Wheels of Albuquerque	Navajo Epidemiology Center	New Mexico CASA Association
New Mexico Dental Association Foundation	New Mexico Dream Center	New Mexico Primary Care Association	Pajarito Environmental Education Center	Paso del Norte Children's Development Center	PB&J Family Services	Presbyterian Ear Institute	Pueblo of Jemez
Pueblo of Pojoaque Tewa Language Department	Ronald McDonald House Charities	Santa Fe Recovery Center	Storehouse New Mexico	The Community Pantry	The Memory Care Alliance	The Memory Care Alliance	Twirl
United Voices for Newcomer Rights	UNM HSC Office for Diversity Equity & Inclusion	UNM Pediatrics Adolescent Medicine	UNM STEM-H Center	Catholic Charities	City of Albuquerque	Ciudad Nueva	Ciudad Soil and Water Conservation District
			Cuidando Los Ninos	Explora			

# Please make a name tent for your organization!



Use markers and paper to create a name tent for your organization

Name on both sides please!

# Introductions



**Audrey**

UNM Evaluation Lab  
Associate Director

**Charla**

UNM Eva Lab  
Moderator

**Ranjana**

UNM Eval Lab  
Moderator

**Claudia**

UNM Evaluation  
Lab Director



**Emma**

Logistics

Facilitators

Support

# Featured panelists

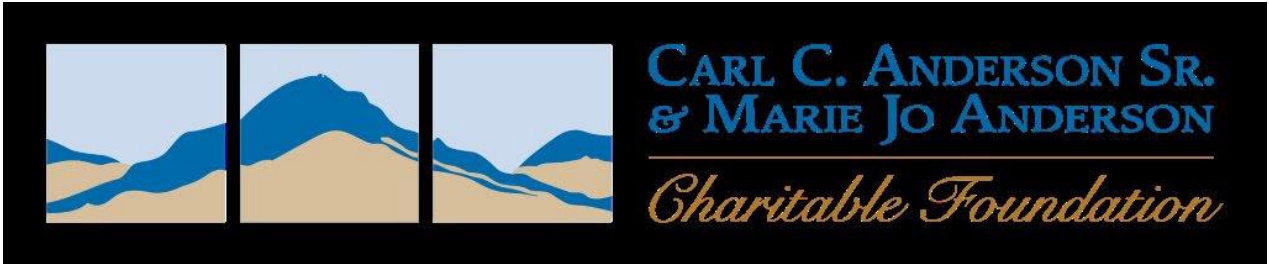
## Audrey Cooper

Eval Lab Alum

## Nancy Ryan

Casa de Peregrinos

Thank you!





# Participants

Please scan this code and write one-word check-in on how you are feeling right now about evaluation.



Please share name, organization, town and the word you wrote!

# What is evaluation?

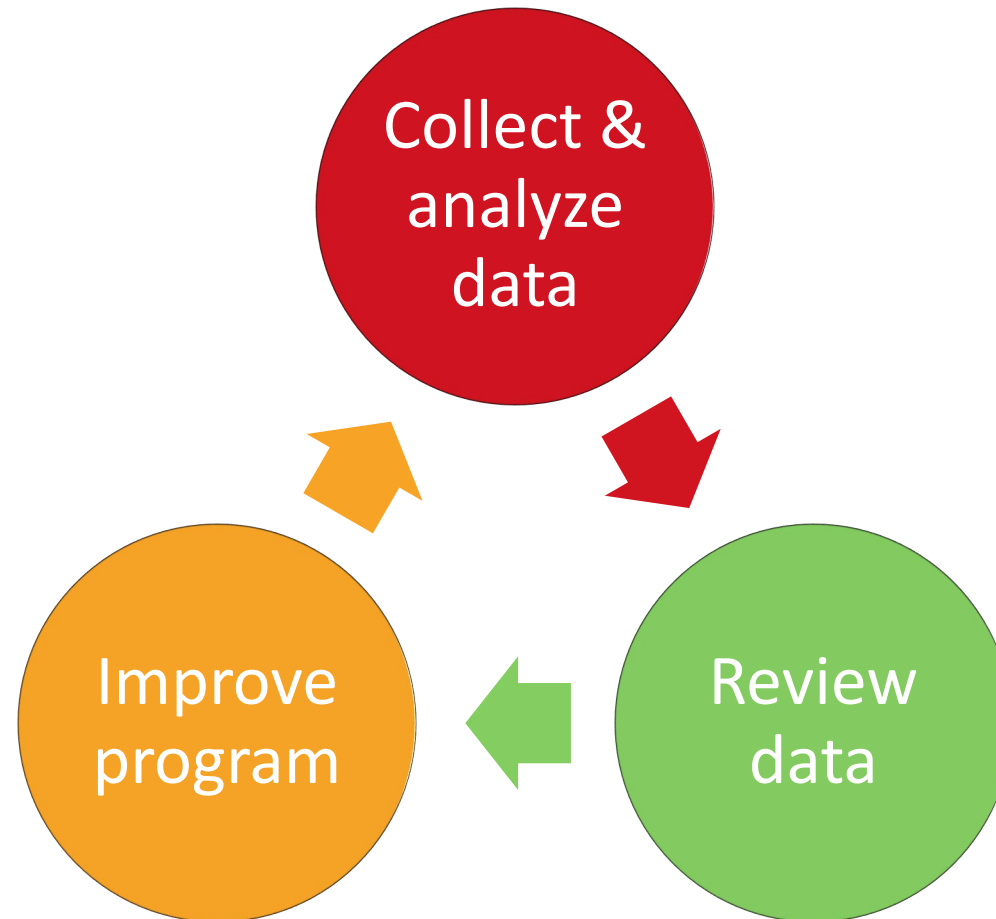
- Seeing
- Noting what is working and not working
- Adjusting our actions to make things work better

# Natural evaluation

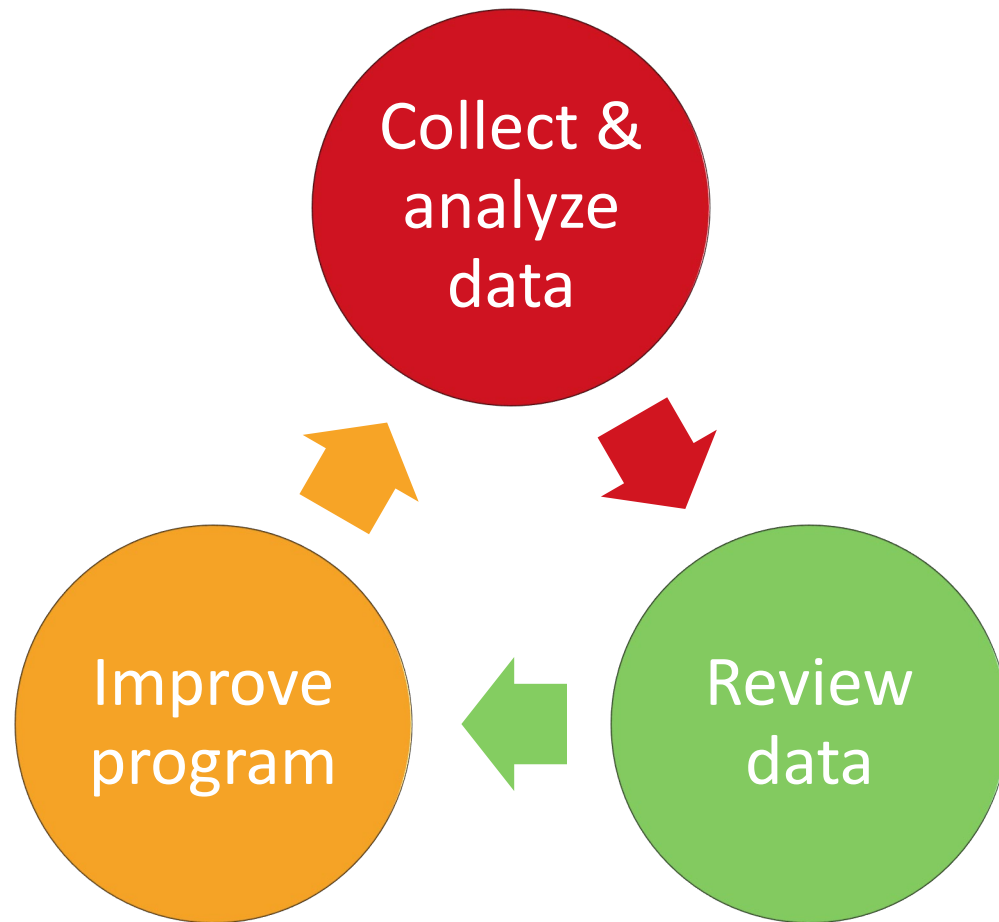
We are always seeing (collecting data), noting (reviewing data) and adjusting (program improvement)

## *Examples*

- Modifying a recipe
- At work, you notice something didn't work as expected and you decide to try something different



# Systematic evaluation: taking your natural evaluation process, making it intentional, and putting it on a schedule

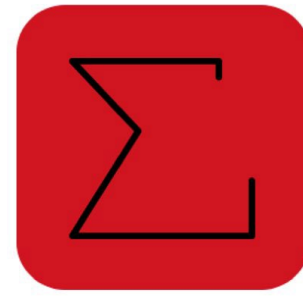


1. Collect data at set times
2. Analyze data at set times
3. Review data in a meeting
4. Adjust program
5. Repeat

# Evaluation Lab principles



Measuring  
What Matters



Embedding  
Evaluation



Participatory  
Evaluation

- measuring what matters  
and everything can be measured
- embedded evaluation  
evaluation is part of the daily routine, and is used to achieve organization's mission
- participatory evaluation  
evaluation works best when lots of people representing lots of groups are involved: leadership, front-line staff, Board of Directors, participants (or former participants), community members

# Evaluation as mission time

- Moving reflection work from meetings imposed by your evaluator to time imposed by you
  - Agenda item for staff and board meetings
  - Internal evaluation coordinator / evaluation team
- Making time for evaluation means your organization will be moving in the right direction
- Plus mission time brings joy



Embedding  
Evaluation

# Covey Quadrants

Steven Covey

*7 Habits of Highly Effective People*

Habit 3: "Put First Things First."

<https://www.franklincovey.com/the-7-habits/habit-3.html>

July 2023

2023 UNM Evaluation Lab Summer Institute

IMPORTANT

NOT IMPORTANT

URGENT

NOT URGENT

## Q1 NECESSITY

Crises  
Emergency meetings  
Last-minute deadlines  
Pressing problems  
Unforeseen events

## Q2 EFFECTIVENESS

Proactive work  
Important goals  
Creative thinking  
Planning and prevention  
Relationship building  
Learning and renewal  
Recreation

## Q3 DISTRACTION

Needless interruptions  
Unnecessary reports  
Irrelevant meetings  
Other people's minor issues  
Unimportant email,  
tasks, phone calls, status  
posts, etc.

## Q4 WASTE

Trivial work  
Avoidance activities  
Excessive relaxation,  
television, gaming,  
Internet  
Time-wasters  
Gossip

15

**NOT URGENT**

**URGENT**

**IMPORTANT**

**Q1 NECESSITY**

Crises  
Emergency meetings  
Last-minute deadlines  
Pressing problems  
Unforeseen events

**Q2 EFFECTIVENESS**

Proactive work  
Important goals  
Creative thinking  
Planning and prevention  
Relationship building  
Learning and renewal  
Recreation

**NOT IMPORTANT**

**Q3 DISTRACTION**

Needless interruptions  
Unnecessary reports  
Irrelevant meetings  
Other people's minor issues  
Unimportant email,  
tasks, phone calls, status  
posts, etc.

**Q4 WASTE**

Trivial work  
Avoidance activities  
Excessive relaxation,  
television, gaming,  
Internet  
Time-wasters  
Gossip

**Mission Time  
Evaluation**



The Evaluation Institute is serious  
mission **time**

# Our story

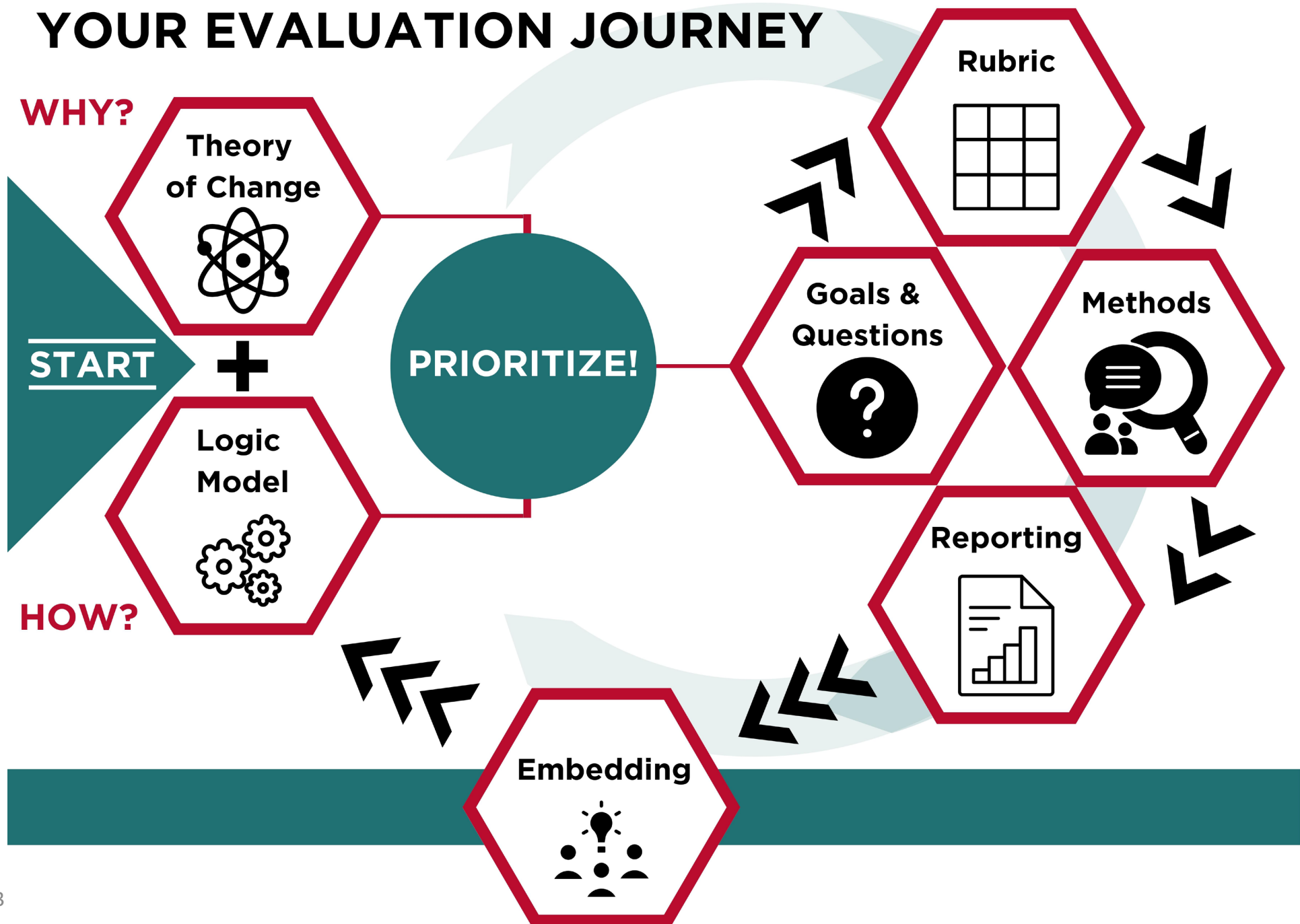
Thinking about evaluation as mission time changed everything

- We set up time one hour, every two weeks during spring.
  - Separate from regular meetings, but sometimes we use regular meetings for mission time.
- Used that time to set evaluation goals, review data, make decisions, and planning.

# Build Your Own Evaluation Plan!

- By Friday, all organizations will have at least a draft of an Evaluation Plan.
- How?

# YOUR EVALUATION JOURNEY



# Learning by doing: Your Evaluation Plan (YEP)

Classroom learning is ok, but where you really learn how to do stuff is when you try it yourself, and when you get ideas from other practitioners

Evaluation is lifeless until it is applied

During the Summer Institute we will present an evaluation element and have you create it immediately

Your Evaluation Plan (YEP) activities

# Elements of an evaluation plan / Institute content

---

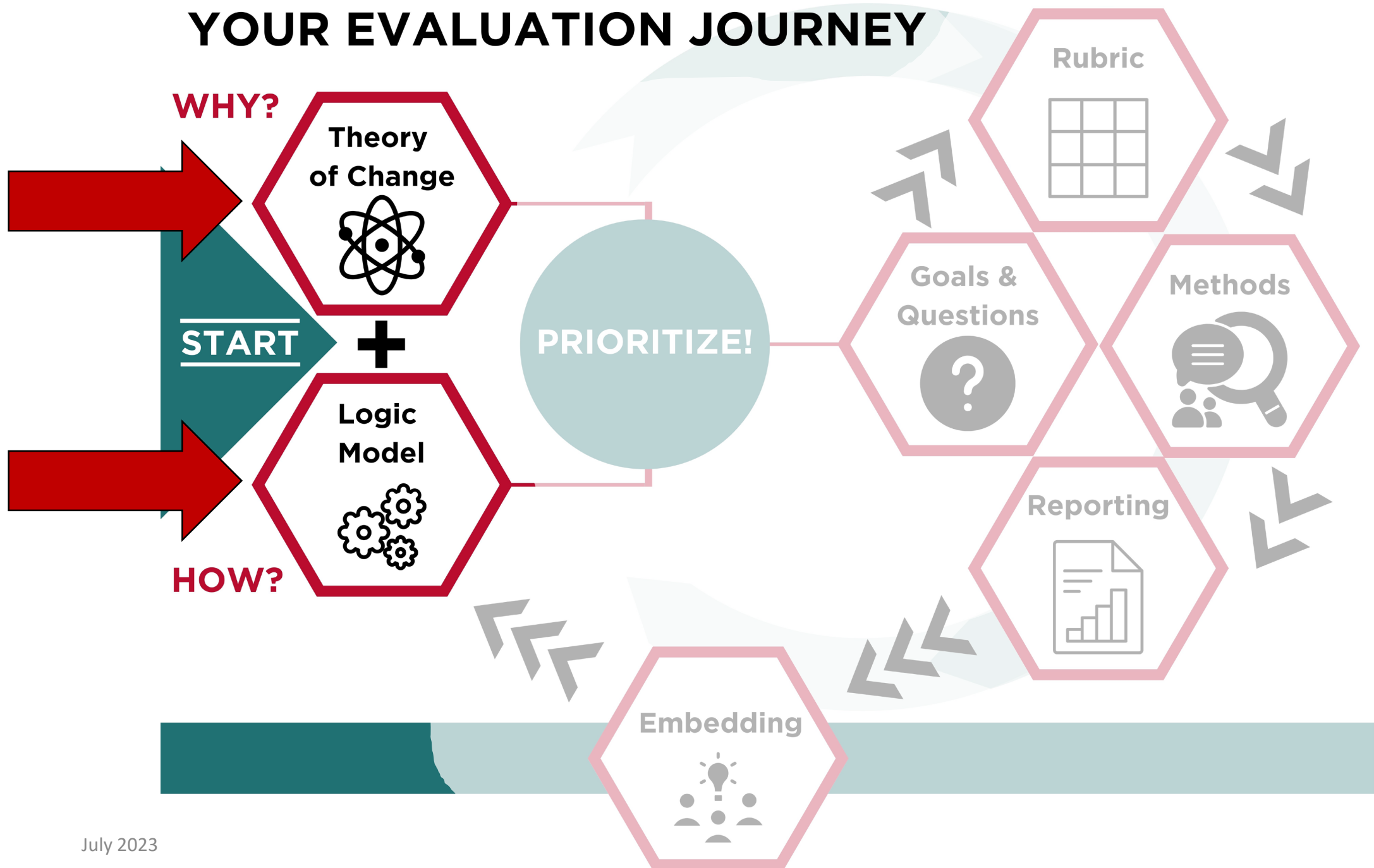
Day 1      Evaluation foundations

YEP #1   Logic model

YEP #2   Theory of change

---

# YOUR EVALUATION JOURNEY



# Elements of an evaluation plan / Institute content

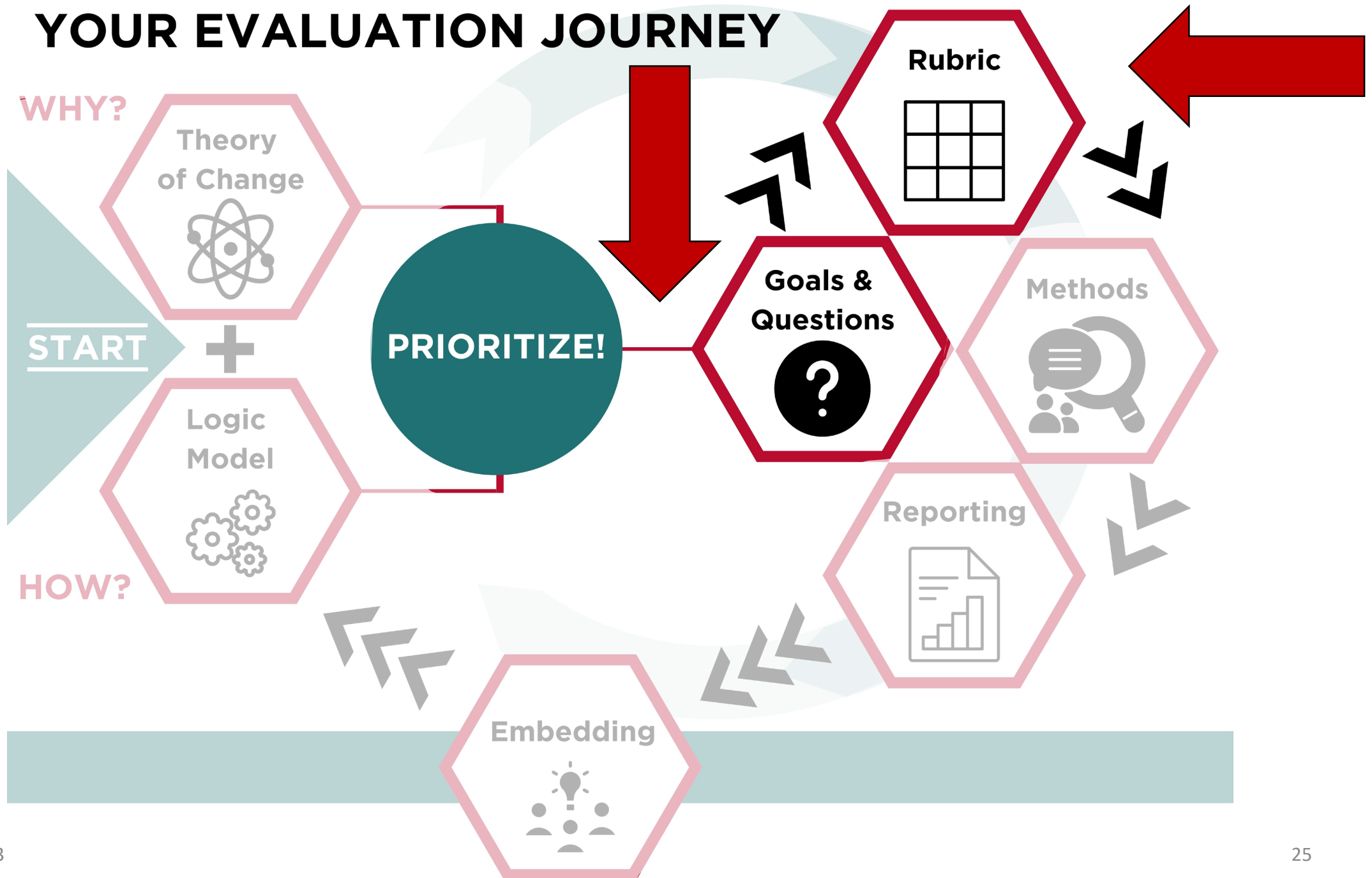
---

Day 1	Evaluation foundations	YEP #1	Logic model
		YEP #2	Theory of change
<b>Day 2</b>	<b>Measuring what matters</b>	<b>YEP #3</b>	<b>Rubrics</b>
		<b>YEP #4</b>	<b>Evaluation questions</b>

---



# YOUR EVALUATION JOURNEY



# Elements of an evaluation plan / Institute content

---

Day 1	Evaluation foundations	YEP #1	Logic model
		YEP #2	Theory of change
Day 2	Measuring what matters	YEP #3	Rubrics
		YEP #4	Evaluation questions
<b>Day 3</b>	<b>Collecting useful data</b>	<b>YEP #5</b>	<b>Data collection brainstorm</b>
		<b>YEP #6</b>	<b>Data tool development</b>

---

# YOUR EVALUATION JOURNEY



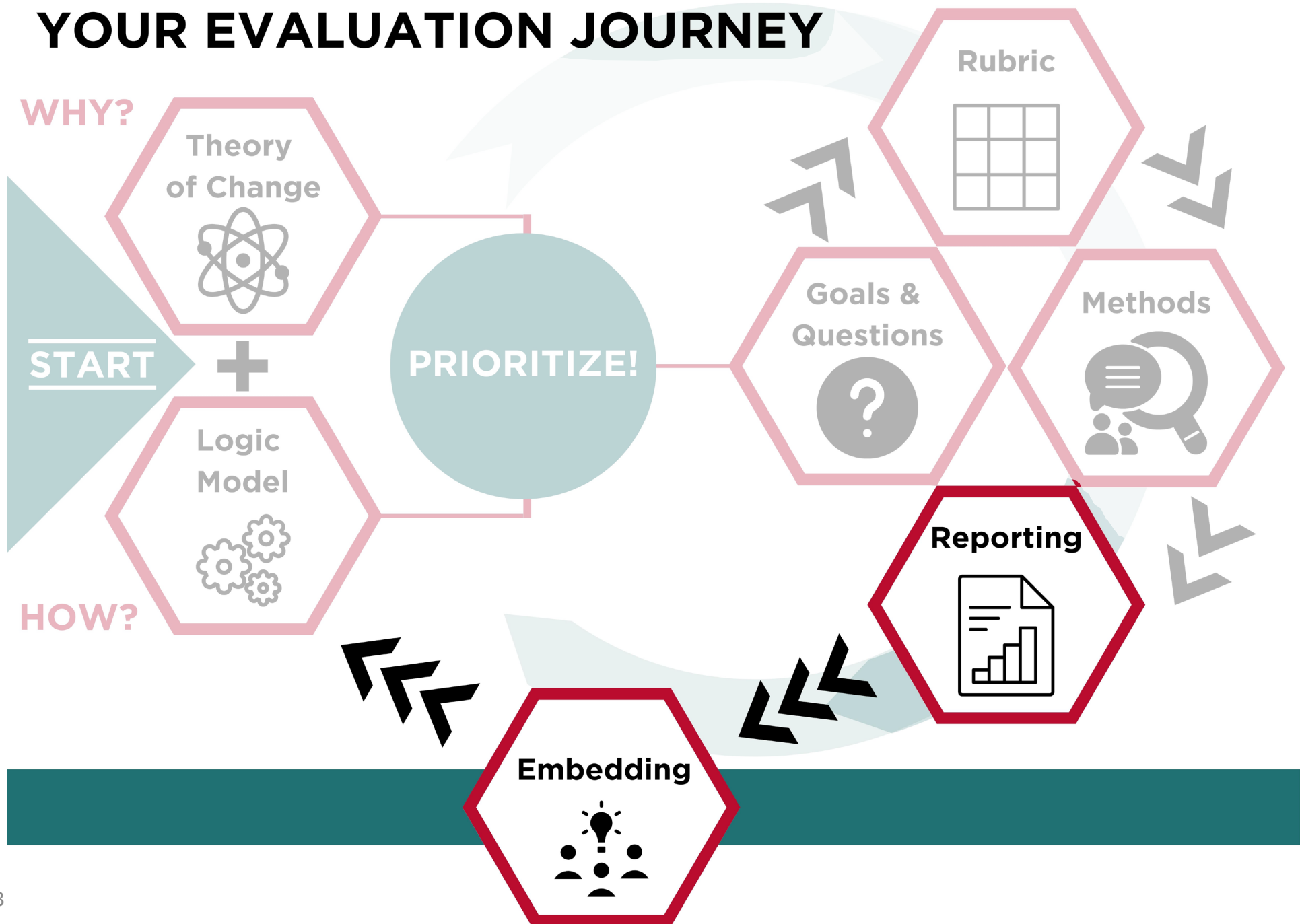
# Elements of an evaluation plan / Institute content

---

Day 1	Evaluation foundations	YEP #1	Logic model
		YEP #2	Theory of change
Day 2	Measuring what matters	YEP #3	Rubrics
		YEP #4	Evaluation questions
Day 3	Collecting useful data	YEP #5	Data collection brainstorm
		YEP #6	Data tool development
<b>Day 4</b>	<b>Embedding</b>	<b>YEP #7</b>	<b>Embedding in your org</b>
		<b>YEP #8</b>	<b>Your plan</b>

---

# YOUR EVALUATION JOURNEY



# Elements of an evaluation plan / Institute content

---

Day 1	Evaluation foundations	YEP #1	Logic model
		YEP #2	Theory of change
Day 2	Measuring what matters	YEP #3	Rubrics
		YEP #4	Evaluation questions
Day 3	Data	YEP #5	Data collection brainstorm
		YEP #6	Data tool development
Day 4	Embedding	YEP #7	Embedding in your org
		YEP #8	Presenting your plan
<b>Day 5</b>	<b>Presentations</b>		

---

# Presentations: Your plan

- Mission time plan
- Evaluation goal or question(s)
- Data collection method(s)
- Timeline

# Creating a Learning Community



# Learning by sharing

A Learning Community is a way to share practitioner knowledge

How our Learning Community will work

## **During Summer Institute:**

- Share evaluation products in small groups, then a few will volunteer to share with entire group
- We will ask for a volunteer from each table in rotation
- 8 Learning Community sessions

## **After Summer Institute:**

- Project ECHO Learning Community
- Monthly sessions
- Continued training and sharing

# Evaluation Lab ECHO Online Learning Community

3<sup>rd</sup> Tuesdays, 9-10:30am



*Everybody  
learning,  
everybody  
teaching*

- 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>

# Collaboration agreement

- We'll review on Thursday

# The Summer Institute

# Logistics - physical

- Rest rooms
- Water and coffee
- Eating

# Logistics - learning

- Binder
- Readings
  - Russ-Eft & Preskill: Evaluation in Organizations
  - Grant: The Social Profit Handbook
- Electronic resources

<http://evallab.unm.edu/learning-center/summer-institute-materials1/2022-summer-institute-materials.html>

<http://evallab.unm.edu> → Learning Center → Summer Institute Materials

Readings are in password-protected directory



# Questions?

# Up next:

- LOGIC MODELS