



## UNM EVALUATION LAB 2025 SUMMER INSTITUTE

Day 1: EVALUATION FOUNDATIONS					Monday, June 2nd, 2025
Start	-	End	Topic	Content	Readings
8:30	-	9:00	Registration and Breakfast		
9:00	-	9:30	<b>Welcome &amp; Introductions</b>	Creating a Learning Community	
9:30	-	10:00	<b>Mission Time</b>	<ul style="list-style-type: none"> <li>• Time to do the work!</li> <li>• measuring what matters</li> <li>• embedded evaluation</li> <li>• participatory evaluation</li> </ul>	EIO CH 1 - Defining Evaluation & CH 2 - The Evolution of Evaluation  Grant 2015, Ch 4
			<b>Evaluation Lab Principles</b>		
			<b>Your Evaluation Plan</b>	<ul style="list-style-type: none"> <li>• Logic model</li> <li>• Theory of Change</li> <li>• Rubrics</li> <li>• Focusing</li> <li>• Data collection</li> <li>• Embedding</li> </ul>	
10:00	-	10:30	<b>Logic Models</b>	Logic model fundamentals; broadening the definition of processes and outcomes that matter to your work.	EIO CH 5 - Focusing the Evaluation*
10:30	-	10:40	BREAK		
10:40	-	12:00	<b>Your Evaluation Plan (YEP #1)</b>	Create or refine your logic model	
12:00	-	1:00	LUNCH		
1:00	-	1:45	<b>Learning Community #1</b>	Sharing logic models	
1:45	-	2:15	<b>Theory of change</b>	What's the difference between a Logic Model and a Theory of Change?	
2:15	-	3:00	<b>Using AI to Find Evidence to support your LM and TOC</b>	Using AI to find different kinds of evidence; the technical definitions for evidence-based and evidence-informed; value and limitations of RCTs. The value of evidence-informed programs. The role of experience.	Center on the Developing Child 2016,* Felitti et al. 1998*
3:00	-	3:10	BREAK		
3:10	-	4:00	<b>Your Evaluation Plan (YEP #2)</b>	Articulate your theory of change and document evidence base	
4:00	-	4:45	<b>Learning Community #2</b>	Sharing theories of change	
4:45	-	5:00	<b>Exit Ticket</b>		

\*Asterisked readings are available at [evallab.unm.edu](http://evallab.unm.edu) → Learning Center → 2025 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.)

Center on the Developing Child at Harvard University. 2016. *Applying the Science of Child Development in Child Welfare Systems*. [www.developingchild.harvard.edu](http://www.developingchild.harvard.edu)

Felitti VJ, Anda RF, Nordenberg D., Williamson DF, Spitz AM, Edwards V., Koss MP, and Marks JS. 1998. "Relationship of Childhood Abuse and Household Dysfunction to Many of the Leading Causes of Death in Adults. The Adverse Childhood Experiences (ACE) Study." *American Journal of Preventive Medicine* 14 (4): 245-58.

Grant, David. 2015. *The Social Profit Handbook: The Essential Guide to Setting Goals, Assessing Outcomes, and Achieving Success for Mission-Driven Organizations*. Chelsea VT: Chelsea Green Publishing Company.

Day 2: MEASURING WHAT MATTERS					Tuesday, June 3rd, 2025
Start	-	End	Topic	Content	Readings
8:30	-	9:00	Breakfast		
9:00	-	9:30	How to Measure What Matters	Using rubrics to describe what success looks like	Grant 2015
9:30	-	10:30	Your Evaluation Plan (YEP #3)	Creating rubrics for outputs and outcomes	
10:30	-	10:40	BREAK		
10:40	-	11:25	Learning Community #3	Sharing rubrics	
11:25	-	12:00	Focusing	Asking questions and making decisions	EIO CH 5 - Focusing the Evaluation*
12:00	-	1:00	LUNCH		
1:00	-	2:00	Measuring the seemingly intangible	Bryce Dix & Kevin Estes, <i>Animal Humane Española &amp; UNM Evaluation Lab</i> Gwen Fernandez, <i>Harwood Museum of Art</i> Julia Hess, PhD <i>Cultural Anthropologist, UNM</i>	
2:00	-	2:45	Your Evaluation Plan (YEP #4)	Focusing / Evaluation questions	
2:45	-	2:55	BREAK		
2:55	-	3:40	Learning Community #4	Sharing evaluation questions	
3:40	-	3:45	Exit Ticket		
3:45	-	3:55	BREAK		
3:55	-	5:00	Your Evaluation Plan	Tie up loose ends	

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Grant, David. 2015. *The Social Profit Handbook: The Essential Guide to Setting Goals, Assessing Outcomes, and Achieving Success for Mission-Driven Organizations*. Chelsea VT: Chelsea Green Publishing Company.

Day 3: COLLECTING USEFUL DATA					Wednesday, June 4th, 2025
Start	-	End	Topic	Content	Readings
8:30	-	9:00	Breakfast		
9:00	-	9:45	<b>Collecting useful data: Qualitative and Quantitative Data and your Evaluation</b>	<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? The value of qualitative and quantitative information. Decision matrix for whether a survey is the right tool.	EIO CH 6 - Selecting an Evaluation Design* CH 7 - Data Collection Methods CH 8 - Archival Data
9:45	-	10:15	<b>Do's and Don'ts: Surveys</b>	Guidelines for creating a survey	EIO CH 10 - Surveys & Questionnaires*
10:15	-	10:25	BREAK		
10:25	-	11:10	<b>Your Evaluation Plan (YEP #5)</b>	Surveys	
11:10	-	12:00	<b>Learning Community #5</b>	Sharing survey ideas	
12:00	-	1:00	LUNCH		
1:00	-	1:30	<b>Do's and Don'ts: Focus Groups, Interviews</b>	Guidelines for creating a focus group/interview.	EIO CH 11 - Individual and Focus Groups Interviews*
1:30	-	2:15	<b>Your Evaluation Plan (YEP #6)</b>	Work on data collection tool	
2:15	-	2:55	<b>Learning Community #6</b>	Sharing data collection tool ideas	
2:55	-	3:05	BREAK		
3:05	-	3:35	<b>Ideas for reporting data</b>	What do qualitative data look like analyzed? What does quantitative data look like when analyzed?	
3:35	-	3:45	Exit Ticket		
3:45	-	4:00	BREAK		
4:00	-	5:00	<b>Your evaluation plan</b>	Work on your evaluation plan	

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Day 4: THE JOY OF EVALUATION					Thursday, June 5th, 2025
Start	-	End	Topic	Content	Readings
8:30	-	9:00	<b>Breakfast</b>		
9:00	-	9:30	<b>The Joy of Evaluation/ Embedding</b>	Evaluation as validation, participatory evaluation, embedding	EIO CH 4 - Politics and Ethics
9:30	-	10:40	"Engaging Community for Research and Evaluation: The Promise of Community-based Participatory Research (CBPR)"	Community Based Participatory Research	Wallerstein and Duran 2006 & 2010,* Wallerstein and Muhammad 2019* Wiggins et al. 2018*
10:40	-	11:00	<b>GROUP PHOTO / BREAK</b>		
11:00	-	12:00	<b>Successes &amp; Challenges in Evaluation</b>	What evaluation is and isn't – focus on what is under your control. How to design and implement a CBPR-based evaluation.	
12:00	-	1:00	<b>LUNCH</b>		
1:00	-	1:45	<b>Your Evaluation Plan (YEP #7)</b>	Embedding evaluation: who will lead the evaluation team? How will you create and protect mission time? How will you involve the entire organization in the feedback loop?	
1:45	-	2:30	<b>Learning Community #7</b>	Sharing ideas for embedding evaluation	
2:30	-	2:50	<b>BREAK</b>		
2:50	-	3:05	<b>Our Learning Community</b>	Project ECHO model Sign up for case presentation	
3:05	-	3:20	<b>Presentation guide</b>		
3:20	-	3:30	<b>Exit Ticket</b>		
3:30	-	3:40	<b>BREAK</b>		
3:40	-	5:00	<b>Your Evaluation Plan (YEP #8)</b>	Prepare 5-minute presentation	

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Human Impact Partners. (2023). *Resources for Collaboration and Power Sharing Between Government Agencies and Community Power-Building Organizations*  
<https://humanimpact.org/hiprojects/resources-for-collaboration-and-power-sharing-between-government-agencies-and-community-power-building-organizations/>

Wallerstein, N. B., & Duran, B. (2006). Using community-based participatory research to address health disparities. *Health promotion practice*, 7(3), 312-323.

Wallerstein, N., & Duran, B. (2010). Community-based participatory research contributions to intervention research: the intersection of science and practice to improve health equity. *American journal of public health*, 100(S1), S40-S46.

Wallerstein, N., Muhammad, M., Sanchez-Youngman, S., Rodriguez Espinosa, P., Avila, M., Baker, E. A., ... & Duran, B. (2019). Power dynamics in community-based participatory research: A multiple-case study analysis of partnering contexts, histories, and practices. *Health Education & Behavior*, 46(1\_suppl), 19S-32S.

Wiggins, N., Parajon, L., Coombe, C., Duldulao, A., Rodriguez, L., Wang, P. (2018). Participatory evaluation as a process of empowerment: Experiences with community health workers in the United States and Latin America. In Wallerstein, Duran, Oetzel, Minkler (Eds). *CBPR for Health: Advancing Social and Health Equity*, 3<sup>rd</sup> edition. San Francisco: Jossey Bass, 25-46.

Day 5: YOUR EVALUATION PLAN					Friday, June 6 <sup>th</sup> , 2025
Start	-	End	Topic	Content	Readings
8:30	-	9:00	<b>Breakfast</b>		
9:00	-	10:30	<b>Interactive Focus Group</b>	Experience an interactive focus group	EIO: CH 11 - Individual and Focus Groups Interviews*
10:45	-	12:00	<b>5 presentations</b>		
12:00	-	1:00	<b>LUNCH</b>		
1:00	-	2:15	<b>5 presentations</b>		
2:15	-	2:25	<b>BREAK</b>		
2:25	-	3:50	<b>5 presentations</b>		
3:50	-	4:00	<b>Closing</b>	See you in the Learning Community!	

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