The 2025 Evaluation Lab Summer Institute will begin shortly!

Create a name tent for your organization (both sides please!)

FAMILY TREE COMMUNITY ORG

Log into the Wi-Fi: **LoboGuest**

Checkout **breakfast!**

UNIVERSITY OF NEW MEXICO EVALUATION LAB

WELCOME

UNM Evaluation Lab
2025 Summer Institute

Our Learning Community

Adelante Development Center	Alongside Ministries	Bernalillo Public Schools	Catholic Charities	College and Career Plaza	Deming Silver Linings	Domestic Violence Resource Center
Dual Language Education New Mexico	Groundworks New Mexico	Keshet Dance Company & Center for the Arts	Kitchen Angels	La Semilla Food Center	National Institute of Flamenco	New Mexico Department of Transportation
New Mexico Immigrant Law Center	New Mexico Public Education Department	Paws and Stripes	ProAction Emergency Services	Quivira Coalition	Santo Domingo Pueblo	SEL4NM
Solace	The Commons Grant County	The Community Pantry	Three Sisters Kitchen	Tiyuv	United Way of Northern New Mexico	UNM Office of Research Integrity and Compliance
		Valencia Shelter Services	Veterans' Health Administration	Youth Heartline		

Log into the Wi-Fi and make a name tent

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

Log into the Wi-Fi: **LoboGuest**

Introductions

Audrey
UNM Evaluation Lab
Director

Charla
UNM Eval Lab
Moderator

Ranjana
UNM Eval Lab
Moderator

Caitlyn
Evaluation Lab
Moderator

Emma
Logistics

Erin
Logistics

Bryce Dix & Kevin Estes

UNM Evaluation Lab & Española Humane

Julia Hess

UNM Researcher

Gwen Fernandez

Harwood Museum of Art

Featured panelists

CARL C. ANDERSON SR.
& MARIE JO ANDERSON
Charitable Foundation

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!

2025 UNM Evaluation Lab Summer Institute

What is evaluation?

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

2025 UNM Evaluation Lab Summer Institute

Natural evaluation

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

Examples

- Modifying a recipe
- Re-wording instructions to your clients when you find a different approach works better.

COLLECT DATA

REVIEW DATA

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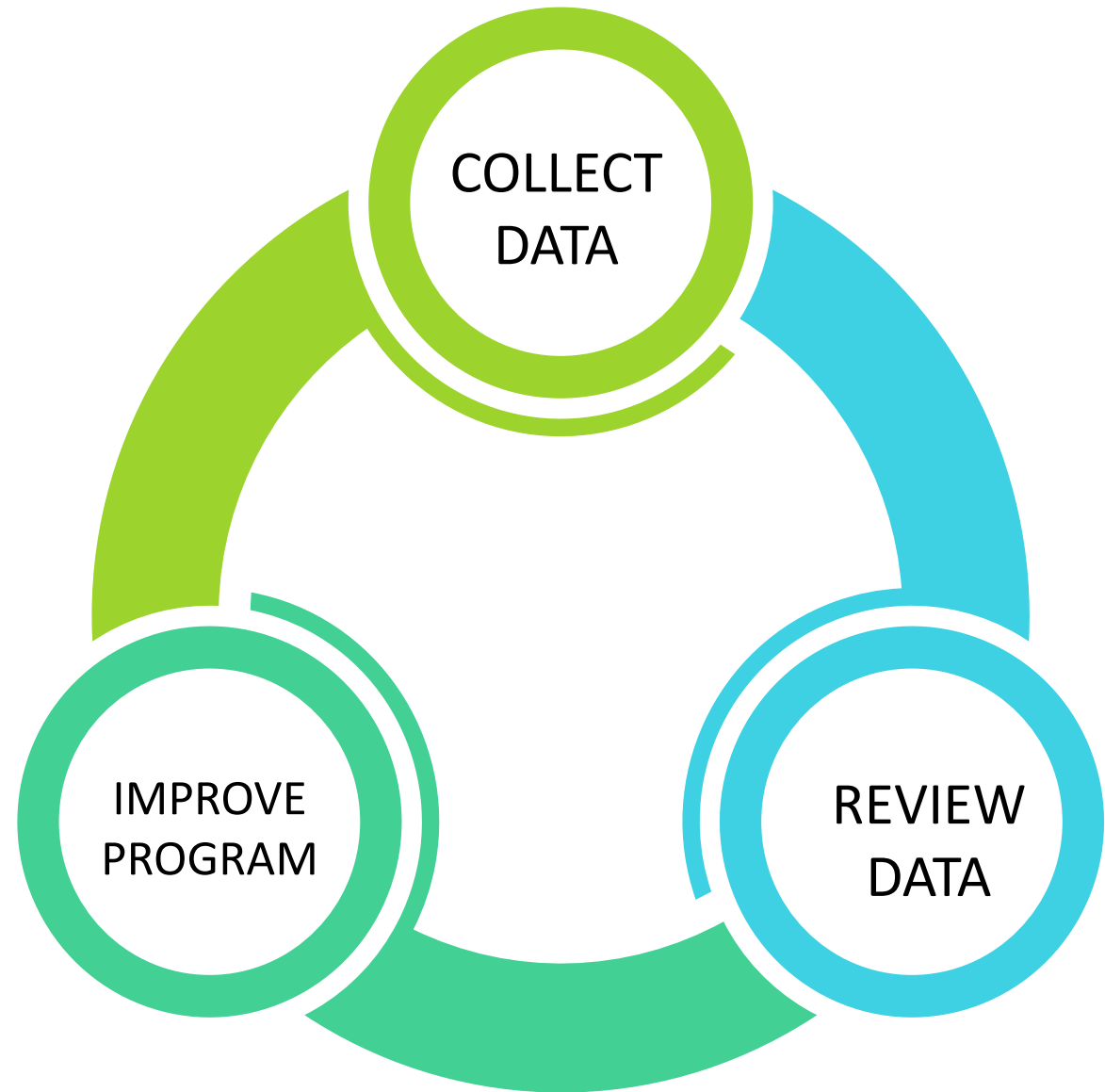
Systematic evaluation: taking your natural evaluation process, making it intentional, and putting it on a schedule
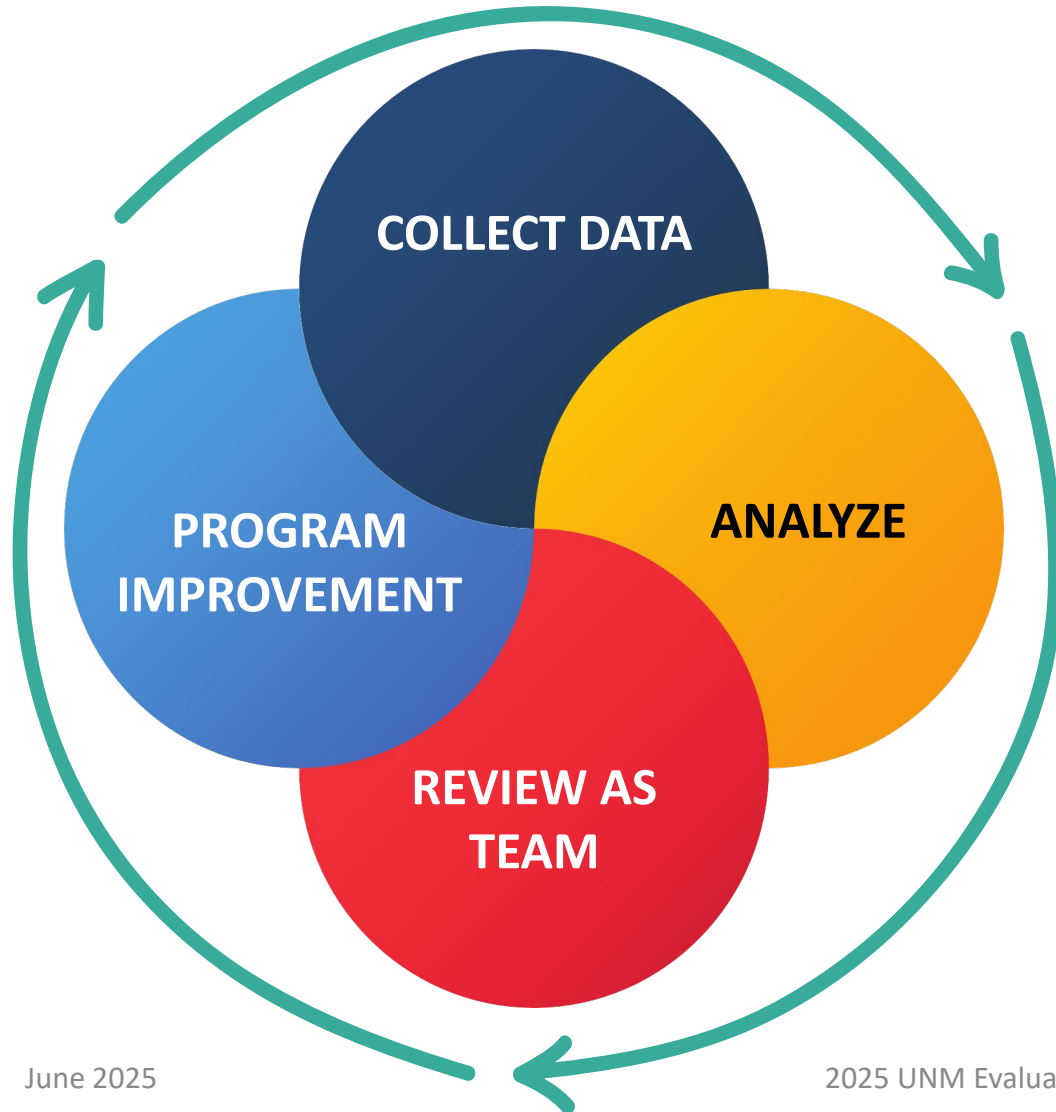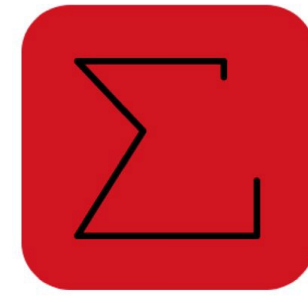

1. Collect data at set times
2. Analyze data at set times
3. Review data in a meeting
4. Adjust program
5. Repeat

Evaluation Lab principles

Measuring What Matters
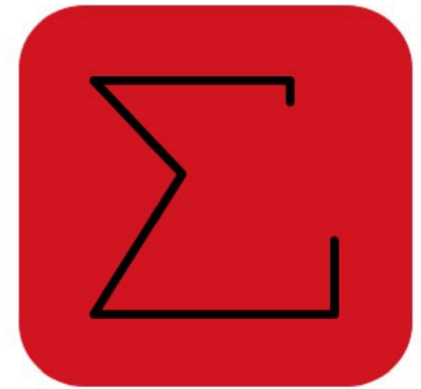
Embedding Evaluation

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 embedding 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
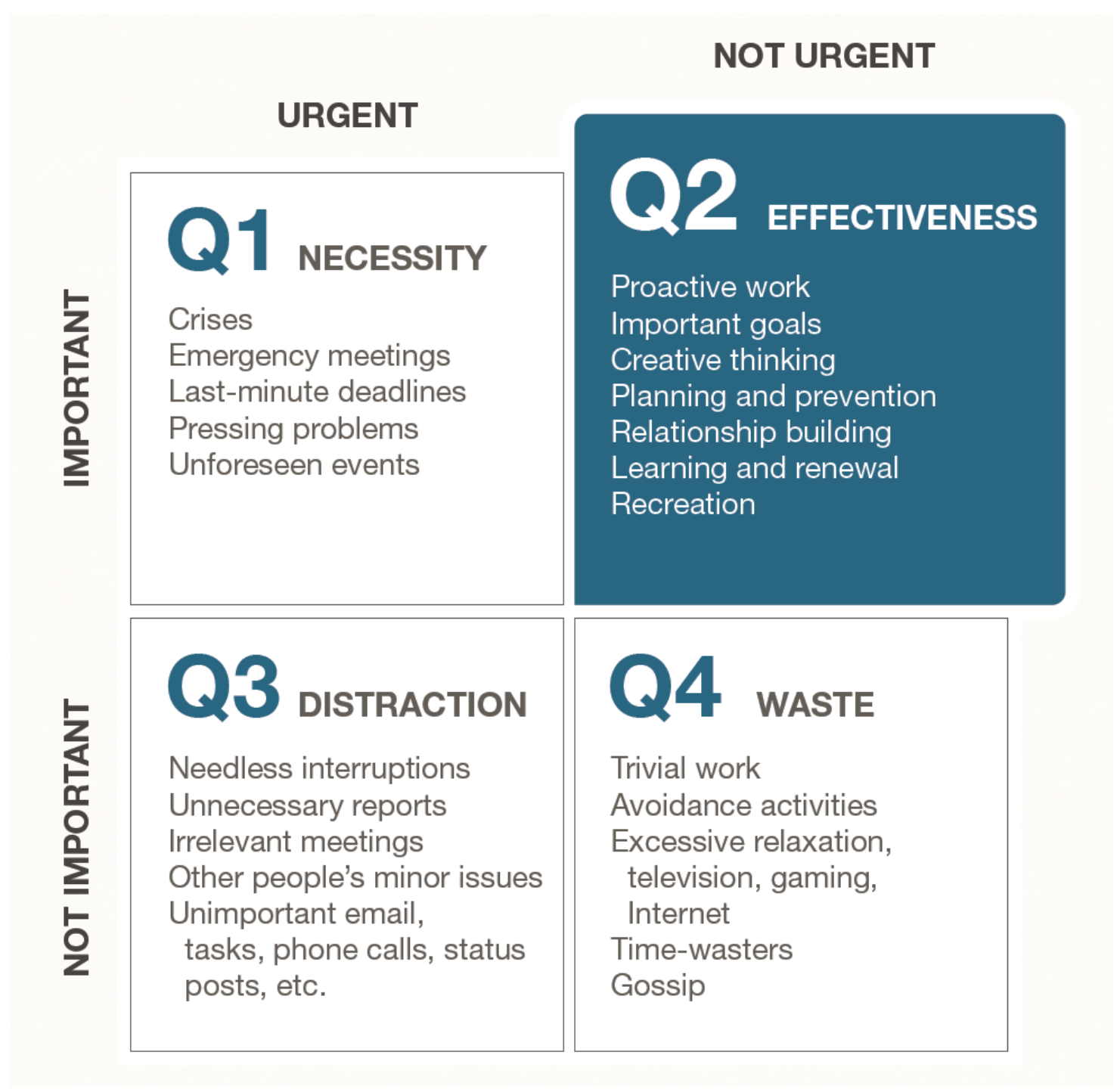

Embedding
Evaluation

Covey Quadrants

Steven Covey
7 Habits of Highly Effective People
Habit 3: "Put First Things First."

June 2025

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

NOT URGENT

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Mission Time Evaluation

The Evaluation Institute is serious

mission time
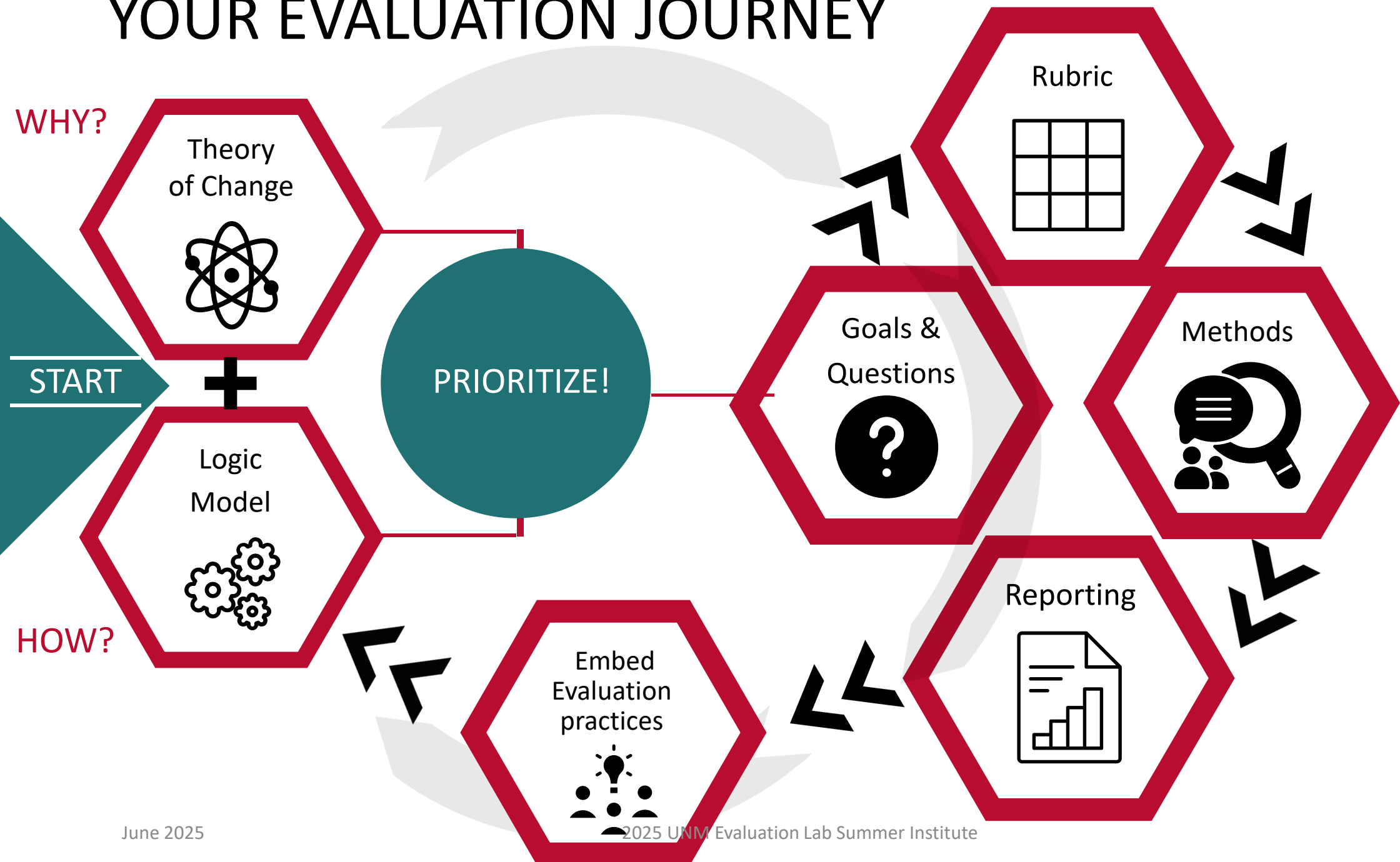
Our Story with Mission Time

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

WHY?

START

HOW?

Theory of Change

Logic Model

PRIORITIZE!

Goals & Questions

Rubric

Methods

Reporting

Embed Evaluation practices

2025 UNM Evaluation Lab Summer Institute

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 and feedback 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

YOUR EVALUATION JOURNEY

WHY?

Theory of Change

START

+

Logic Model

HOW?

Monday
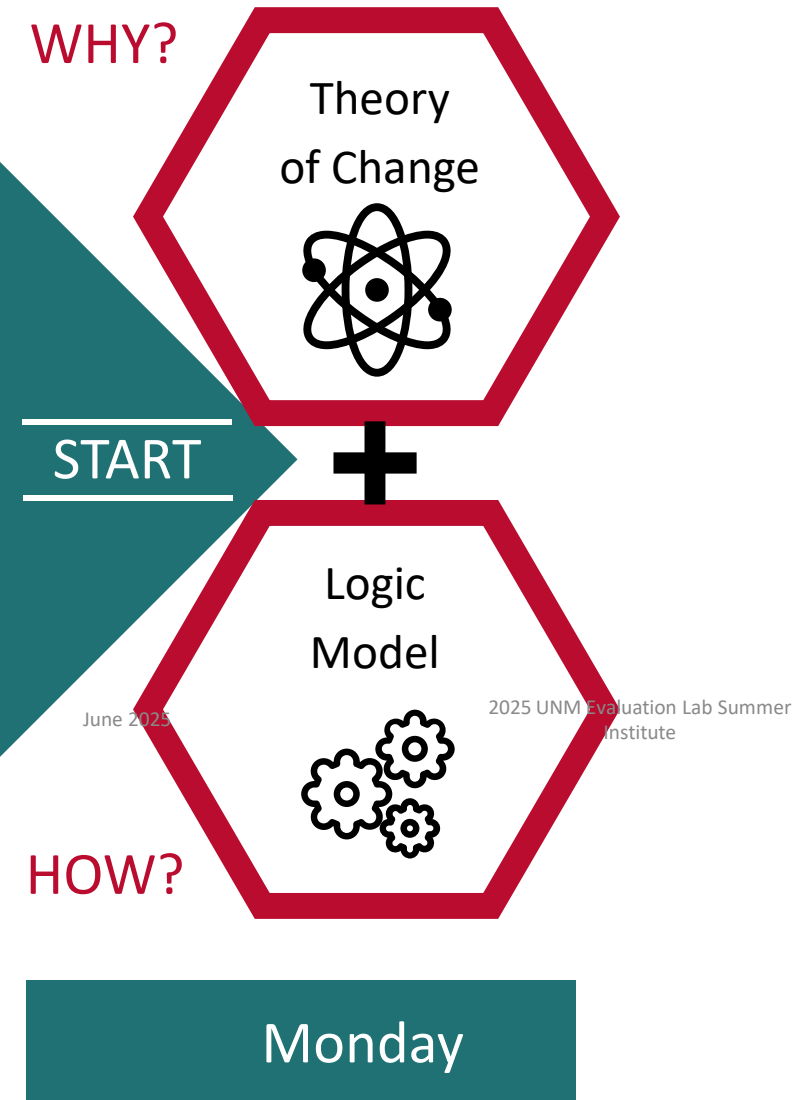
Bird's Eye View

Elements of an evaluation plan / Institute content

Day 1	Evaluation foundations	YEP #1	Logic model
		YEP #2	Theory of change

YOUR EVALUATION JOURNEY

WHY?

Theory of Change

START

+

PRIORITIZE!

Logic Model

HOW?

Monday   Tuesday
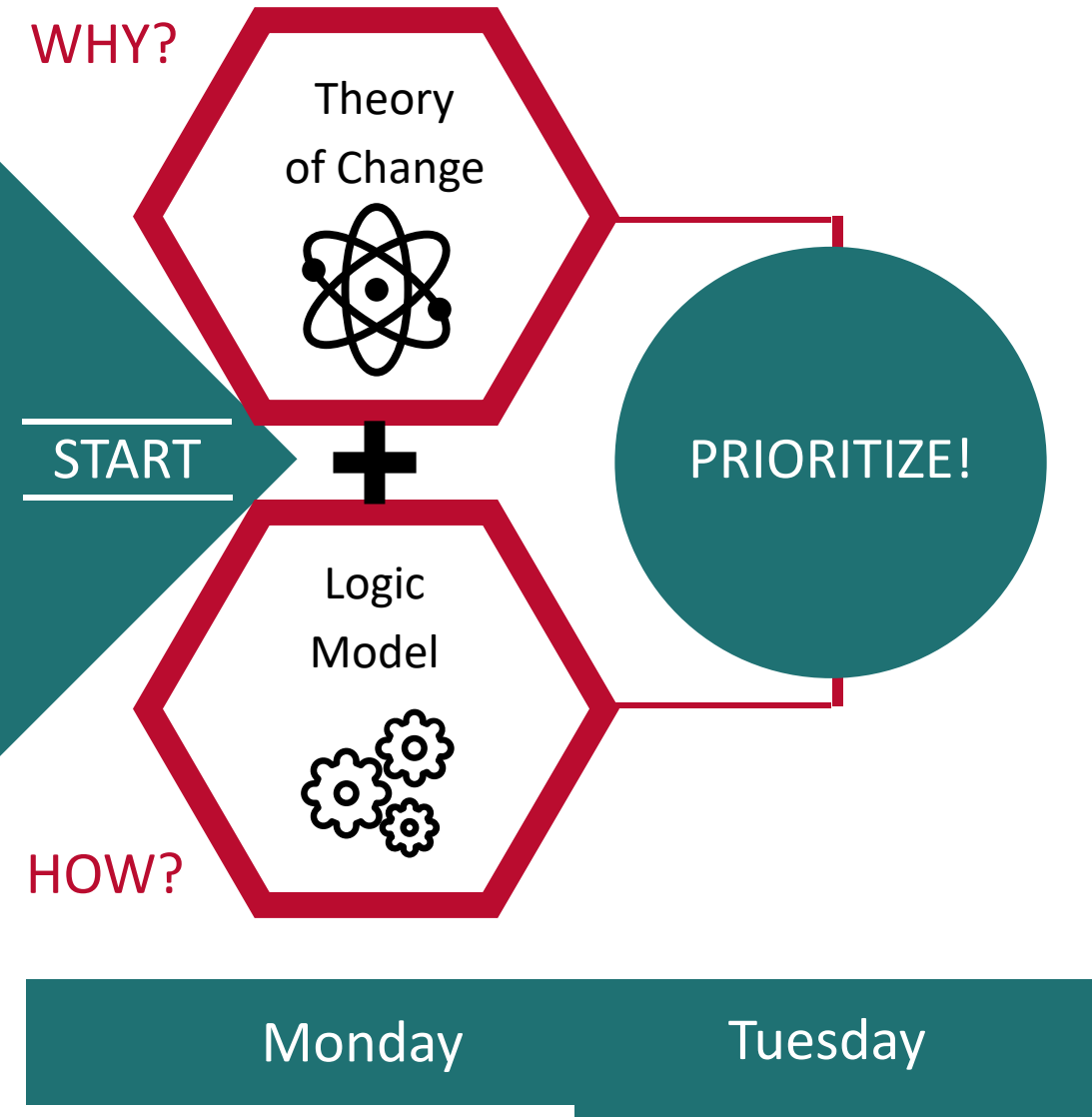
Focus your evaluation

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**

YOUR EVALUATION JOURNEY

WHY?

Theory of Change

START

HOW?

Logic Model

PRIORITIZE!

Rubric

Goals & Questions

Methods

Monday

Tuesday

Wednesday

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**

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
Day 4	**Embedding**	**YEP #7**	**Embedding in your org**
		YEP #8	**Your plan**

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
Day 5	**Presentations**		

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 3rd 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

The Summer Institute

Logistics - physical

- Rest rooms
- Water and coffee
- Eating
- Layers

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