

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	

\*Asterisked readings are available at [evalab.unm.edu](http://evalab.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.)