

The 2025 Evaluation Lab Summer Institute will begin shortly!

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



Log into the Wi-Fi:
LoboGuest



Checkout
breakfast!



WELCOME

UNM Evaluation Lab 2025 Summer Institute



Our Learning Community

Adelante
Development
Center

Alongside
Ministries

Bernalillo Public
Schools

Catholic Charities

College and Career
Plaza

Cultivating Coders

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

June 2025



Erin

Logistics

2025 UNM Evaluation Lab Summer Institute

Bryce Dix & Kevin Estes

UNM Evaluation Lab & Española
Humane

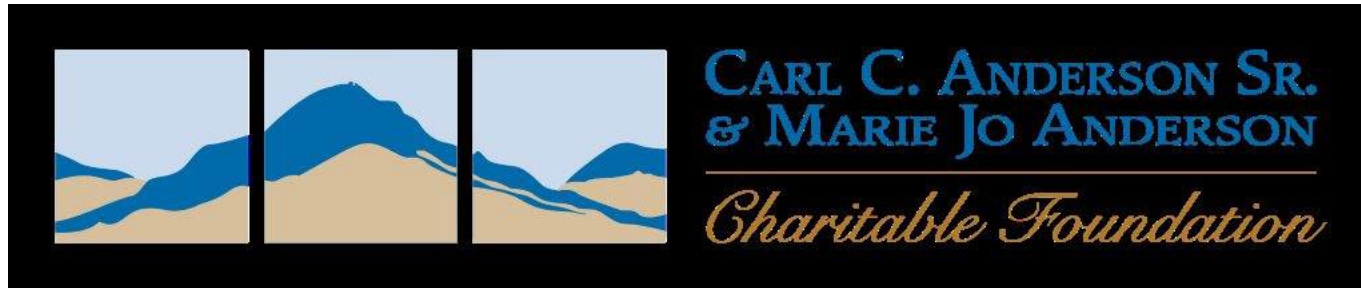
Julia Hess

UNM Researcher

Gwen Fernandez

Harwood Museum of Art

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?

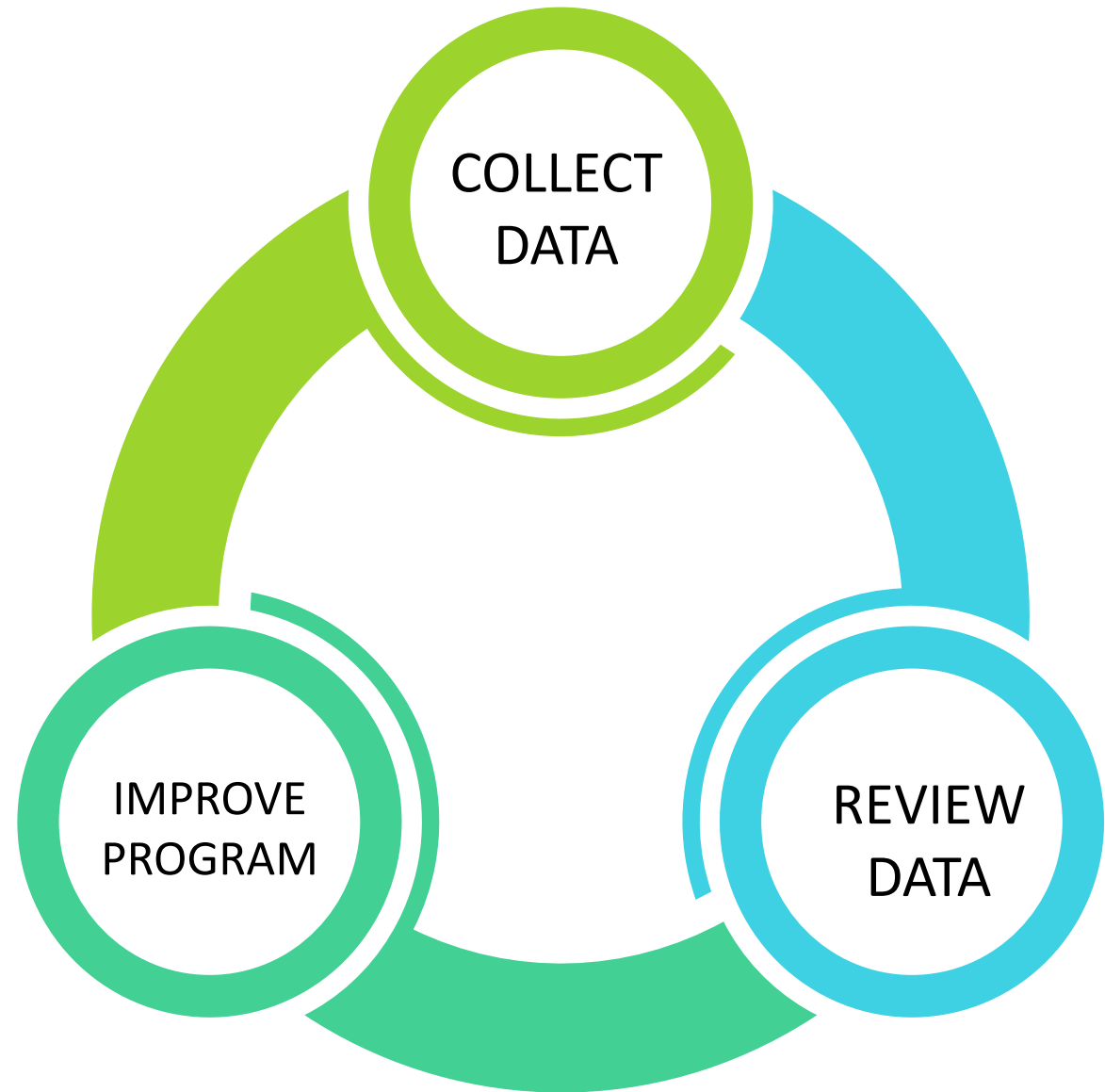
- Observing and noticing
- Noting what is working and not working
- Adjusting our actions to make things work better

Natural evaluation

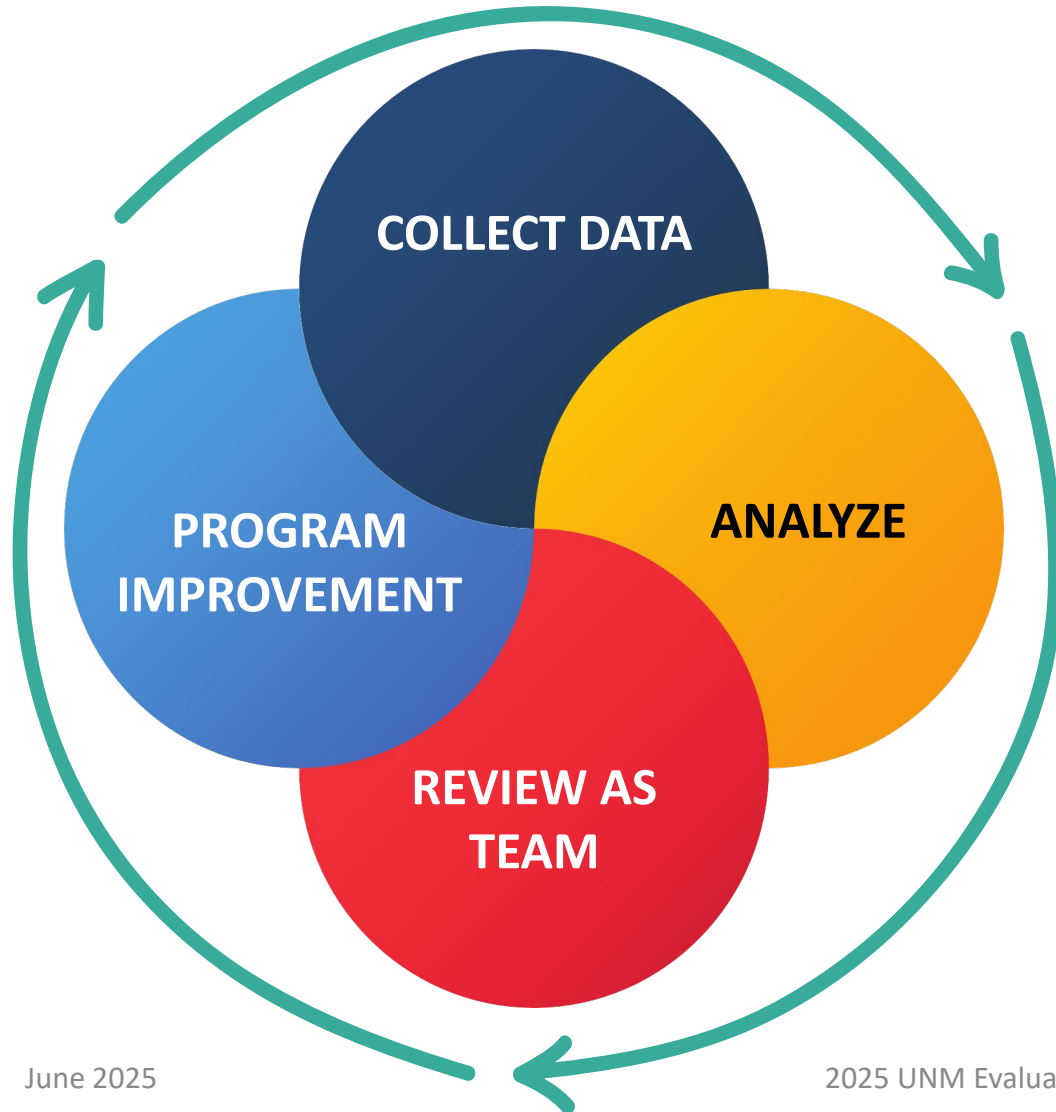
We are always **noticing**
(collecting data), **noting**
(reviewing data) and **adjusting**
(program improvement)

Examples

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



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

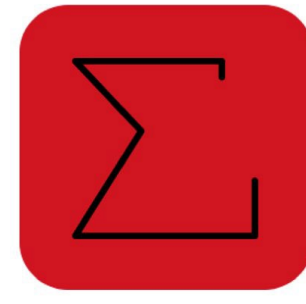


1. Collect data at set times
2. Analyze data at set times
3. Review data in a meeting
4. Adjust program
5. Repeat

Evaluation Lab principles



Measuring
What Matters



Embedding
Evaluation

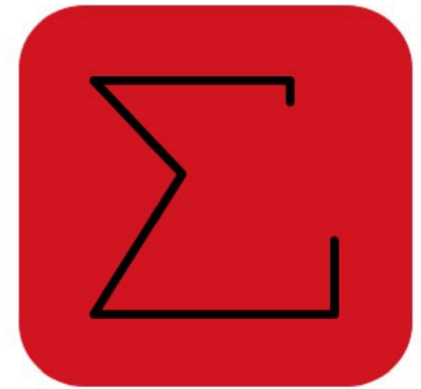


Participatory
Evaluation

- 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.”

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

June 2025

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

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Mission Time
Evaluation

The Evaluation Institute is serious
mission time

Our Story with Mission Time

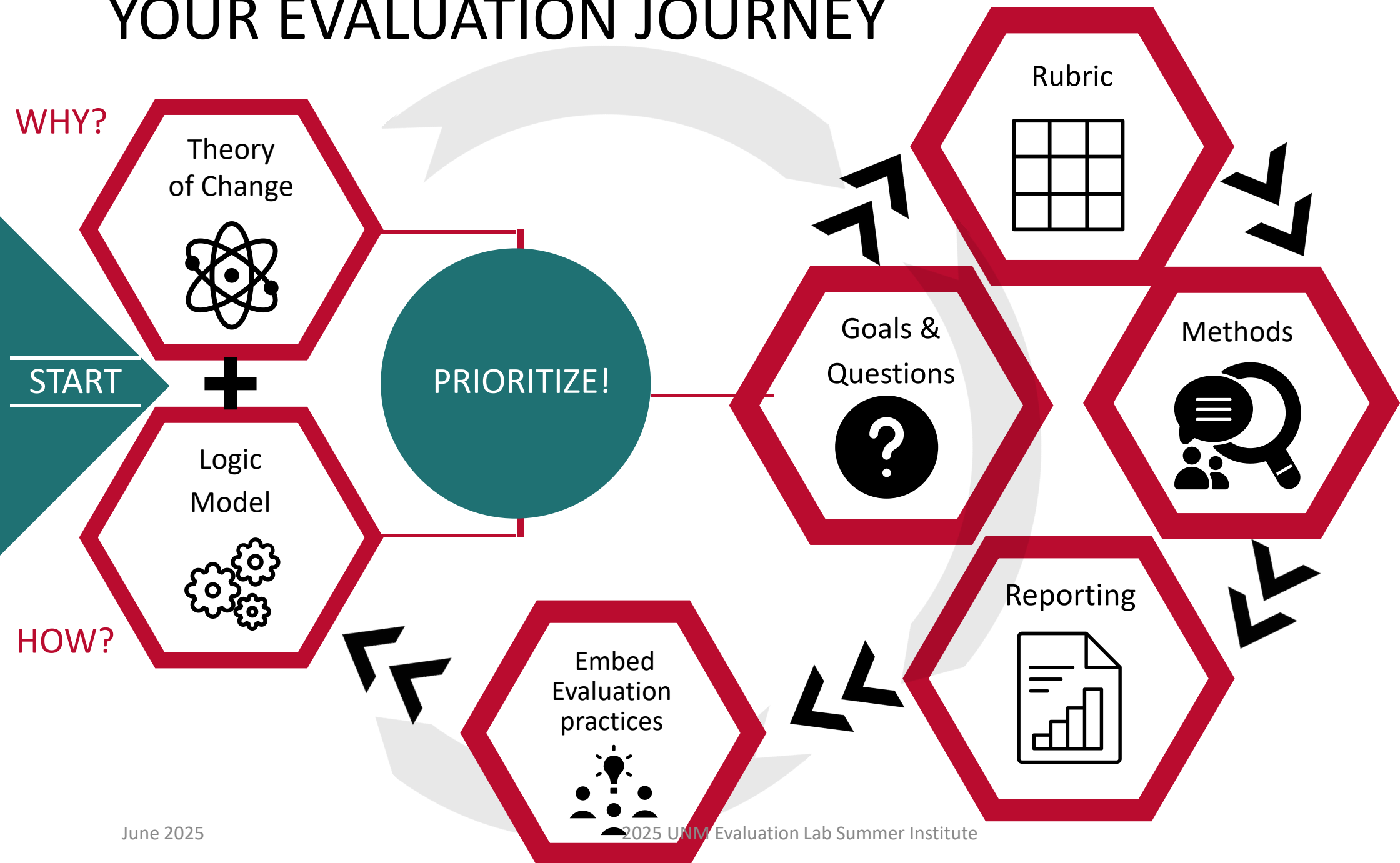
Thinking about evaluation as mission time changed everything

- 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



Learning by doing: Your Evaluation Plan (YEP)

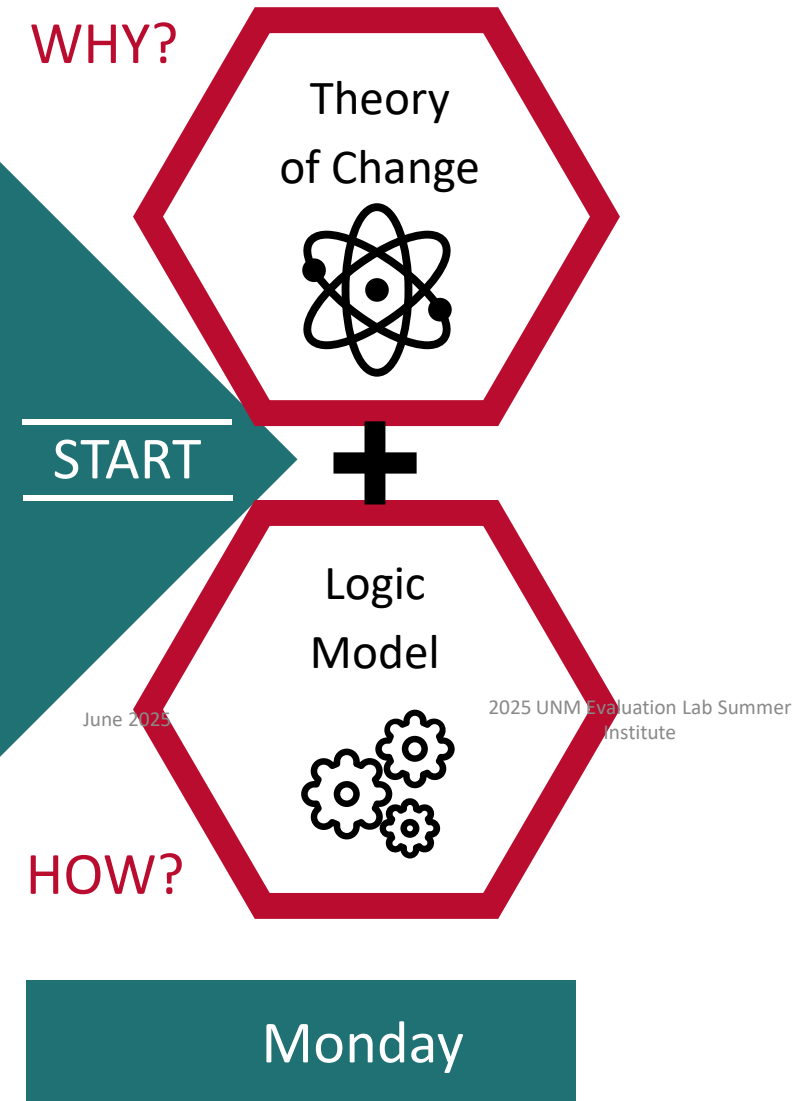
Classroom learning is ok, but where you really learn how to do stuff is when you try it yourself, and when you get ideas and feedback from other practitioners

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

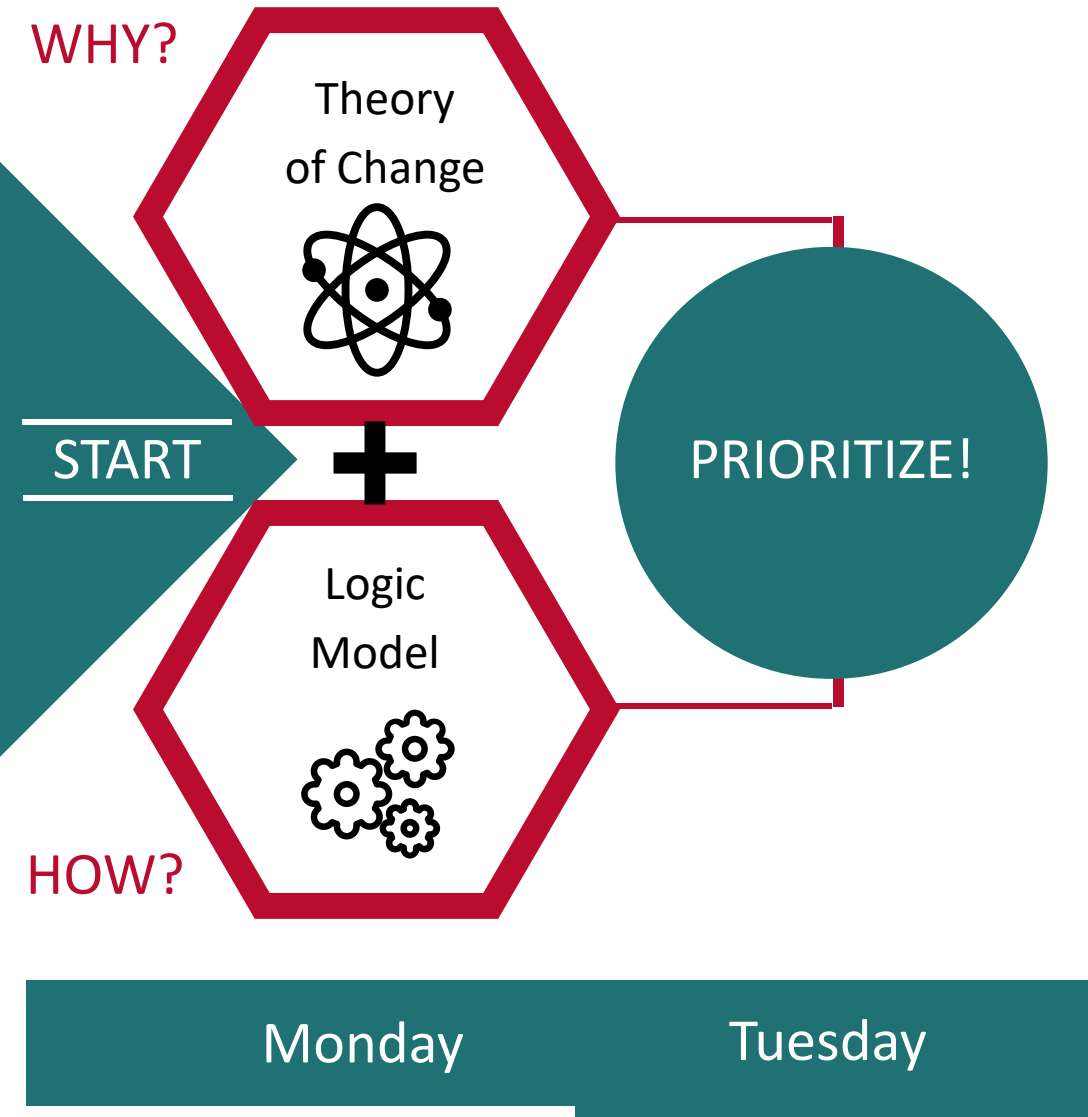


Bird's Eye View

Elements of an evaluation plan / Institute content

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

YOUR EVALUATION JOURNEY



**Focus your
evaluation**

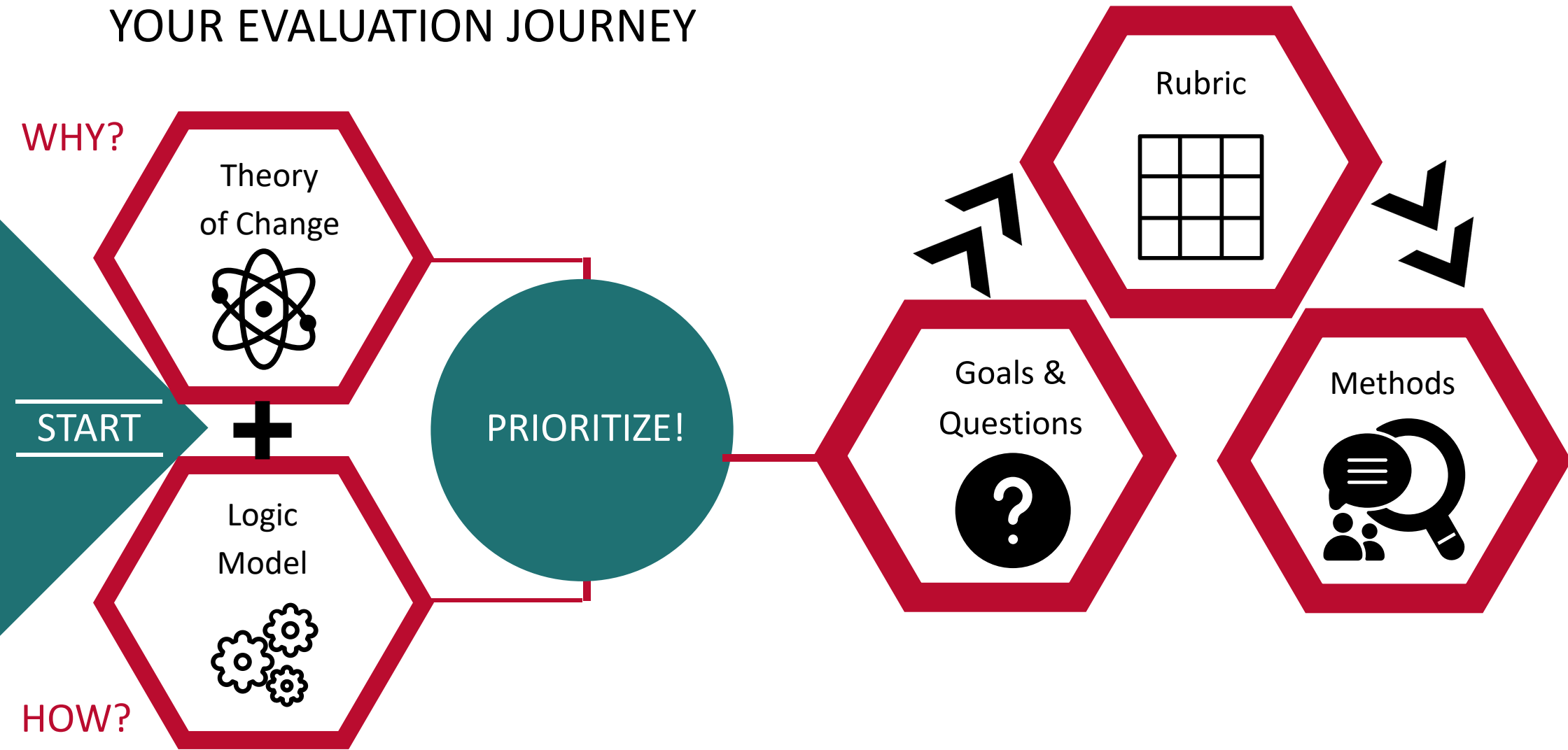
YOUR EVALUATION JOURNEY



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



Monday

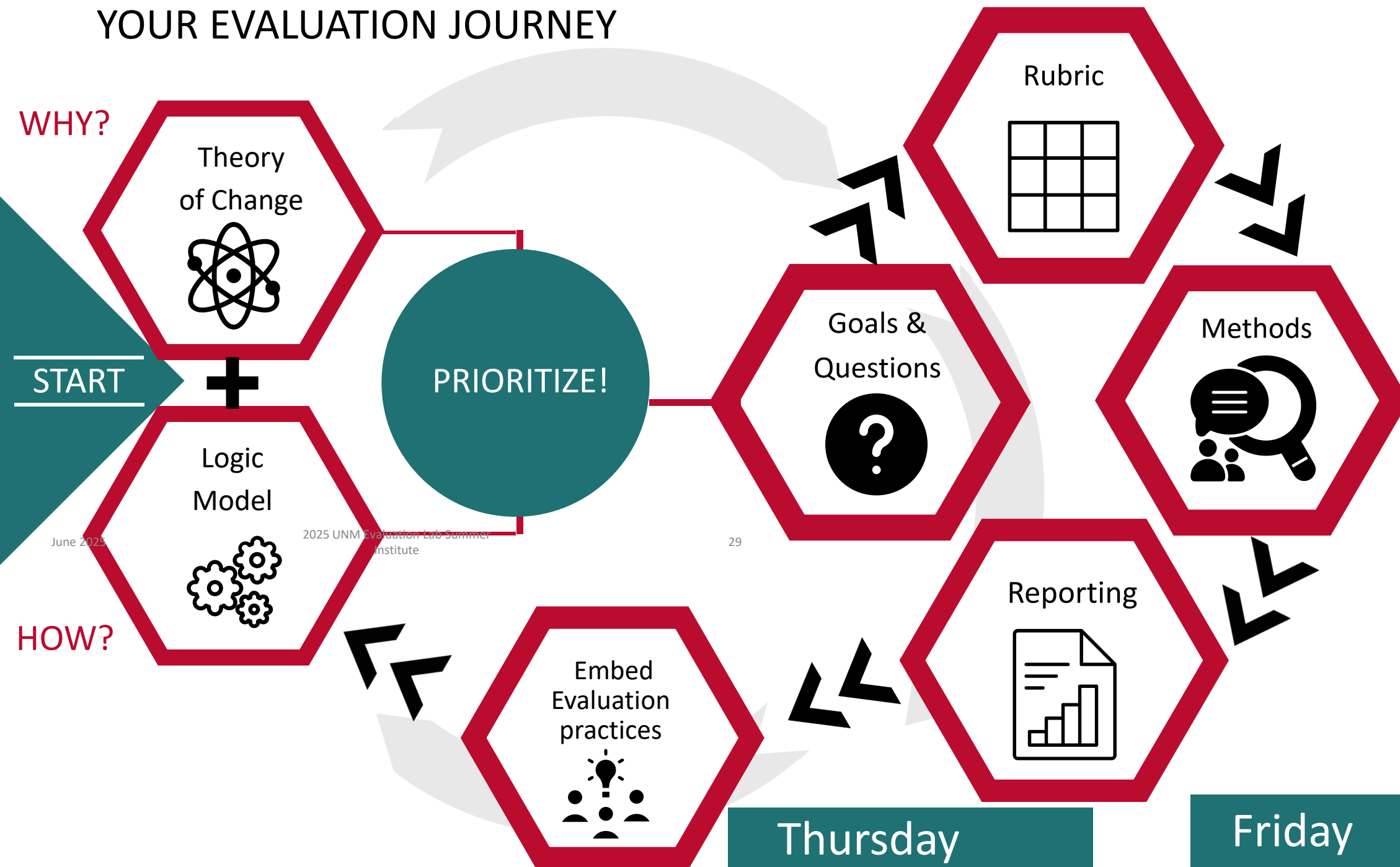
Tuesday

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://evalab.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