

# Session III: Focusing

LANL Foundation Grantees  
2022 Evaluation Institute

UNM Evaluation Lab Team

March 10, 2022



# Zoom hacks

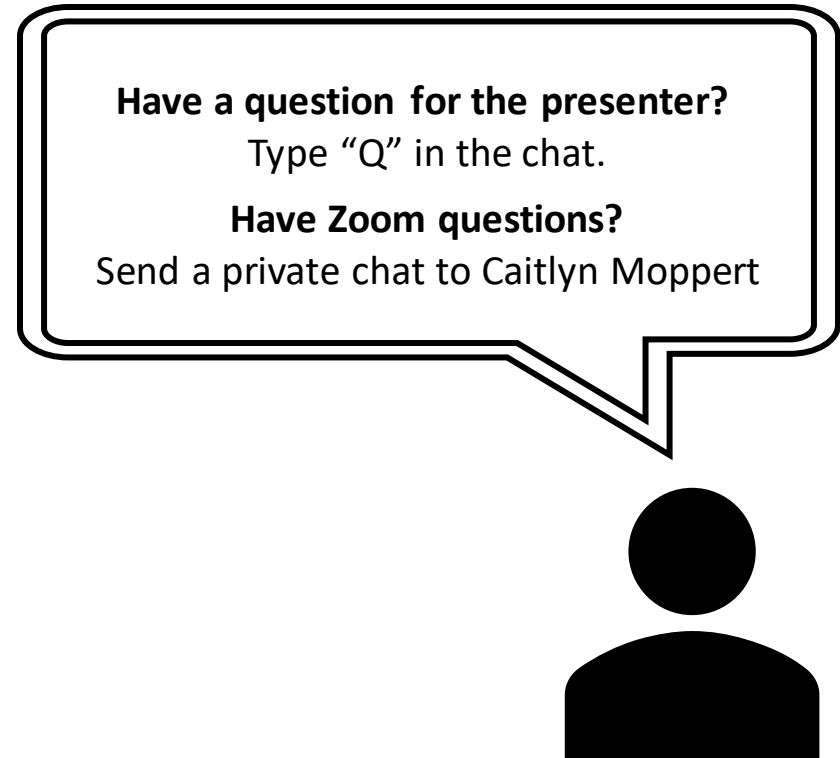
- Please rename yourself, adding your organization
- Try speaker view – it makes Zoom less distracting

# For help using Zoom



Caitlyn Moppert

Logistics



# Welcome Back!

Chama Valley Arts Foundation

Environmental Education of New Mexico

Española Public Schools - Healthcare Career  
Pathways Project

Explora

LANL Math and Science Academy

New Mexico Immigrant Law Center

Pajarito Environmental Education Center

Peñasco ISD - Career Pathways

Pueblo of Tesuque

Questa Farmer's Market / Locality

Santa Fe Public Schools Language and Culture  
Department

Santa Fe Public Schools - Native American Student  
Services

Santa Fe Outdoor  
Education Collaborative, Watershed Association

SEL4NM: Social-Emotional Learning

Teach for America

Youth Works, Inc

Thank you, LANL Foundation!



**LANL  
FOUNDATION**  
*Investing in Learning  
& Human Potential*

# The Institute

Institute Sessions  
2<sup>nd</sup> Thursdays, 1:00-3:00 PM

ECHO Learning Community  
3<sup>rd</sup> Tuesdays, 9:00-10:30 AM

January 13 (1-5pm)	Institute orientation, Logic models		
February 10	Measuring what matters*	February 15	Theories of Change
March 10	Focusing the evaluation	March 15	Surveys
April 14	Data collection options	April 19	Interactive Focus Groups
May 12	Embedding	May 17	Community-Based Participatory Evaluation
June	1-on-1 Consultations	June 21	Coding
		July	BREAK
		August 16	Community Data
		September 20	Visualizing Data
October/November	Presentations/graduation	October 18	Excel: Pre-Post Reporting
Time and date TBA		November 15	Excel: Advanced Topic
*including the seemingly intangible		December	BREAK

# Where are we going?

- Evaluation tools
- Evaluation plan

# Facilitators



**Camille**  
Velarde



**Claudia**  
Diaz Fuentes



**Melissa**  
Binder



**Ranjana**  
Damle

# ECHO Learning Community Director



**Charla Orozco**



# Evaluation Lab ECHO Online Learning Community

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



*Everybody  
learning,  
everybody  
teaching*

- You will all be added to the listserv
- 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>

# Ongoing

## Organization Mission Time:

- On your own time
- 1 ½ to 2 hours per month

## Share evaluation work in ONE ECHO session

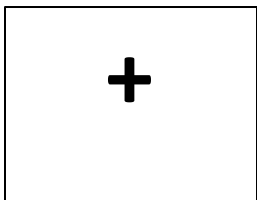
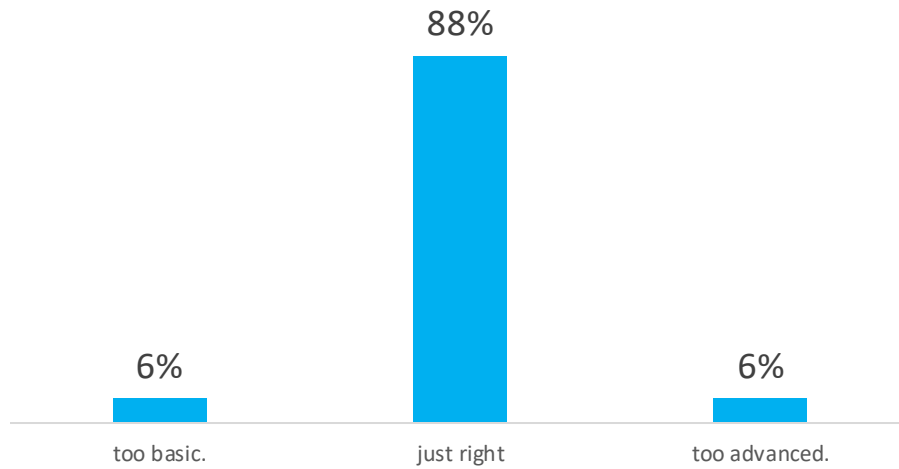
- Prep with Charla, who directs the ECHO Learning Community

## Consult with facilitators in between sessions

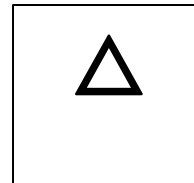
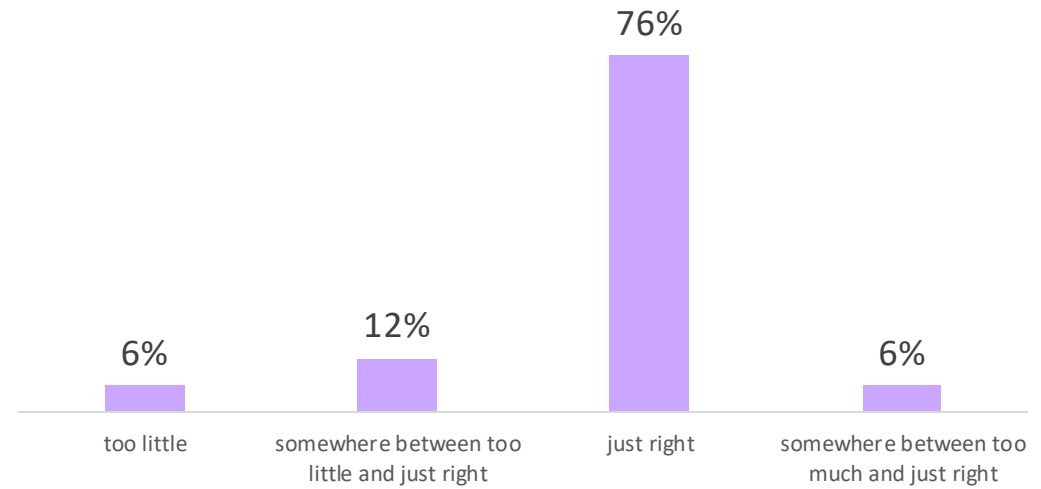
Share your  
logic model  
or rubric or  
eval focus!

# Feedback

The Level of the February Session was



The amount of material covered was



Working on:

# March 10 – Rubrics +

1:00-1:20 PM Welcome back, feedback, rubrics debrief

1:20-1:40 PM Focusing the evaluation

1:40-2:05 PM Focus your evaluation (on your own)

2:05-2:10 PM BREAK

2:10-2:40 PM Debrief (small groups)

2:40-3:00 PM Debrief / Survey

Blue = plenary  
Purple = small groups  
Green = take a break  
Orange = work on your own

# Focusing the Evaluation: Objective

By the end of today, you will have a draft of your evaluation goals and evaluation questions.

# Why do we want to focus our evaluation?

"If you don't know where you are headed, you will likely end up somewhere else"

If you were free from expectation around what you *should* ask, what would you ask?

# Focusing the Evaluation: What does it mean?

It means taking time to discuss:

**What** do you want to evaluate?

**Why** is this necessary?

**Who** will use the results?

**How** will the results be used?

In order to obtain useful and meaningful evaluation goals and questions.

# Getting started

We strongly recommend:

**A collaborative approach.**

Helps everyone understand the evaluation and the program.

Can yield most usable results.

**Keep your mission in sight and in mind.**

It will guide your process when things get confusing.



# Team discussion: who should be at the table?

The most evident stakeholders:

Program managers, designers, staff implementing the program, admin staff.

Consider:

Former and potential clients if possible.

# Team discussion: mission and program outcomes

Each person will express in their own words:

**What are the program's mission and outcomes?**

You might find your team has more to add to your program outcomes and mission than to what's written.

*You might already have this in your **logic model** but having each person talk about it lets them speak to their own experience.*

# Team discussion: mission and program outcomes

Once you all have shared understanding of program outcomes and mission:

Decide on priorities!

Each team member can express which outcomes take priority for evaluation and why.

# Team discussion: what do you want to know?

Once you decide on what you will evaluate, each team member can express:

**What do they wish to learn from the evaluation?**

If the team is having a hard time answering this, think about a statement you wish you could make about your organization.

Example: Mandy's Farm statement of success in daily living for its clients:

“Adults with disabilities exert full control over where they live, where they work, and who they spend time with”

*You may have these statements in your rubric! Feel free to use them but you don't have to.*

# Team discussion: what do you want to know?

Once you have identified what you want to know, you can express them as evaluation goals (it is just a draft! You can revise it as you go!)

“The goal of this evaluation is to **learn** how much control do clients have over their financial decisions and personal relationships”

“The goal of this evaluation is to **assess** how effective is the training program in supporting teachers to plan, create, and implement an arts based STEM online curriculum”

# Finally, the evaluation questions

The evaluation questions reflect your evaluation goal.

They also define the scope of your evaluation.

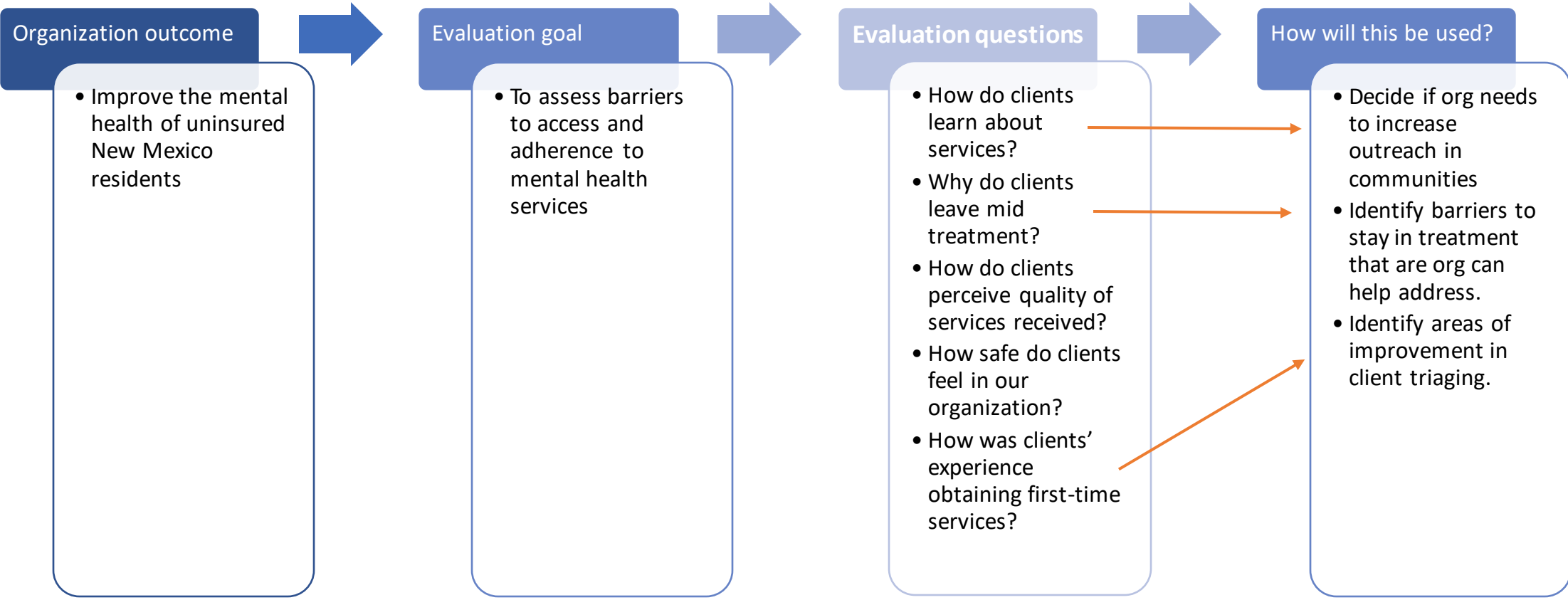
Make sure your evaluation questions are:

- Directly related to your evaluation goal
- Open ended.
- Helpful for decision making.

# Example 1:



# Example 2:





# Team discussion: use of findings

Discuss with your team:

**What decisions will the evaluation findings influence?** (Staffing? Funding? Program design? Nothing?)

**Who** will make the decisions?

**When** should results be available to help decision making?

**How much influence** do you expect the evaluation to have? (be as realistic as you can!)

→ What kind of data do you need for the evaluation to have the influence you want it to have?

# It is a learning process

About how you and your team see your program/organization

About what you want to know about your organization

About what you want to do next!

The process is not linear!

e.g., You might need to go back and tweak your evaluation goal once you start thinking about evaluation questions and the decisions you want to make.

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2:40-3:00pm

Debrief, Exit Ticket, What's Next, and Survey

# What's next

Between now and April 14

- Org Mission Time: Review and edit your evaluation goals and questions

March 15, 9:00-10:30 AM

- Logic Model Share-out: Jay from Santa Fe Youthworks
- Didactic Presentation by Dr. Claudia Diaz Fuentes: Survey Design

April 14, 1:00-3:00 PM – Eval Institute #3

- Data Collection Options

# Feedback



Thank you!  
See you Tuesday (at  
ECHO) and again on  
April 14!

<https://www.surveymonkey.com/r/7S963KW>