



**UNM EVALUATION LAB
2019 SUMMER INSTITUTE**

Day 1: EVALUATION FOUNDATIONS					Monday, July 22, 2019		
Start	-	End	Topic	Content	Facilitator	Readings	
8:30	-	9:00	Registration and Breakfast				
9:00	-	9:30	Welcome & Introductions	Creating a Learning Community	Sonia B.		
9:30	-	10:15	Mission Time	<ul style="list-style-type: none"> • Time to do the work! 	Melissa B.	EIO CH 1 - Defining Evaluation & CH 2 - The Evolution of Evaluation Grant 2015, Ch 4	
			Your Evaluation Plan	<ul style="list-style-type: none"> • Logic model • Theory of Change • Rubrics • Evaluation Questions • Data collection • Embedding evaluation 			
			Evaluation Lab Principles	<ul style="list-style-type: none"> • measuring what matters • embedded evaluation • participatory evaluation 			
10:15	-	10:45	Logic Models	Logic model fundamentals; broadening the definition of processes and outcomes that matter to your work.	Charla H.	EIO CH 5 - Focusing the Evaluation*	
10:45	-	10:55	BREAK				
10:55	-	12:00	Your evaluation plan	Create or refine your logic model	Charla H.		
12:00	-	12:45	LUNCH				
12:45	:	1:45	Learning Community #1	Sharing logic models	Charla H.		
1:45	-	1:50	BREAK				
1:50	-	3:05	The Evidence Base and Your Theory of Change	Different kinds of evidence; the technical definitions for evidence-based and evidence-informed; value and limitations of RCTs; Washington State Institute for Public Policy inventories; value of evidence-informed programs; constructing a theory of change	Melisa B.	Center on the Developing Child 2016,* Felitti et al. 1998,* Olds et al. 2004,* Kilburn & Cannon 2017*	
3:05	-	4:05	Your evaluation plan	Articulating your Theory of change			
4:05	-	4:15	Reflections			Sonia B.	
4:15	-	5:00	Reading the Research	For students taking course for credit.	Melissa B.		

*Asterisked readings are available at evallab.unm.edu → Learning Center → 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

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.

Kilburn, M. Rebecca and J.S. Cannon. 2017. "Home Visiting and the Use of Infant Health Care: A Randomized Clinical Trial." *Pediatrics* 139(1).

Olds DL, Kitzman H., Cole R., Robinson J., Sidora K., Luckey DW, Henderson CR Jr, Hanks C., Bondy J., and Holmberg J. 2004. "Effects of Nurse Home-Visiting on Maternal Life Course and Child Development: Age 6 Follow-Up Results of a Randomized Trial." *Pediatrics* 114 (6): 1550-9.

Day 2: MEASURING WHAT MATTERS					Tuesday, July 23, 2019		
Start	-	End	Topic	Content	Facilitator	Readings	
8:30	-	9:00	Breakfast				
9:00	-	9:45	Learning Community #2	Theories of Change	Melissa B.		
9:45	-	10:10	How to Measure What Matters	Using rubrics to describe what success looks like	Sonia B.	Grant 2015	
10:10	-	10:20	BREAK				
10:20	-	11:10	Your Evaluation Plan	Creating rubrics for outputs and outcomes	Sonia B.		
11:10	-	12:00	Learning Community #3	Sharing rubrics			
12:00	-	12:45	LUNCH				
12:45	-	1:10	From the logic model and rubrics to evaluation questions	Asking the important questions	Audrey C.	EIO CH 5 - Focusing the Evaluation*	
1:10	-	2:00	Your Evaluation Plan	Evaluation questions			
2:00	-	2:45	Learning Community #4	Sharing evaluation questions			
2:45	-	2:55	BREAK				
3:00	-	4:15	Measuring the seemingly intangible	Juliann Salinas, Enlace Comunitario Brooke Tafoya, New Day Audrey Cooper, NMPCA	Ranjana D.		
4:15	-	4:30	Reflections			Sonia B.	

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Day 3: COLLECTING DATA TO ANSWER YOUR EVALUATION QUESTIONS					Wednesday, July 24, 2019		
Start	-	End	Topic	Content	Facilitator	Readings	
8:30	-	9:00	Breakfast				
9:00	-	9:45	Qualitative and Quantitative Data Data Collection Options Evaluation Design	<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. Compared to what? Pre-post, retrospective and RCT designs. Implementation challenges	Melissa B.	EIO CH 6 - Selecting an Evaluation Design,* CH 7 - Data Collection Methods, CH 8 - Archival Data Denzin & Lincoln 2011, Chs 1 & 3*	
9:45	-	10:45	Surveys	Pros and cons of survey data How to get meaningful data from surveys Decision matrix for whether a survey is the right tool	Claudia D.F.	EIO CH 10 - Surveys & Questionnaires*	
10:45	-	10:55	BREAK				
10:55	-	12:00	Interviews	Key Informant Interviews, the role of interviewer, confidentiality	Sonia B.	EIO: CH 11 - Individual and Focus Groups Interviews*	
12:00	-	12:45	LUNCH				
12:45	-	1:45	Your Evaluation Plan	What data do you need to answer each evaluation question? How can you collect it?	Melissa B.		
1:45	-	2:45	Learning Community #5	Sharing data collection ideas			
2:45	-	2:55	BREAK				
2:55	-	4:20	Coding qualitative data	Learning how to code, theme and analyze interview materials.	Sonia B.	Saldaña 2009, Chs 1 & 2*	
4:20	-	4:30	Reflections			Sonia B.	

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Norman Denzin and Yvonna Lincoln, eds. 2011. *Handbook of Qualitative Research, Fourth Edition*. (Thousand Oaks, CA: Sage).

Johnny Saldaña. 2009. *The Coding Manual for Qualitative Researchers*. (Thousand Oaks, CA: Sage): Chapters 1 & 2.



Day 4: THE JOY OF EVALUATION					Thursday, July 25, 2019		
Start	-	End	Topic	Content	Facilitator	Readings	
8:30	-	9:00	Breakfast				
9:00	-	9:30	The Joy of Evaluation	Evaluation as validation, participatory evaluation, data-driven decision making.	Melissa B. & Sonia B.	EIO CH 4 - Politics and Ethics	
9:30	-	10:40	"Evaluation is important to everyone in the organization"	Community Based Participatory Research	Nina Wallerstein, UNM Center for Participatory Research	Wallerstein and Duran 2006,* Blue Bird Jernigan et al. 2012*	
10:40	-	10:50	BREAK				
10:50	-	12:00	Intersectionality	Power and equity in the relationships between organizations and constituents	Sonia B.	Crenshaw 1991*	
12:00	-	12:45	LUNCH				
12:45	-	1:30	Your evaluation plan	Embedding evaluation: who will lead evaluation team? How will you create and protect mission time? How will you involve the entire organization in the feedback loop?	Melissa B.		
1:30	-	2:15	Learning Community #6	Sharing ideas for embedding evaluation			
2:30	-	2:45	BREAK / GROUP PHOTO				
2:45	-	3:05	Our Learning Community	Project ECHO model Sign Learning Community Commitment Sign up for case presentation	Charla H.		
3:05	-	4:20	Community Data Sources	Characteristics of your target population from the U.S. Census and NM DOH	Claudia D.F.		
4:20	-	4:30	Reflections			Sonia B.	
4:30	-	5:30	Issues in Evaluation Design	For students taking the course for credit.	Melissa B.		

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Valarie Blue Bird Jernigan, Alicia Salvatore, Dennis Styne and Marilyn Winkelby. 2012. "Addressing food insecurity in a Native American reservation using community-based participatory research." *Health Education Research* 27(4): 645-55.

Kimberle Crenshaw. 1991. "Mapping the Margins: Intersectionality, Identity Politics, and Violence Against Women of Color." *Stanford Law Review* 43: 1241-1299.

Nina Wallerstein and Bonnie Duran. 2006. "Using Community-Based Participatory Research to Address Health Disparities." *Health Promotion Practice* 7(3): 312-323. Norman K. Denzin and Yvonna S. Lincoln. 2011. "Chapter 1: Introduction: The Discipline and Practice of Qualitative Research," in their edited *Handbook of Qualitative Research*, Fourth Edition. (Thousand Oaks, CA: Sage): 1-20.



Day 5: YOUR EVALUATION PLAN & A FEW MORE TOOLS					Friday, July 26, 2019	
Start	-	End	Topic	Content	Facilitator	Readings
8:30	-	9:00	Breakfast			
9:00	-	10:00	Data Visualization	Data visualization principles	Amanda Bissell, Evaluation Lab Team Lead	Tufte 2001
10:00	-	11:00	"Telling the story with numbers"	Analyzing quantitative data in Excel	Charla H.	
11:00	-	11:10	BREAK			
11:10	-	12:00	Your evaluation plan	Teams work on any aspect of their evaluation plan		
12:00	-	12:45	LUNCH			
12:45	-	1:30	Learning Community #7 / Zoom Demo	Sharing evaluation plans	Sonia B.	
1:30	-	2:50	Interactive Focus Groups exercise	Experience an interactive focus group	Charla H. & Audrey C.	EIO: CH 11 - Individual and Focus Groups Interviews*
2:50	-	3:00	Closing	Presentation of Certificates		
3:00	-		ADJOURN	See you on Zoom!		
Students taking course for credit						
3:00	-	4:30	MPP students debrief	For students taking the course for credit: review first drafts, budgeting	Melissa B.	

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Edward Tufte. 2001. *The Visual Display of Quantitative Information, Second Edition*. (Cheshire, Connecticut: Graphic Press.)

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