

## Steps for coding the Gingerbread person activity

### Question: How did you feel about evaluation before and after the Summer Institute

1. From the drawings, transcribe the words and expressions for each
2. Code each drawing: write a word or a phrase that encompasses the meaning of the expressions and writing (first coding)
3. Second coding: Group similar codes
3. From the list of the “before “ codes write paragraph or two that encompasses the meaning of the codes as you see all of them
4. From the list of the “after” codes write a paragraph or two that encompasses the meaning of the codes as you see all of them
5. Develop themes: Compare and contrast before and after lists
5. Summarize

Before	Before Second Codes	After Second Codes	Themes
1	Difficult Neutral expression Overwhelmed by too many tools	Smiling Love Has necessary tools Manageable	From feeling overwhelmed by the difficulty of evaluation to feeling that evaluation is manageable when having the necessary tools
2	Curious Interested Imaginative	Happy Empowered Team work	Started feeling curious and interested and ended feeling empowered and happy about teamwork
3	Survey oriented boring	Evaluation is cool	From knowing very little about “boring” evaluation to feeling that it is cool
4	Worried Necessary evil Not for everyone Too difficult	Easier than thought Everyone can do it Customizable Roadmap for success	Started worried, thinking of evaluation as a necessary evil, too difficult and not for everyone and ended feeling that evaluation is easier than thought, and a roadmap for success
5	Frazzled Unsure Nervous excitement	Evaluation is interesting Happy Inspired to work	From frazzled, unsure, and nervous, although excited, to feeling that evaluation is interesting, hopeful, happy and inspired to work
6	Knew quantitative’s importance	Saw qualitative as important	From knowing that quantitative Eval is important to also seeing qualitative Eval as important
7	Bucket of tears	Happy, holding balloons	From a bucket of tears to happy, celebratory
8	Unaware Spread sheets	Lightbulbs!	From unaware of other than spreadsheets to “Lightbulbs” [enlightened]
9	Skeptical	Excited, ready with to do list, have plan with partners, more needed	From skepticism to readiness with “to do” list and having a plan with partners
10	Contemplating a long week, Caution Did it as obligation	Found it valuable, Cautiously optimistic	From contemplating a long week out of obligation to finding evaluation valuable and being optimistic
11	Many questions Pre-post?	Many tools Plans, goals, interviews, answers, graphics ...	From having many questions and only knowing about pre- and post, to having answers, plans, goals and many tools. Rolled up sleeve
12	Drudgery, not fun, wanting skills	Involved learning experiences, fun	From drudgery to feeling involved in fun learning experiences, and wanting more skills

## Summary

The evaluation team designed the Gingerbread Person activity to assess changes in participants’ feelings about evaluation from before to after the Summer Institute. The left half of the Gingerbread person signified the “before” feelings and the right half the “after” feelings.

After coding and comparing the before and after comments we found marked differences. At the beginning of the week participants feelings ranged from neutral, questioning, confused, unsure, worried, bored, unhappy to be “contemplating a long week” and not clear about why and how relevant and applicable learning about evaluation would be for them. One participant described evaluation as “a necessary evil”, and another one drew a “bucket of tears.”

Several participants drew “closed eyes” at the beginning and “wide-open eyes “ and drew “lightbulbs” ,“balloons” and “hearts” at the end.

Original feelings of “boredom” ,“confusion” and “skepticism” changed into “engagement”, “excitement” and “enthusiasm” as well as readiness to “roll up their sleeves” and get back to work on evaluation projects in their organizations.

In sum, the Institute succeeded in eliciting among participants engagement and enthusiasm for evaluation and believing that, with a few of the right tools they would be able to work with their organizations to begin to evaluate their programs.