



"Evaluation Lab ECHO Learning Community

September 27th, 2018

12:00pm - 100 pm

Video and phone participants: 14

Number of organizations represented: 7

Hub-in person participants:

Facilitator: Sonia Bettez

Tech person: Paige Knight

Content expert: Melissa Binder

ECHO Account administrator: Kristina Kutemeyer

Welcome and Introductions:

Sonia greeted everyone, explained that ECHO collects participant data on all projects to keep track of the projects' reach, and read the Statement ECHO requires presented at every meeting:

'In order to support the growth of the ECHO movement, Project ECHO® collects participation data for each teleECHO™ program. This data allows Project ECHO to measure, analyze, and report on the movement's reach. It is used in reports, on maps and visualizations, for research, for communications and surveys, for data quality assurance activities, and for decision-making related to new initiatives.'

Check- in:

Christina and Norberto from Doña Ana Health & Human services talked about moving forward with logic models and involving more staff to get more diverse input. They are making progress with short term outcomes leading to longer term outcomes. Christina said responses to evaluation were more positive the second time around as people know and understand better what is going on. They are working with an intervention program for DWI's and misdemeanor offenders.

Su in Farmington finished her logic model and completed the rubrics based on outcomes. She is presenting these to board of directors the second week in October.

Felicity started working on logic model for the library. Once it has been reviewed with the program staff, it will help staff members see the bigger impact of their work and the impact on individual child well-being. It was very encouraging.



Krista Savoca from the Latin American and Iberian Institute has gotten buy-in there, and they have a meeting planned later this month to work on a logic model and rubrics.

Challenges:

N/A

Didactic: Coding and Qualitative Evaluation | Using Wordle

Using the gingerbread person evaluation activity from the summer institute, Paige Knight demonstrated how she transcribed the documents and described the visuals and written notes from the gingerbread activity. Paige showed how she created an excel sheet to facilitate coding. For the first round of coding she summarized the before and after drawings in a word or two. Then she showed copying the list into a word document to look at all word assets in a list, making it easier to import into *wordle.net*.

After coding and comparing the before and after comments Paige found marked differences. In this example, 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.” At the end of the week, participants felt confident about doing evaluation, had learned many skills, were happy and many felt ready to go back to their organizations and shared what they had learned.

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

Paige showed the output of *Wordle* to present the results from the Summer Institute’s Gingerbread activity and how the visual depiction of the qualitative results obtained from a drawing activity can be used in an evaluation report.

Sonia then discussed coding as a group after each one of the three coders coded portions of the data. She talked about the interpretation and staying true to the data, and the value of looking at qualitative data as a group. In this way nothing is overlooked and can be analyzed by several sets of eyes. Using these drawings and descriptions evaluators can use this data to develop different themes. Sonia then



discussed the importance of the summation of results after analysis and interpretation of the qualitative data.

These instructions & examples can be found on the evaluation lab website at: <http://evallab.unm.edu/learning-center/evaluation-lab-project-echo-learning-community-.html>

Felicity asked if she can use the gingerbread tool for other styles of evaluation in her own program. Sonia said yes of course—it's an easy way to create a visual representation of results and stimulate creativity. Melissa added that *body mapping* is a great alternative to the before and after activity and how that can help 'get at' feelings in individuals that might be difficult to discuss in words.

Then Melissa reminded everyone to 'know your audience' and that you need to find tools that are going to be the most effective.

Presentations:

Tiffany, from the NM Behavioral Health Division, talked about moving forward with some housing grant money from the feds. And she discussed bringing back the results from the Summer Institute to her boss. Now they are taking a retreat with her program and reworking the logic model and rubrics with the whole organization.

Discussion:

They are dedicating a couple hours to mission time each week.

Plan to hire an external facilitator to work alongside staff members but have not found a good fit for their program.

They are "embarking on a culture shift"

"Teams are having lots of dialogue about our purpose...and why we are doing what we are doing"

"[We are looking at] how we can be better servants of the state"

Leaders sent them to learn and be able to provide tracking tools to the other divisions.

They were looking for a tangible tool, but now there's been a shift about how to manifest leadership in the state and make the work more engaging.

Questions / Input:

Looking in house, how do we get smaller in what we are trying to measure for our outcomes?

Claudia: We ran into the exact same issue, and when we finished the logic model, we started every meeting with what our short-term outcomes are, where we are at and how we are going to do it. And then proceed with the meeting agenda as a constant reminder.



Are we doing a good enough job? And, do we know what we are doing? Do we have a common direction?

Sonia: The first thing is to figure out what all these outcomes look like by developing rubrics. What does it look like to go a great job vs an okay job? And then everyone can see where they fit in and eventually get into the big picture. The process of developing rubrics for each outcome keeps it doable. This way you never lose sight of the big picture because this smaller picture can help lead to the bigger picture.

Melissa: A lot of the angst is the big picture. And you'll feel better once you actually start doing it.

Meeting concluded at 12:52pm

Post-Meeting Reflections:

Paige can show mechanics of Wordles at a future ECHO.