

GLOSSARY OF EVALUATION TERMS

Administrative data	Participant information collected by a program to deliver services. Administrative data typically contains participation metrics (such as attendance) and participant characteristics (such as date of birth, address, race, gender).
CBPR	Community Based Participatory Research: A method of research that fully involves a community as research partners doing the research, as opposed to merely the objects or subjects of research.
Coding	A process used as a first step to analyze qualitative data by condensing it into manageable units of analysis. It separates material so that it can be classified.
Evaluation	A systematic exploration of an organization's effectiveness in achieving its mission.
Evaluation Methods	Qualitative Evaluation: Used to answer why and how questions (tells the story in words.) It can use interviews, focus groups, case studies, observations, diaries and open-ended questions in surveys. Quantitative Evaluation: Used to answer what, where, when, how much questions (tells the story in numbers). This information is typically collected via assessments, surveys and administrative data.
Evaluation question	Used to focus evaluation activities. In planning an evaluation, you always want to check to see if you are answering this question.
Evaluation Tools	Any process used to collect data in a systematic and intentional way. Tools may include assessments, surveys, interviews, focus groups, verbal and written participant feedback, observation.
Evidence-Based Program	A program deemed effective in a randomized controlled trial (RCT) study design.
Evidence-Informed Program	A program that appears to be effective based on any kind of research other than a randomized controlled trial (RCT).
Intersectionality	The interconnectedness of social categories of identity within an individual or a such as race, ethnicity, class, gender identity, sexual orientation, religion or ability that might create overlapping and interdependent systems of oppression, discrimination, inequity and injustice.
Interview	A focused process used in evaluation that uses a question and answer format to generate the same information from different interviewees.
Learning Community	A group dedicated to furthering skills and knowledge by access to experts, and by sharing among peers.
Likert Scale	In a survey, used to provide a rating by asking respondents to choose from options ranging from "Very Much " to "Not at All," or from "Excellent" to "Poor," etc.
Literature Review	A critical review of research studies that assesses their validity, impact, and relevance to your program.
Logic Model	A one-page description of what a program does and what it achieves with what resources and under what assumptions. A logic model typically includes inputs, activities, outputs, outcomes, assumptions (beliefs) and external conditions.

Mission Time	Time spent reflecting on whether or not you are achieving your mission, what information you need to assess your performance in achieving your mission, and how you might become more effective.
Mixed Methods	Collecting both qualitative and quantitative data to answer a research or evaluation question.
Outcome	The desired result of a program.
Output	Something that you can see when you run your program, such as participation and activities.
Participatory evaluation	Evaluation in which all stakeholders are involved in collecting, interpreting and acting on data.
Qualitative data	Details, stories, experiences, ideas and concepts that participants provide to answer questions of "how" and "why."
Quantitative data	Counts, categories and associations for participant experiences that answer the questions of "how many," "to what extent," and "whether or not."
Randomized Controlled Trial (RCT)	A study design in which participants are randomly assigned to either a treatment group or a control group. The treatment group gets to do the program. The control group doesn't. Differences in outcomes between the two groups after the program provided evidence that the program caused a change.
Rubric	"A matrix that identifies criteria for success and describes levels of performance in relation to those criteria along a spectrum from poor to excellent." (David Grant, <i>The Social Profit Handbook</i> .)
Theory of Change	A statement that articulates why an organization has reason to believe that its programs will lead to desired outcomes.
WORDLE	A visual representation of text (word cloud) generated by a web-based tool that highlights the frequency of words with size and color.

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