



Evaluation: A Very Practical Guide

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Purpose

- To make evaluation accessible to your program/organization
- To help you plan for a successful evaluation

Definition

- Did my program meet its goals?
- Did my program have an impact?

Evaluation Spectrum

- Policy analysis/program review
- Descriptive statistics
- Predictive statistics
 - Regression analysis
 - double-blind studies
 - randomized control studies

Why Do An Evaluation?

- To get funding (needs assessment)
- Future planning
- Funders require it
- Advocacy
- Legitimacy/reputation
- Improve your organization - it's good to know if resources are being used wisely

Evaluation Planning

- Very important
- Logic model – inputs, outputs, outcomes
- Data collection tools
- Data collection timeline
- Timing of evaluation activities
- Better to think about an evaluation before implementation, not after the program has concluded

Evaluation Planning

- What impact will your program have?
- What data will you need to measure results?
- Where/how are you going to get the data?
- Evaluators can be a resource at any time, but help with planning is important

Data Collection Timeline

- Baseline data is very important
- Mid-point, after implementation
- Conclusion of program
- Follow-up

Data Collection Considerations

- Consistency, accuracy and timeliness
- Objectivity
- Minimize demands on participants
- Ethical considerations

Simple Evaluation

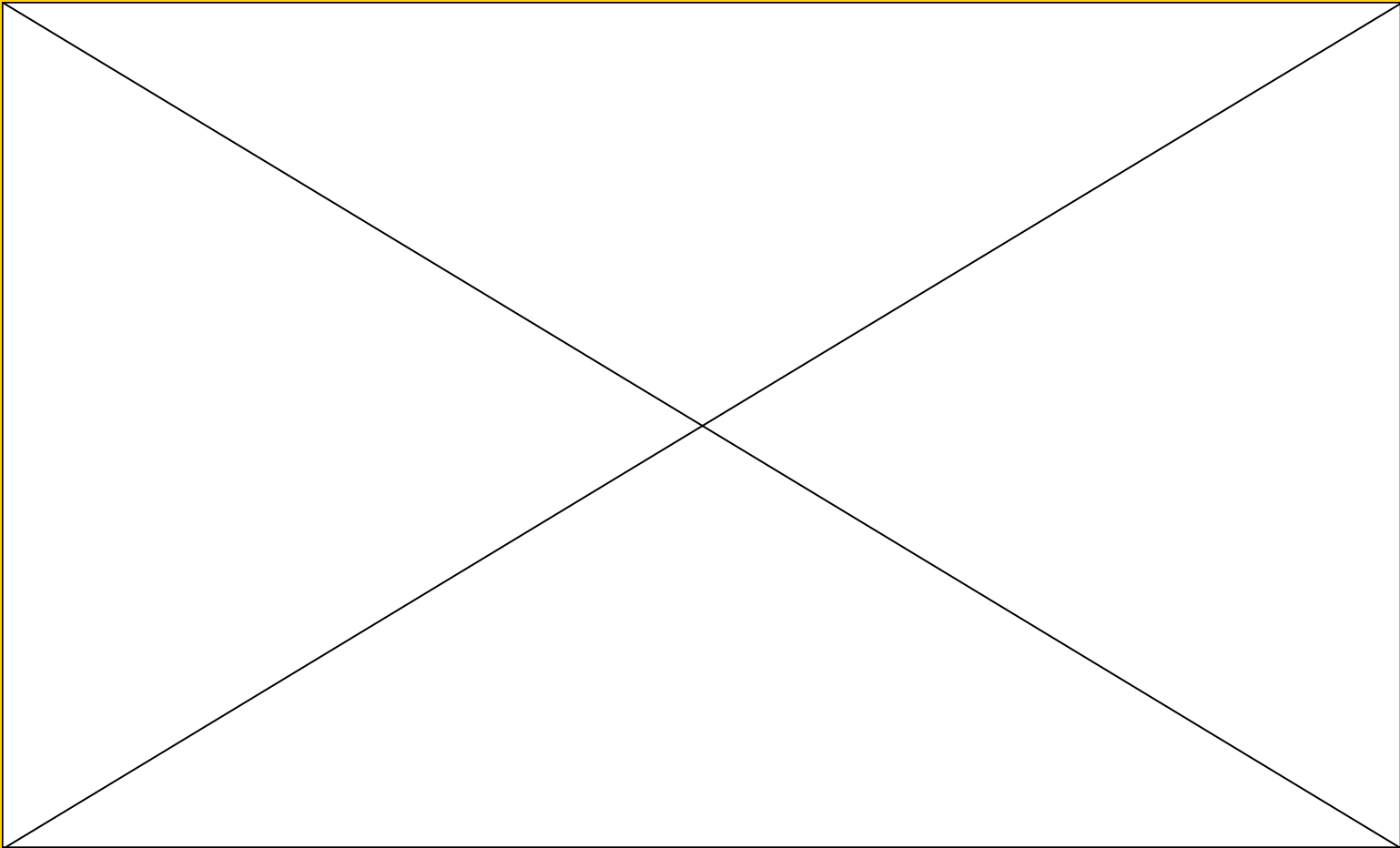
- Count and record on paper or computer (outputs)
- Use a camera to record progress perceptions
- Get testimonials
- Simple, short survey
- Observations
- Each by itself is not an evaluation, but contribute to the evaluation

Video Examples

- Needs Assessment: Anderson Lane (4:06)
- <http://www.youtube.com/watch?v=BTW1z95BQGg>
- Outputs: Garden (4:08)
- http://www.youtube.com/watch?v=mFN4CoW4B8&feature=player_embedded
- Testimonials: SRTS (Austin SRTS) (3:28)
- <http://www.youtube.com/watch?v=3xgOuVvWFtw>
- Outcome: SRTS (Netherlands biking) (4:45)
- http://www.youtube.com/watch?v=qZmpVy068bo&feature=player_embedded

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Needs Assessment: Anderson Lane

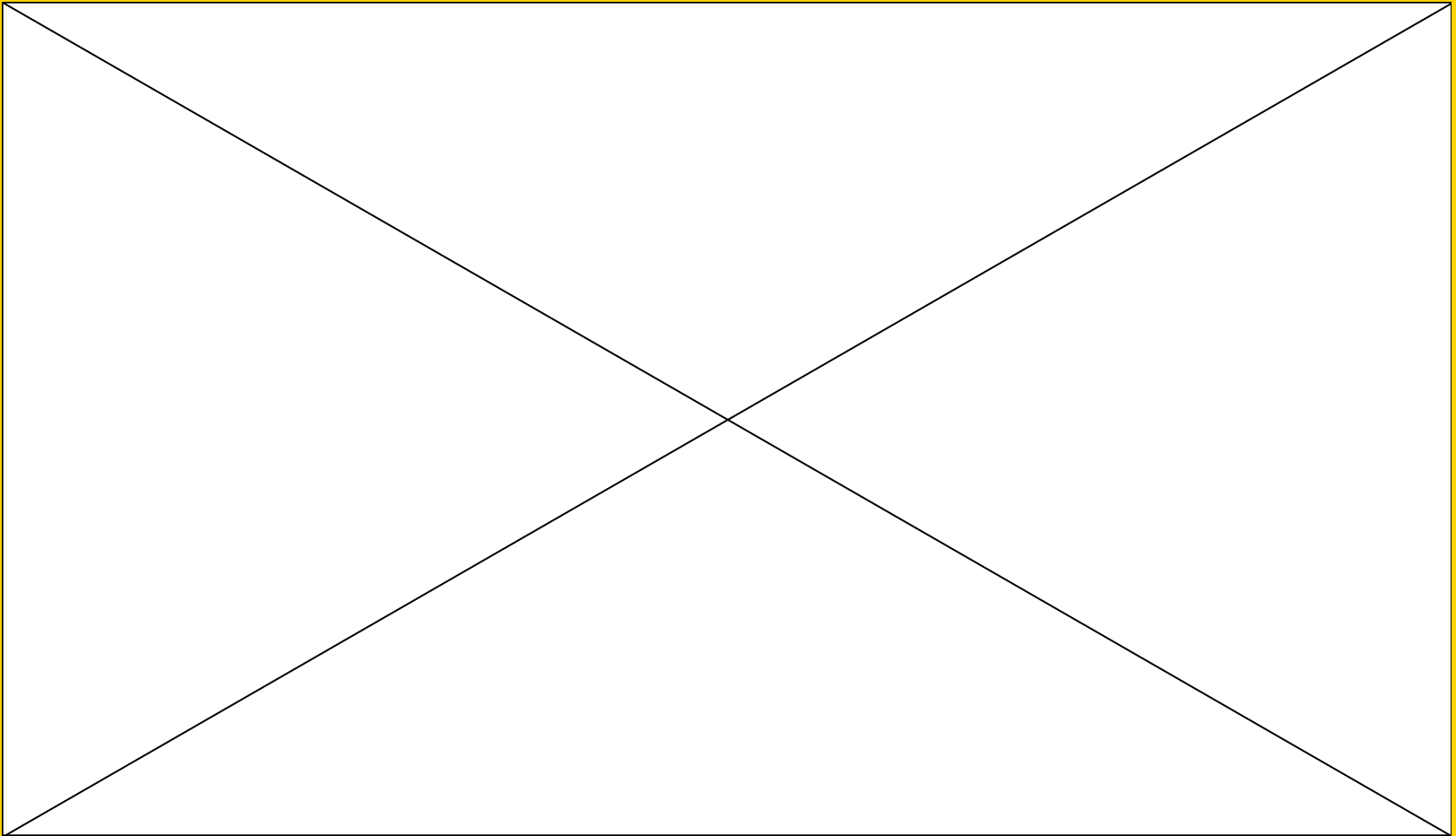


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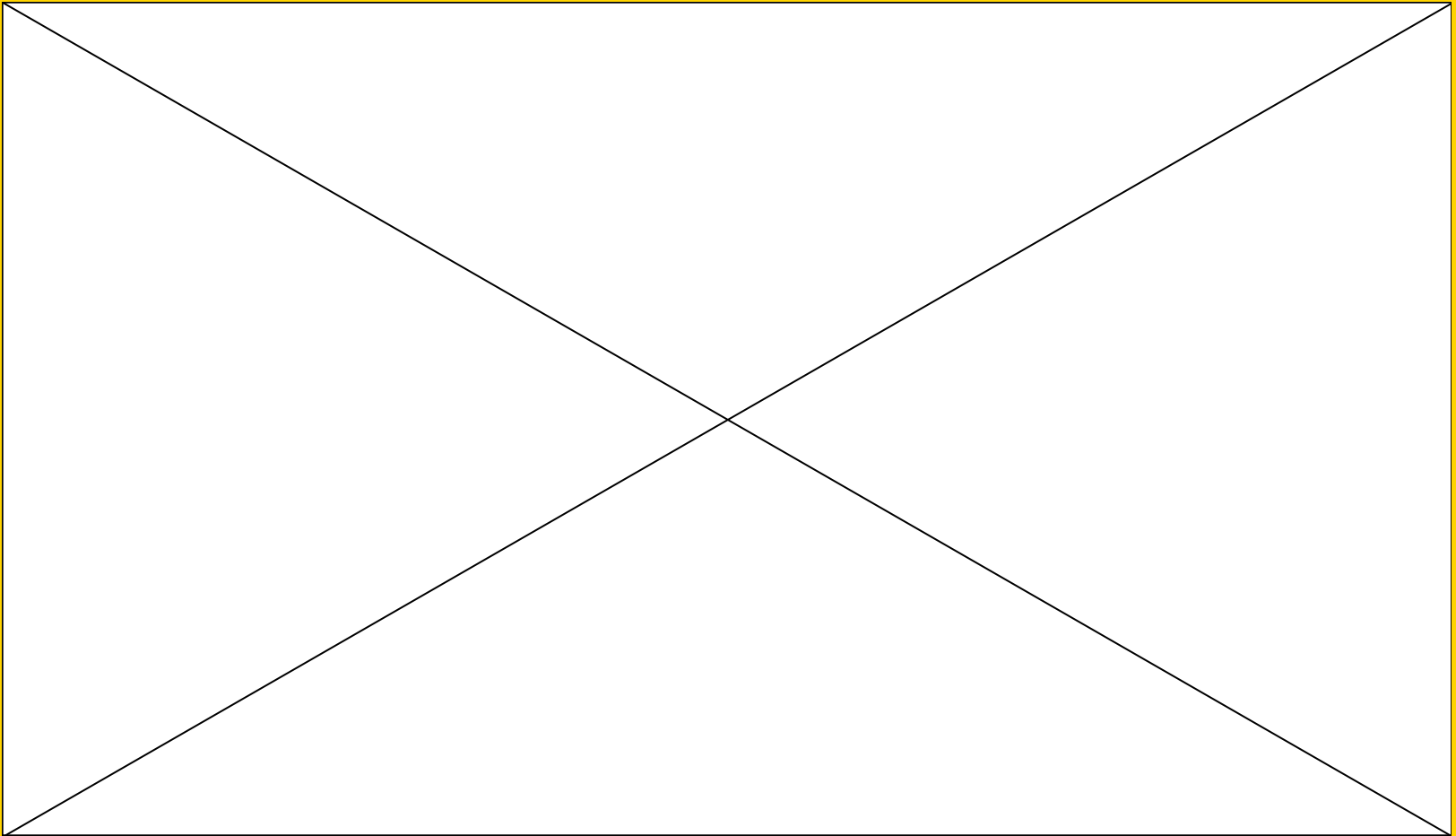
Outputs: Garden

http://www.youtube.com/watch?v=mFN4CoW4B8&feature=player_embedded

Outcomes: SRTS



Outcomes: SRTS



Short, Simple Survey

- Don't be afraid to ask about your program
- Simple is good – i.e. 5-10 questions, one-page
- Don't ask (or JUST ask) if they like your program
- Ask how their behavior will change:
 - Would they come back?
 - How likely are you to tell your friends about us?
 - Are you going to use what you learn?

Survey Considerations

- Length
- Clarity
- Simplicity
- Questions – scaled vs. open-ended
- Scale
- Test your survey

Surveys

- Anything more than a few questions and a few people becomes more complicated and there are more considerations:
 - Representative sample
 - Bias
 - Response rate
 - Validity/reliability



Survey Examples



Interviews

- Anecdotes vs. testimonials vs. interviews
- Better to survey 100 people than interview 25
- Consistency
- Ask about positives AND negatives

Presenting Results

- Show it works
- Use visuals – charts and graphs
- Show the number of people affected
- Show changes in attitude
- Know your audience
- Keep it as simple as possible
- Neat, spell-checked, etc.

External Evaluation

- How important is it to have an external evaluation?
- Objectivity and lack of conflict of interest
- Internal is better than nothing
- How to choose an external evaluator
- Evaluation software

Cost of an Evaluation

- 5-15% of program budget is a VERY rough guide
- Cost is really based on what you want to know and how difficult it is to collect the data

Cost of an Evaluation

- How to keep costs down:
 - Hire a graduate student in the field or get an intern
 - Partner with a professor in the field
 - Find an organization willing to mentor your organization
 - Hire an evaluator for planning and conduct the evaluation internally

SRTS Evaluation Results

- Walking did increase
- Geography of the school had the most impact
- Older students walk more
- Race/ethnicity was mixed
- Kids asking their parents is the most effective outreach

SRTS Evaluation Results

- Evaluation Challenges
 - Citation data
 - Parent survey thrown out
 - Lack of middle school data
 - What to do about kindergartners?

Your Examples

- What would you like to evaluate?
- What has been easy with your evaluation?
- What has been difficult?
- Questions?

Session Evaluation

- What do I want to know?
- Why did I choose the questions I did?

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Contact Information

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