Module 5: Evaluation

Track 2
Learning Days 2019

Learning Objective

I will be able to evaluate the success of my project, event, or group so that I can improve it.

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Defining Evaluation

"Evaluation is the systematic collection of information about the activities, characteristics, and results of programs..."
- Michael Quinn-Patton

What change occurred?
What should I start, stop, and adjust?

Why Evaluate?

Why Evaluate?

*"...to make **judgments** about the program, **improve** or further develop program effectiveness, **inform** decisions about future programming, and/or increase understanding."*
- Michael Quinn-Patton

- Data provides objectivity
- Allows for reflection
- Allows for a feedback loop & transparency
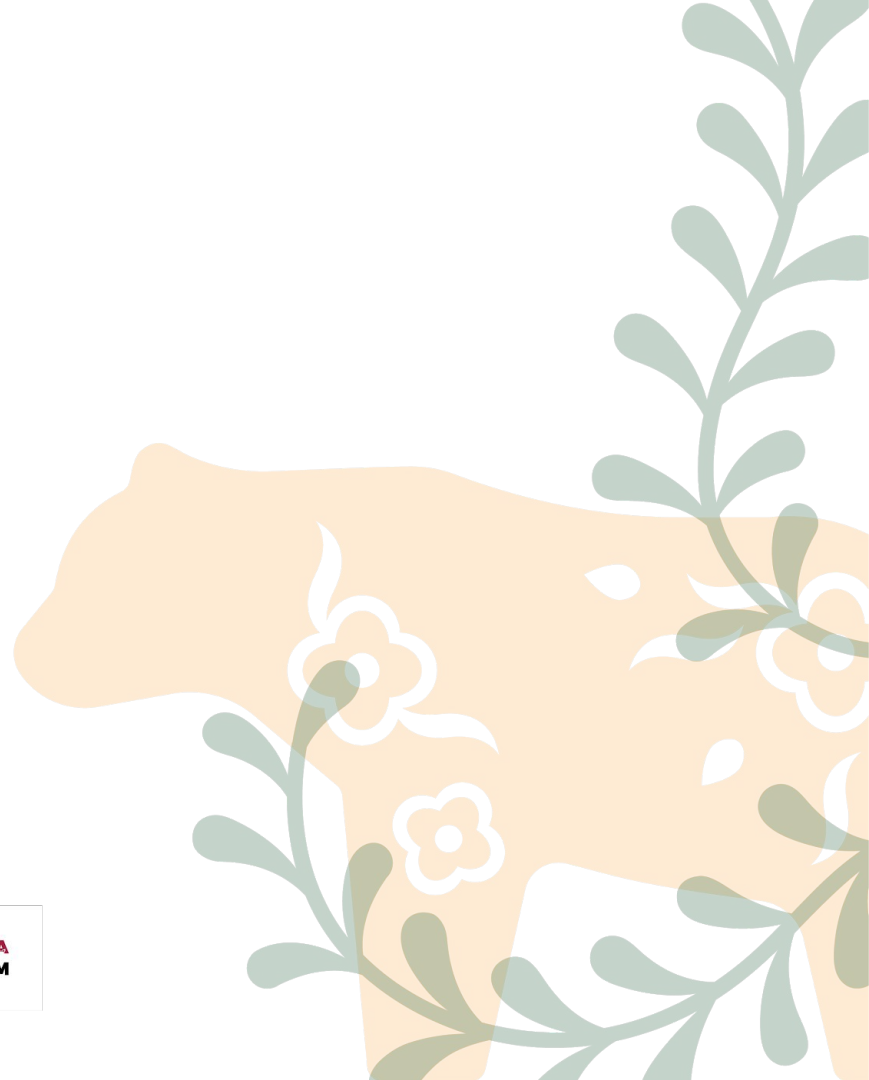- To track progress toward goals/targets

Pair & Share

Share a challenge you
have had with
evaluation
OR
something you think
might be challenging

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Evaluation Step by Step

1. **DEFINE** success
2. **WRITE** evaluation questions
3. **DETERMINE** how to gather evidence
4. **COLLECT** evidence
5. **ANALYZE** evidence
6. **REPORT** on results
7. **DISCUSS** and use results

① DEFINE success

Guiding questions
- Why are you doing this project or program?
- What do you hope to achieve?
- What does success look like in your context?

Tool: SMART Goals

Practice! (Handout)

②

WRITE
evaluation
questions

Guiding questions
- What do you hope to learn?
- What do your stakeholders care about?
- What decisions do you need to make once the evaluation is completed?

Tool: Evaluation Question Cheat Sheet

Practice!

③

DETERMINE
how to gather evidence

Guiding questions
- What methods will you use to measure your evaluation questions?
- What qualitative data do you need?
- What quantitative data do you need?

Tool: Data Collection Guide

Practice!

④

COLLECT
evidence

Guiding questions

- Who will you ask or where will you find your data?
- When and for how long will you collect data?
- Where will you store your data?
- How will you ensure the quality and privacy of your data?

Tool: Designing Good Surveys

Practice!

⑤

ANALYZE
evidence

Guiding questions
- What are the common themes in your qualitative data?
- What are the counts, averages, minimums, and maximums in your quantitative data?
- If applicable, what are the numeric changes over time?
- How do results differ by groups?

Tools: Google Sheets, Google Charts, R, Tableau Public

⑥

REPORT
on results

Guiding questions
- What conclusions can you make from your evidence?
- What data visualizations will help highlight your conclusions?
- What is the best format to get your results out to the right audiences?
- Will you have separate reports for internal and external audiences?

Tool: NVCO's How to Write an Evaluation Report, NVCO's Creative Report Formats Guide, Kaufmann Foundation Evaluation Report Guidance

⑦

DISCUSS
and use
results

Guiding questions

- Based on the results, what will you stop, start, and adjust?
- Is this evidence good enough?

Tool: What? So What? Now What? Framework

Pair & Share

Share how you will overcome the challenge you identified with your partner earlier

THANK YOU!

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Closing Reflection

How will you take your learnings and put them into action?

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Please fill out the Learning Days evaluation form

Its waiting for you in your inbox!