Learning Objective

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

DISCUSS and use results

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

Pair & Share

Share how you will overcome the challenge you identified with your partner earlier.
THANK YOU!
Closing Reflection

How will you take your learnings and put them into action?
Please fill out the Learning Days evaluation form. It's waiting for you in your inbox!