Everyday Evaluations

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Objectives

- Introduce different types of data collection tools
- Provide the pros and cons of each method
- Describe the key steps for implementing each method
A Brief Background
What is Evaluation?

“The process of gathering information to provide useful feedback about something.”
Benefits

Program evaluations ensure:

- The most **relevant data** are available to policymakers;
- Initiatives demonstrate **value** to the stakeholders and
- **Programs** have a track record of results.
Two Main Questions…

- **Does it work?**
  - Did the program do what we said it would?

- **How does it work?**
  - Was the program implemented as planned?
Types of Data

There are two types of data:

Numbers and everything else

- Quantitative data consists of numbers
- Qualitative data describes the meaning of something
Gathering Our Data
Think creatively—you can combine sources to tell a richer story!

Types of Data Collection
Surveys
What is a Survey?

- A questionnaire—a set of written questions used to gather information

- Information =
  - Facts
  - Attitudes/opinions
  - Preferences
  - Satisfaction
<table>
<thead>
<tr>
<th>PROs</th>
<th>CONs</th>
</tr>
</thead>
<tbody>
<tr>
<td>+ Can collect a lot of information quickly</td>
<td>– Impersonal</td>
</tr>
<tr>
<td>+ Can be anonymous</td>
<td>– “Survey Fatigue”</td>
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<tr>
<td>+ Inexpensive</td>
<td>– Doesn’t get the full story</td>
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<td>+ Can be adapted into many forms (online, paper, verbal)</td>
<td>– Wording can bias answers</td>
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<tr>
<td>+ Can provide a quick “snapshot” of results</td>
<td>– Possible literacy issues</td>
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<td>+ Many examples/templates already exist</td>
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Focus Groups
What is a Focus Group?

- Guided form of storytelling
- Structured, focused discussion
- “Sharing and comparing” to generate ideas, opinions, and perceptions
- Usually 5-10 people per group
Focus Groups—the *pros* and the *cons*

<table>
<thead>
<tr>
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<tr>
<td>+ Gain more in-depth information</td>
<td>– Time intensive</td>
</tr>
<tr>
<td>+ Develops relationships</td>
<td>– Requires experienced/trained facilitator</td>
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<tr>
<td>+ Can be more culturally appropriate</td>
<td>– Can be hard to analyze</td>
</tr>
<tr>
<td>+ Allows more community knowledge to be shared</td>
<td>– Smaller sample size</td>
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<tr>
<td></td>
<td>– Resource intensive</td>
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Interviews
What is an Interview?

- A focused conversation
- Semi-structured—series of open-ended questions
- Used to understand respondent’s
  - Thoughts
  - Feelings
  - Opinions
Interviews—the *pros* and the *cons*

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[Image of thumbs up and down]

18
Other Data Collection Methods
Informal Data Collection

- Comment boxes
- Observation
- Check-ins with elders
Putting It All Together
Plan Ahead

- **What** will you evaluate?—what are the questions about your programs you want answered?
- **Who** will collect the data?
- **Where** will the information be stored (e.g., Excel, SurveyMonkey?)
- **Who** will do this?
- **How** will it be analyzed?
- **Who** wants/needs to know the results?
Choosing Your Tools(s)

<table>
<thead>
<tr>
<th>Implementation—did we do what we said we were going to do?</th>
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<th>√</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Impact/Outcomes—did it work?</td>
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<td></td>
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<tr>
<td>Improvement—how could it be improved?</td>
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Using Data

- Did we do what we said we would do?
- How well did we do it?
- Did it make a difference?
- What could we do better next time?
Questions?
Thank You!