



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?

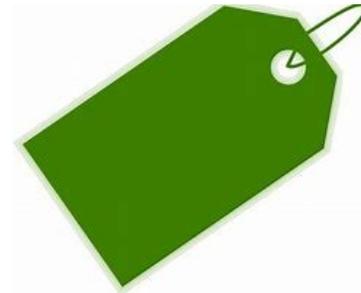
“The process of gathering information to provide useful feedback about something.”



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



Surveys



What is a Survey?

- A questionnaire—a set of written questions used to gather information
- Information =
 - Facts
 - Attitudes/opinions
 - Preferences
 - Satisfaction



Surveys—the *pros* and the *cons*

PROs

- + Can collect a lot of information quickly
- + Can be anonymous
- + Inexpensive
- + Can be adapted into many forms (online, paper, verbal)
- + Can provide a quick “snapshot” of results
- + Many examples/templates already exist

CONs

- Impersonal
- “Survey Fatigue”
- Doesn’t get the full story
- Wording can bias answers
- Possible literacy issues



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*

PROs

- + Gain more in-depth information
- + Develops relationships
- + Can be more culturally appropriate
- + Allows more community knowledge to be shared

CONs

- Time intensive
- Requires experienced/trained facilitator
- Can be hard to analyze
- Smaller sample size
- Resource intensive



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*

PROs

- + Gain more in-depth information
- + Develops relationships
- + Can be more culturally appropriate
- + Allows more community knowledge to be shared

CONs

- Time intensive
- Requires experienced/trained interviewer
- Can be hard to analyze
- Smaller sample size
- Resource intensive



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)



	Survey	Interviews	Focus Group	Project Records	Program Observation
Implementation—did we do what we said we were going to do?	√	√	√	√	√
Impact/Outcomes—did it work?	√	√	√		
Improvement—how could it be improved?	√	√	√		√



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?



Thank You!

