Data and Evaluation – Thinking Beyond Outputs

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What IS Evaluation?

Merriam-Webster Says…

Evaluation is the determination of the
- ✓ value
- ✓ nature
- ✓ Character
- ✓ quality of something or someone

Outputs VS Outcomes

- ▸ something produced: the amount produced by a project

  Examples:
  #s of IEPs attended
  # of trainings
  Active Website

- ▸ something that follows as a result or consequence

  Examples:
  % of parents who indicate satisfaction
  % who use knowledge
  % who found content relavant

| Outputs… | Outcomes… |

What Does An Evaluation Do?

Answers one or more of three main types of questions?
- What occurred; what did we do?
- How well did it go; how well did we do it?
- So what?   What difference did our efforts make? What changed?

And a little bit of this...
- What should we change in future projects?

So WHY Did You Pick This Session?

- What does a good evaluation do for your Parent Center? Better yet, what is a good evaluation? There are essential components and questions that a strong evaluation plan includes and answers. Participants will have an opportunity to think about their current evaluation plan and measurements and how those might be improved upon moving forward.

Here's What We Were Thinking

Increase confidence in tackling evaluation dimensions in project implementation and proposal development

Session Outcomes:

- We are going to "talk Evaluation" (in the language of Evalution, that is!), so you can talk it too!
- How do we get to "good"? We are going to look at LOGIC and alignment so you see how the Logic Model really is the core of your project.
- We are going to finish up with looking a parts of a traditional RFA and where you can sell your center and your evaluation plan
- We will end with discussing Resources and support available to you as you go forth!

Understanding Terminology

Key Vocabulary or Terms

- Formative
- Summative
- Qualitative
- Quantitative
- High Quality
- Relevant
- Useful

- Others? (Remember we already talked outputs and outcomes!)

Types of Evaluation

Formative = Process/Implementation

- Conducted during the development and implementation of a program

- Primary purpose is providing information for program improvement

- Measures Fidelity of Implementation of your project

Types of Evaluation

Summative = Outcome/Impact

- Evaluation conducted after completion of a program (or a phase of the program) to determine program effectiveness and worth
- This is where you should be able to see some impact and/or progress toward the goal

Other Evaluation Terms

Qualitative
- Effective, relevant, useful
- Depth and detail
- Generally narrative

Quantitative
- How many, how much
- Numbers of workshops, numbers of families trained

Activity Time!

- Write your Answers on your Board and Hold 'Em High!

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Understanding Terminology…Questions? Thoughts?

It's all LOGICAL! The Importance of Alignment

Alignment

Remember to be sure that your evaluation methods and plan align with:
- **Your grant goals**
- **Your logic model**
- **Your methodology**
  - **Includes OSEP Performance Measures** (high quality, relevant, useful)
- Your management plan (implementation!)
- The parameters in the RFA

Grant Goals

- What are your Goals?
- Can you articulate them?
  - Can your staff?
  - Can your board?
- How many do you have?
  - How many is enough?
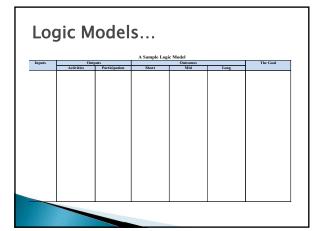 - How many is just too much?
- DOES IT ALIGN?

ALIGNMENT!?

At a minimum, the PTIs must:
- (a) increase parents' capacity to help their children with disabilities improve their early learning, school-aged, and postsecondary outcomes;
- (b) increase youth with disabilities' capacity to be effective self-advocates.

Logic Models…

‣ A logic model is a graphic depiction (road map) that presents the shared relationships among the resources, activities, outputs, outcomes, and impact for your program. It depicts the relationship between your program's activities and its intended effects.
‣ Logic models usually take form in a graphical depiction of the "if-then" relationships between the various elements leading to the outcome.

Logic Models…

A Sample Logic Model

Inputs	Outputs		Outcomes			The Goal
	Activities	Participation	Short	Mid	Long	

Project Outcomes

‣ Short: knowledge acquisition

‣ Mid: use of knowledge, trying to use knowledge

‣ Long: knowledge becomes institutionalized, routine

ALIGNMENT!?

Goal: Learning to walk

Short Term Outcome: Watch others walk, pull up, crawl

Mid Term Outcome: Walk around a table, walk holding parents hands

Long Term Outcome: Walking without holding onto anything

ALIGNMENT!?

Let's finish the walking Logic Model...

- What are inputs/resources?
- What are the outputs?
  - Activities?
  - Participation?

Activity Time!

- Now let's start a Logic Model (or you can review your existing one) for your Parent Center

Okay...So HOW Do I Show Impact?

Evaluation Methods

What evaluation methods do you use in your PTI or CPRC project?

- .
- .
- .

QRU?

Where does it fit?

Why do we do this?

How do we do it better?

Methods of Data Collection

Sources of Information
- Existing data
  - Program records, attendance logs, etc
  - Pictures, charts, maps, pictorial records
- Program participants
- Others: key informants, nonparticipants, proponents, critics, staff, collaborators, funders, etc.

Data Collection Methods
- Survey
- Interview
- Test
- Observation
- Group techniques
- Case study
- Photography
- Document review
- Expert or peer review

Need Some Help?

The CPIR Site has a Survey Item Bank!

‣ https://www.parentcenterhub.org/

And don't forget your PTAC!
‣ Nope, we can't help write a grant, but we can help you think through and develop a strong evaluation plan!

What About Methods?

‣ Use a variety of approaches to ensure that you are using both formative and summative approaches.
‣ Consider the appropriateness of the method to the activity.
‣ Consider the yield of various approaches.

Activity Time!

‣ Pull out those logic models and generate one method (and at least one sample question to be used) to get to your short, mid, and long term outcomes.

Evaluating Project Effectiveness

◦ Are we doing what we promised in our proposal in the timeline established?
◦ In what ways and to what extent is our project as a whole effective?
◦ How effective are our specific approaches and activities?
◦ Is there a match between activities we are doing and what we proposed?
◦ How can we be sure that we are meeting our outcomes?

It's all LOGICAL! The Importance of Alignment..Questions? Thoughts?

Proving It On Paper! The RFA

Let's Take a Look

- Key Sections directly related to evaluation
  - Significance: Impact! The Long Term Outcomes and your Goals!
  - Project Services: Outputs (both activities and participants)
  - Project Evaluation Sections: We will spend more time on this...
  - Resources: These are your inputs!
  - Management Plan: Implementing with what? FIDELITY!

Management Section

Demonstrate, in the narrative section of the application under "Quality of the Management Plan," how--

1) The proposed management plan will ensure that the intended outcomes identified in the project logic model (see paragraph (f)(1) of this priority) will be achieved on time and within budget;

Evaluation Sections

The applicant will evaluate the effectiveness of the proposed project by undertaking a **formative evaluation** and a **summative evaluation**, including a description of how the applicant will measure the outcomes proposed in the logic model. The description must include--

i. Proposed evaluation methodologies, including proposed instruments, data collection methods, and analyses; and
ii. Proposed criteria for determining effectiveness, to include, at a minimum, the effectiveness of strategies used to reach and serve youth with disabilities and parents, including underserved parents of children with disabilities;

Evaluation Sections (f) (I, ii, iii)

- (f) Quality of the Project Evaluation

  - The proposed project will use the evaluation results to examine the effectiveness of its implementation and its progress toward achieving intended outcomes.
    - Performance Feedback
    - Regular assessment of Progress

Consider an Evaluation Table

‣ Some projects include an evaluation chart that articulates for each goal:

◦ The Goal
◦ Evaluation Question
◦ Methodology to Be Used
◦ Criteria
◦ Timeline

Evaluation Table Example

‣ INSERT PICTURE OF SAMPLE TABLE HERE

Activity Time!

‣ Based on your Logic Model, what points would you be sure to "drive home" in:
◦ Significance
◦ Project Services
◦ Evaluation
◦ Adequacy of Resources
◦ Management Plan

Proving It On Paper! The RFA…Questions? Thoughts?

Our Final Thoughts…

Frequently Asked Questions

▸ Question: What about having a consultant or friend write the grant (or evaluation section) for me? Pitfalls & benefits?

▸ Can someone from TA write a section for me?

▸ Can TA review and critique my proposal?

▸ Do we really have to do all this work?

Resources?

▸ CPIR site (www.parentcenterhub.org)
▸ The CIPP site, Center to Improve Program and Project Performance (www.cippsite.org)
▸ Your Region B Box Files
▸ EACH OTHER!
  ◦ Remember CASE (Copy and Steal Everything!)

Let's Review:

▸ We are going to "talk Evaluation" (in the language of Evalution, that is!), so you can talk it too!
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What's your Golden Nugget from Today?

Did We Succeed?

Increase confidence in tackling evaluation dimensions in project implementation and proposal development

Go forth with skill & confidence!

Thank you for participating!