



Knowledge

ADVISORY GROUP

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Measures Matter!

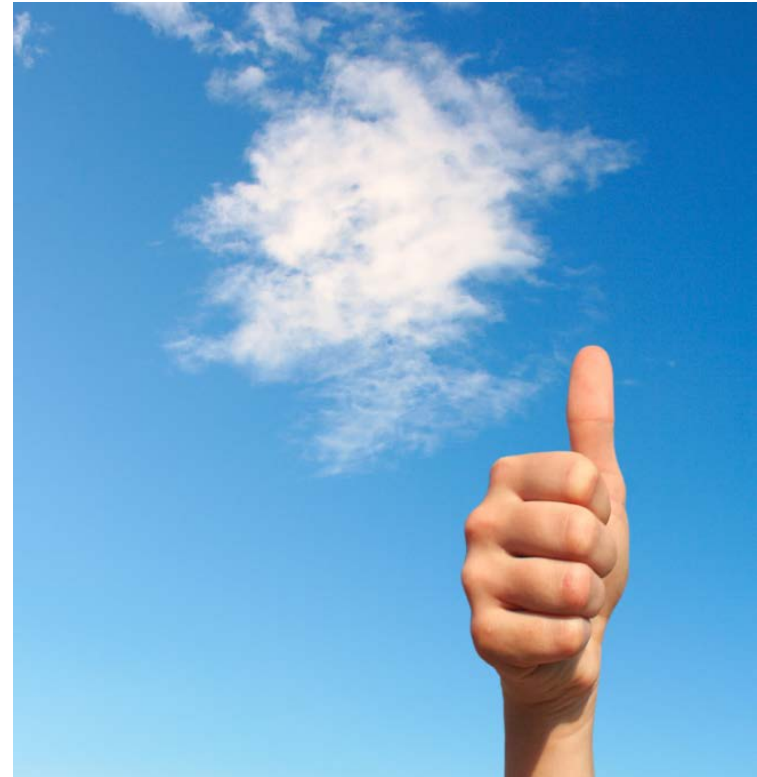
Use Outcomes to Tell Your Organization's Story



5/21/18

Goals

- Introduce evaluation
- Discuss key audiences
- Review logic models
- Address common questions
- Using evaluation data to tell your organization's story



What is Program Evaluation?

Program evaluation is carefully collecting and analyzing information about a program or some aspect of a program in order to make necessary decisions.

The type of evaluation you undertake to improve your program depends on what you want to learn.

Continual improvement is an unending journey.

Why Is Evaluation Important?

External Pressures

- Increased Public Scrutiny
- Economic Decline
- Funder Accountability

Internal Motivations

- Continuous Improvement
- Greater Mission Focus

Data Improves Efficiency

In using data, we can target our time to:

- Create messages that are important to our stakeholders
- Focus on effective practices
- Make intentional improvements based on what we know rather than guessing

Know Your Audience

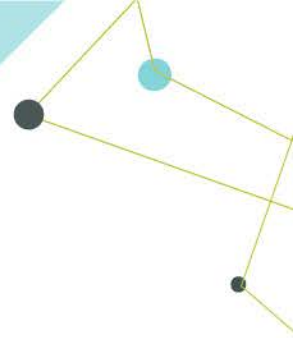
- Who are the possible audiences for your data?
- What do they already know?
- What do they want to know?
- How will they use the data?

Exercise



Possible Audience	What Do They Already Know?	What Do They Need to Know?	How Will They Use the Data?

Types of Evaluation



Process

- Descriptions of what you do, how much you produce, and how you do it

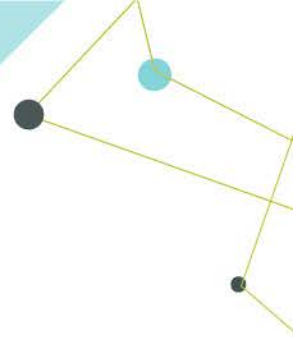
Outcomes

- Changes that occur within the client, member or system as a result of your activities

Develop Balanced Measures

- **Process Data** – activity/**output**/efficiency
 - Number and type of volunteer hours provided, individuals trained, workshops held, applications processed, etc.
 - *Example:* Average contact time with participants
- **Outcomes Data** – effectiveness/results/impact
 - Can include change in clients' level of awareness, knowledge gained, behaviors that have changed, etc.
 - *Example:* Percentage of participants who demonstrate increased knowledge of stroke warning signs

Creating a Framework for Identifying Appropriate Outcomes – the Logic Model



What is a logic model? A logic model is a simple description of how your program, service, or initiative works that shows the linkages between:

- Existing conditions
- Program inputs
- Program components
- Program activities
- Program outputs
- Program outcomes (short- and long-term)

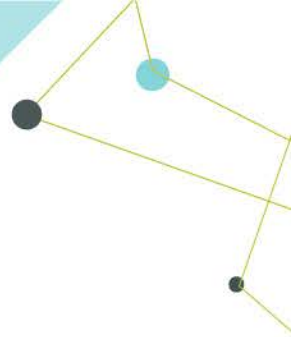
Why Should You Develop a Logic Model?

- Useful for designing/developing your program or initiative
- Provides a framework for evaluation
- Provides a focal point for stakeholders, requiring them to work together to identify the components of the model and to think about expected outcomes

Existing Conditions

- Identification of risk factors or needs in the community
- Availability of program resources in the community
- Availability of fiscal resources
- Type of community partnerships that already exist in the community

Program Components



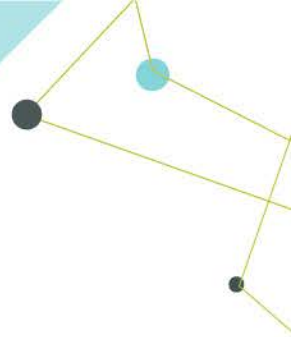
Components are closely related groups of:

- Activities in your program that are logically linked to the conditions identified as part of the program planning process.
- The number of components depends on the size of your program and how you administer it. For a large program, there could be several components in the logic model. Smaller programs might consist of just one component.

Examples of Program Components

- Parent component – a group of program activities conducted with parents
- Family component – a group of program activities conducted with the entire family
- Youth component – a group of activities conducted with children/youth in the program

Inputs



Inputs are the resources that are needed to provide the service:

- Dollars
- People
- Equipment
- Materials

Examples of Inputs

- United Way Grant
- Program Coordinator
- Laptop computer
- Curriculum workbooks
- Program marketing materials
- Client recruitment procedures
- Staff development training

Program Activities

Activities are the services a program *provides* for its participants

Examples:

- Wellness classes
- Home cooling equipment provided
- Assistance with applications for benefits

Outputs

Number of units that captures the number of services you have provided

Examples:

- 200 seniors trained
- 40 cooling units delivered
- 5 applications for benefits submitted

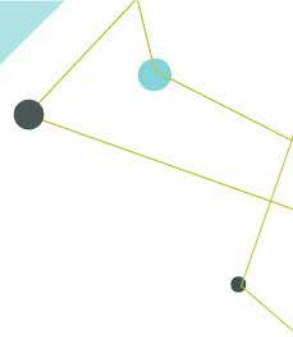
Program Outcomes

- Outcomes are benefits or changes for program participants during or after their involvement with a program that flow logically from the precipitating program activity.
- Outcomes can be short or long-term
- Outcomes are not outputs

What Benefit or Change is Occurring?

- Awareness
- Knowledge
- Attitude
- Skills
- Behavior

Short-Term Outcomes



Short-term outcomes should:

- Flow logically from the precipitating activity;
- Be relevant to the program's overall goal;
- Be reasonable to achieve; and
- Represent achievements or improvements on the part of program participants that occur either *during or immediately after program participation ends*.

Long-Term Outcomes

Long-term outcomes should:

- Have a logical connection to the short-term outcomes;
- Represent benefits or changes for program participants *over an extended period of time*;
- Be collected during a follow-up period with program participants.

Examples of Outcomes

- **SHORT:** Seniors who complete a wellness class increase their knowledge of diabetes risk factors
- **MEDIUM:** Seniors who complete a wellness class consistently engage in low-impact exercise
- **LONG:** Seniors are more likely to remain safely in their homes

We Have Results – Now What?

- Analyze the data
 - What are my primary questions?
 - Who are my key audiences and what do they need to know?
 - What subpopulations may I wish to examine (e.g., dosage)?
- Tell your program's story
 - Portray your outcomes
 - Link outcomes to process
 - Create recommendations for change
- Make decisions or request action



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