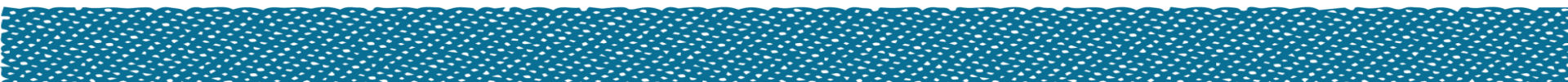
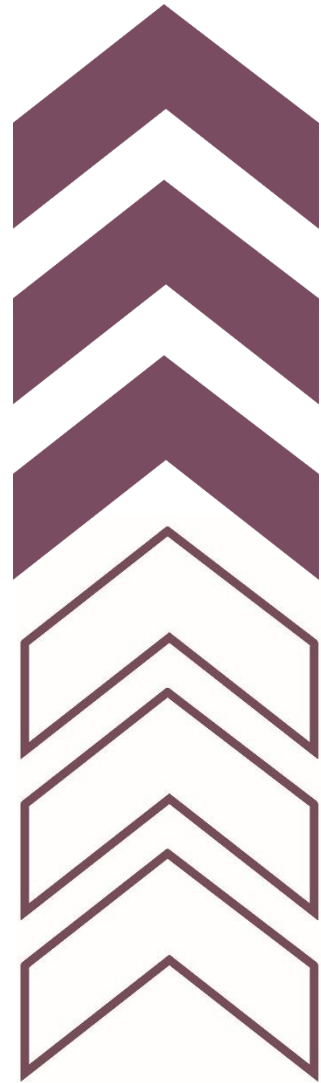




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Evaluation 101: Basics of Evaluation

November 30, 2021



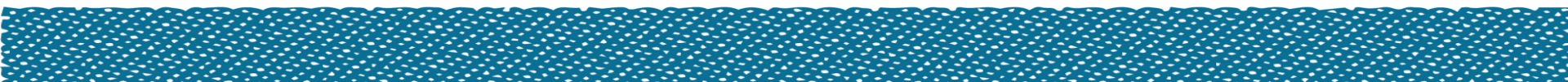
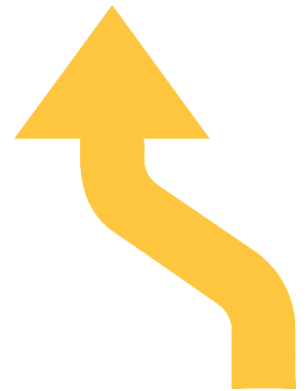


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Poll Question

How familiar are you with program evaluation?

- a. Extremely familiar
- b. Moderately familiar
- c. Somewhat familiar
- d. Slightly familiar
- e. Not at all familiar





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What is Evaluation?

Evaluation is systematic and culturally responsive inquiry into the outcomes and operations of programs.



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The Value of Evaluation

Program Improvement

- Has the program or strategy been implemented as planned, and if not, why?
- What needs to be improved and how?

Evidence on Outcomes

- What changes/outcomes did our program activities contribute to?
- How did our effort contribute to those changes?

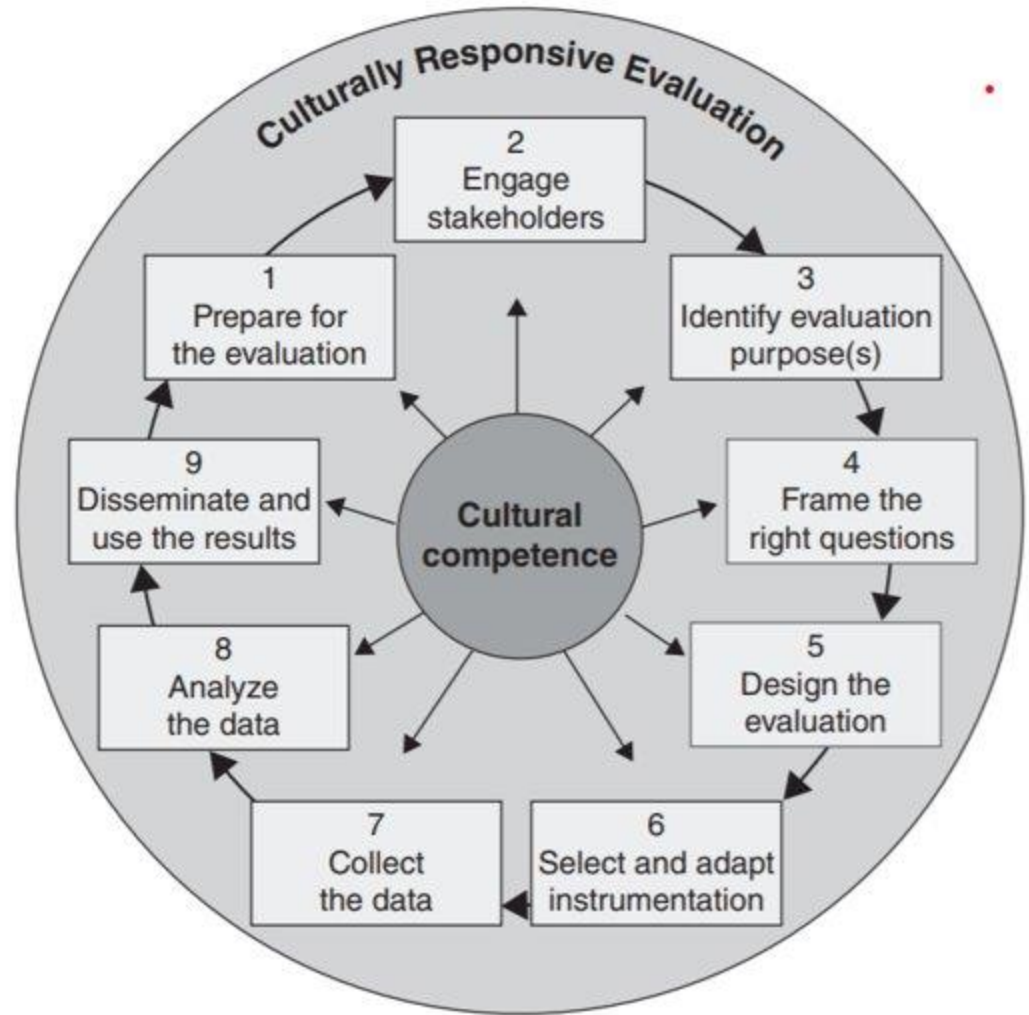
Culturally Responsive and Equitable Evaluation

Culturally responsive and equitable evaluation requires the integration of **diversity, inclusion,** and **equity** in all phases of evaluation. CREE incorporates cultural, structural, and contextual factors using a participatory process that shifts power to individuals most impacted - [Expanding the Bench](#).



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Culturally Responsive Evaluation (CRE) Framework



Culturally responsive evaluation framework from Frierson, Hood, Hughes, and Thomas (2010)



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Prepare for the Evaluation

- Understanding the context- history, rules of engagement
- Organizational assets- existing relationships, awareness of community
- Organizational capacity
- Cultural responsiveness-self exploration and reflection

Engage Stakeholders

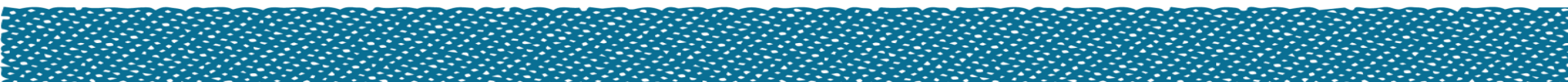
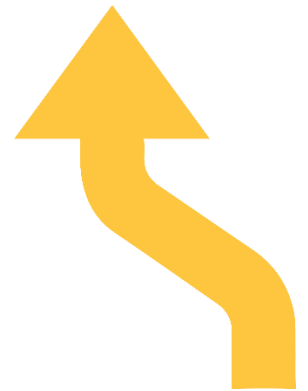
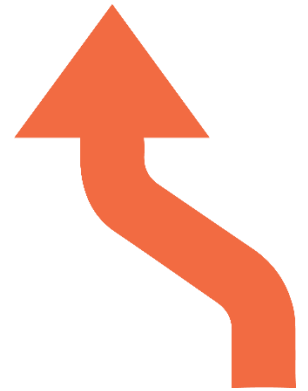
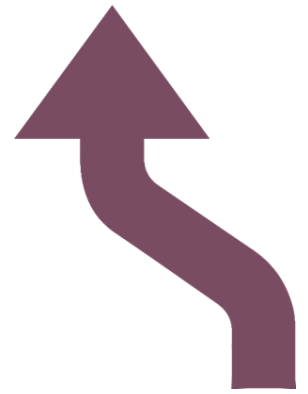
- Those invested in a program or its evaluation
 - Ex: youth participants, program implementers, funders, partners, etc.
- Build trust



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Identify evaluation purpose(s) and frame the right questions

- Identify how the evaluation can benefit the program and the community
- Example evaluation questions:
 - Were youth satisfied with the delivery of the program?
 - What implementation practices are associated with the successful completion of the EYC program by youth? What were the barriers for completion?
- Frame evaluation questions so that they are focused, measurable, and culturally responsive.





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Design the Evaluation

- Determine what aspects of the program the evaluation will focus on
- Mixed method design is recommended
- Creation of a logic model
- Creation of an evaluation plan including:

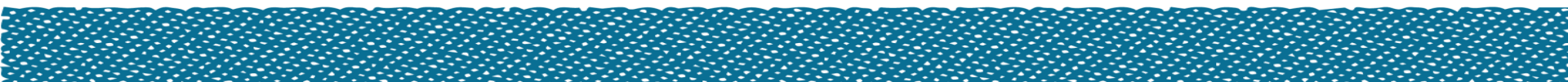
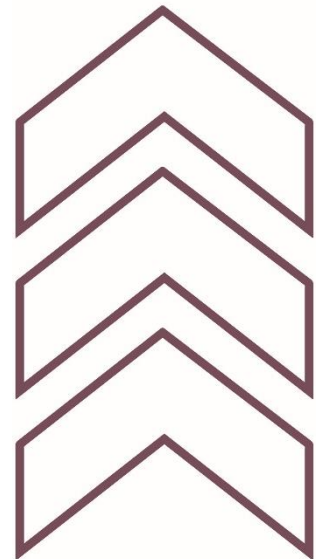
Evaluation Questions	Indicators	Data Source(s)	Data Collection Methods
How satisfied were the youth with the delivery of the program?	4 or 5 on satisfaction scale in pre/post survey	1 3-month cohort of youth participants	-Youth Listening Session -Pre/Post Survey



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Data Collection

- Adaptation of data collection tools may be necessary to make the instruments culturally appropriate for your program
- Youth engagement- engage them in data tool creation and collection, building trust, provide incentives
- Data Collection tools include:
 - Quantitative: Survey, poll questions
 - Qualitative: Focus group, interviews, talking circles, observation, photovoice





"Data do not speak for themselves; they are given voice by those who interpret them"

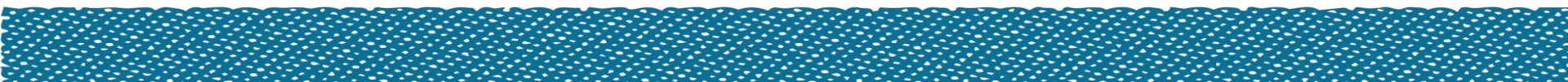


Analyze the data

- Draw conclusions from the data
- Review the data for cultural context
- Identify unintended outcomes

Disseminate and use the results

- Invite community discussion and review of the results
- Communicate evaluation findings to stakeholders and the broader community





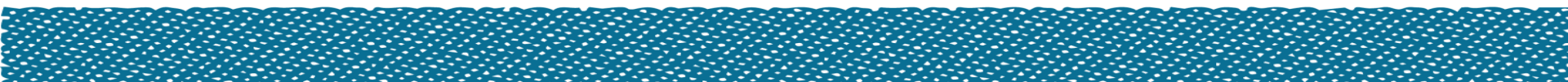
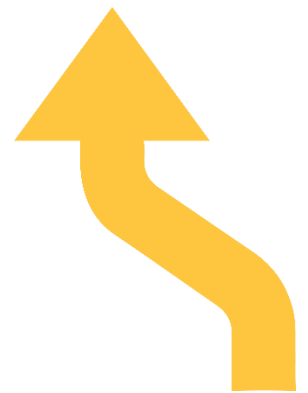
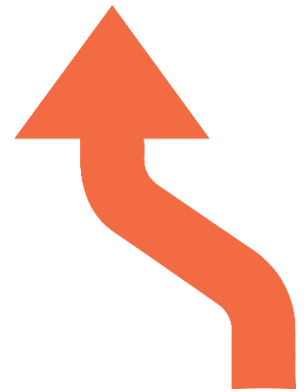
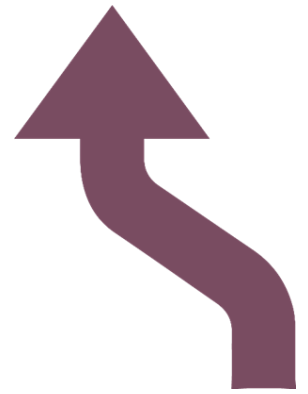
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Questions?



We are here to help!

- Providing feedback on evaluation tools, evaluation planning, and reporting
- Office Hours
- Technical Assistance series





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Important Due Dates

End of Year Report: Tomorrow, 12/1 COB

Quarterly Progress Report: Wednesday, 12/15
COB



Contacts and Resources

Evaluation Team

Noemi Avalos: navalos@sierrahealth.org

Breanna Mattis: bmattis@sierrahealth.org

Resources:

EvaluATE website: <https://evalu-ate.org/>

CDC Program Evaluation Framework: [Framework for Program Evaluation - CDC](#)

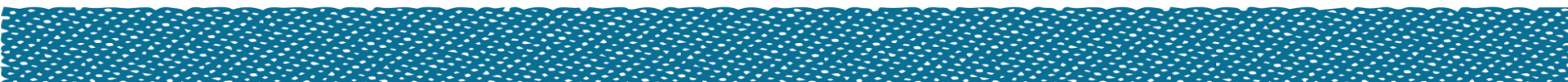
Evaluation Checklists by Western Michigan University: [Evaluation checklists](#)

W.K Kellogg Foundation –Step by Step Guide to Evaluation:

https://www.betterevaluation.org/sites/default/files/WKKF_StepByStepGuideToEvaluation_s_maller.pdf

Elevate Youth California website: www.elevateyouthca.org

The Center website: www.shfcenter.org



Questions

Who are some of your program's stakeholders? What are some ways you've engaged them previously?

What challenges have you experienced in any of the evaluation process steps presented today?

