Evaluation 101:

What to Expect from "Seven Percent."

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Evaluation 101: Agenda

- Objectives
- Context
- Basics
- Types of Evaluation
- The Evaluation Cycle

- Human Subjects & Confidentiality
- GPRA
- Reporting & Using Results
- Qualifications
- Budgeting

Objectives

- Understand the basics of evaluation

- How evaluation fits within SS/HS

- Procurement of evaluation services

- Evaluation helpful hints

Context

- 7% of:
  - $9M = $630,000
    - $157,500/yr
  - $6M = $420,000
    - $105,000/yr
  - $3M = $210,000
    - $52,500/yr

Basics

- What is the purpose of Evaluation?
  - *Evaluation should not simply be conducted to prove that a project worked, but also to improve the way it works.*
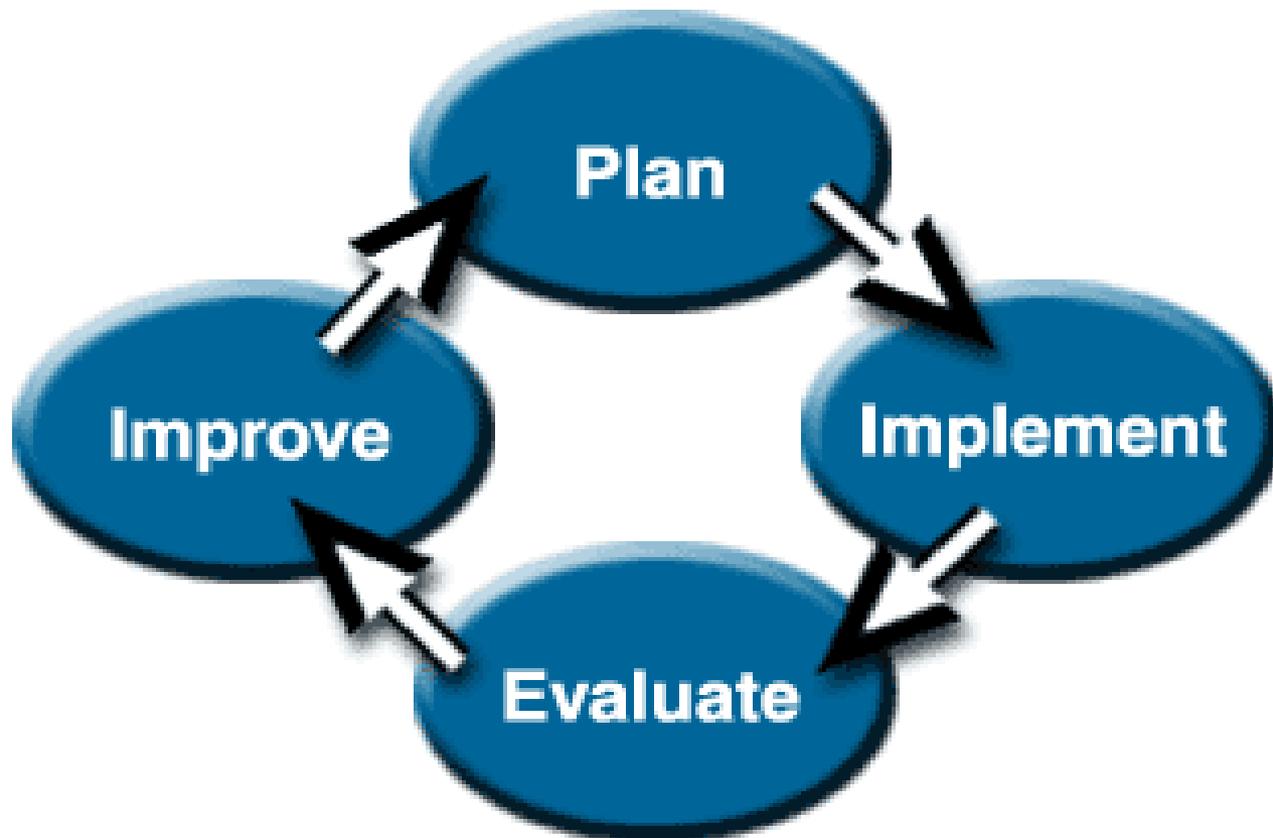
Types of Evaluation

Formative

- Process Evaluation
  - Was the program implemented as intended?

Summative

- Outcome Evaluation
  - Were the project objectives achieved?

The Evaluation Cycle

Evaluation in the Program Planning Process

- **Pre-Project**
- **Start-Up**
- **Implementation & Project Modification**
- **Maintenance & Sustainability**
- **Replication & Policy**

Logic Model

Needs and Gaps	Goals	SS/HS Element(s)	Objectives	Activities	Partners	Process Measures	Indicators and GPRA

- Theory of change

Evaluation Questions

- How will you know if you have accomplished your goals?

- What are your expected outcomes?

- What activities will your project undertake to accomplish your goals?

- What information will you partners need about your shared outcomes?

- What environmental factors might help or hinder your ability to accomplish your goals?

Process Measures

Process Measures	Indicators and GPRA
• How or Why? • How or Why Not?	• Did I reach my objective?

Process Measures

Usual Suspects

- Number of Parent trainings
- Number of staff/teachers trained

Particularly Useful

- Fidelity measures
  - Evidence-based Interventions
  - Theory-based interventions
- Local "calibrations" to EBIs
- Attempts to standardize non-EBI processes.

Evaluation Plans

- Process Measures
- Outcomes Measures
- Data Collection Plan
- Data Analysis Plan
- Data Collection Instruments
    - Existing sources
    - Adjust/refine existing
    - Develop new measures

Human Subjects

- Institutional Review Boards
  - Funded agency responsible
  - Review package contents:
    - Project/evaluation
    - Target population
    - Data collection tools/procedures
    - Informed consent/right of refusal
  - Yearly
  - Different levels of review

Confidentiality

- Health Insurance Portability and Accountability Act (HIPAA)

- Family Educational Rights and Privacy Act (FERPA)

- Protection of Pupil Rights Amendment (PPRA)

Evaluation Plans & GPRA

- GPRA:
  - 6 Indicators

- 10%

- Local Evaluation:
  - Outcome measures
  - Process measures

- 90%

Reporting and Using Results

- What do you, other staff, and key stakeholders need to know more about?
- What decisions do you feel you need to make but need more information to make?
- What will you do with the answers to your questions?
- Who will make the decisions and when?
- How are decisions made in this organization?
- What other factors may affect the decision-making process?

Qualifications

- Formal training
- Previous evaluation experience
- Professional orientation
- Previous performance
- Personal styles and characteristics

Budgeting for Evaluation

- Evaluation Staff Salary and Benefits
- Consultants
- Travel
- Communications

- Printing and Duplication
- Printed Materials
- Supplies and Equipment
- Other

Words of Wisdom

- Data ownership
- Yearly contracts
- Procurement issues
- Detailed invoicing
- Modification and Termination clauses
- Budget issues

References/Resources:

- www.wkkf.org
  - W.K. Kellogg Foundation Evaluation Handbook
    - http://www.wkkf.org/Pubs/Tools/Evaluation/Pub770.pdf
  - W.K. Kellogg Foundation Logic Model Development Guide
    - http://www.wkkf.org/Pubs/Tools/Evaluation/Pub3669.pdf
- FERPA: http://www.ed.gov/policy/gen/guid/fpco/ferpa/index.html
- PPRA: http://www.ed.gov/policy/gen/guid/fpco/ppra/index.html
- Human Subjects:
  - (ED): http://www.ed.gov/policy/fund/guid/humansub/where.html
  - (HHS): http://www.hhs.gov/ohrp/
- Trochim, W.M.; Marcus, S.E.; Moser, R.P.; Masse, L.C. & Weld, P.C. (2008, March). The evaluation of a large-scale research initiative: A participatory integrative mixed-methods approach. *American Journal of Evaluation.*