



COMMUNITY
SYSTEMS
GROUP

Evaluation for the Rest of Us

Making Sense of Our Hard Work

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Evaluation

Evaluation is the word used to describe how a coalition gathers information and uses that information to diagnose past actions as well as carefully plan for the future.

Evaluation is a functional flow of information that helps an organization...



The FIVE FUNCTIONS of Evaluation

- 1. Improvement***
- 2. Coordination***
- 3. Accountability***
- 4. Celebration***
- 5. Sustainability***



Evaluation is *NOT* Research

Contribution vs. Attribution



Evaluation is *NOT* Research

1. Research seeks generalization (the ability to get the same results across settings) while evaluation is primarily concerned with one setting.
1. Research requires control and comparison while evaluation finds these techniques harmful.
1. Research avoids contamination and involvement while evaluation is part of the intervention.



Evaluation is *MORE* like a doctor visit...

... Less like an autopsy



Evaluation has many *layers*





Evaluation has many *layers*

1. Process Evaluation – the relationship between my organization and how good we are at our job.
1. Program Evaluation – the relationship between the program we provide and identified outcomes for program participants
1. Coalition Evaluation – the relationship between new or improved programs, policies and practices we create and identified outcomes for *ALL* of the target population.



Evaluation has two sides to the equation

$$X = Y$$

1. My Program(s)
2. My Coalition Activities
3. The “medicine” I gave the community

1. The individuals who experienced my program
2. My Target Population
3. The health of the “patient”



The Tools of Evaluation

- 1. Logic Model***
- 2. Evaluation Plan***
- 3. Consumer Skills***



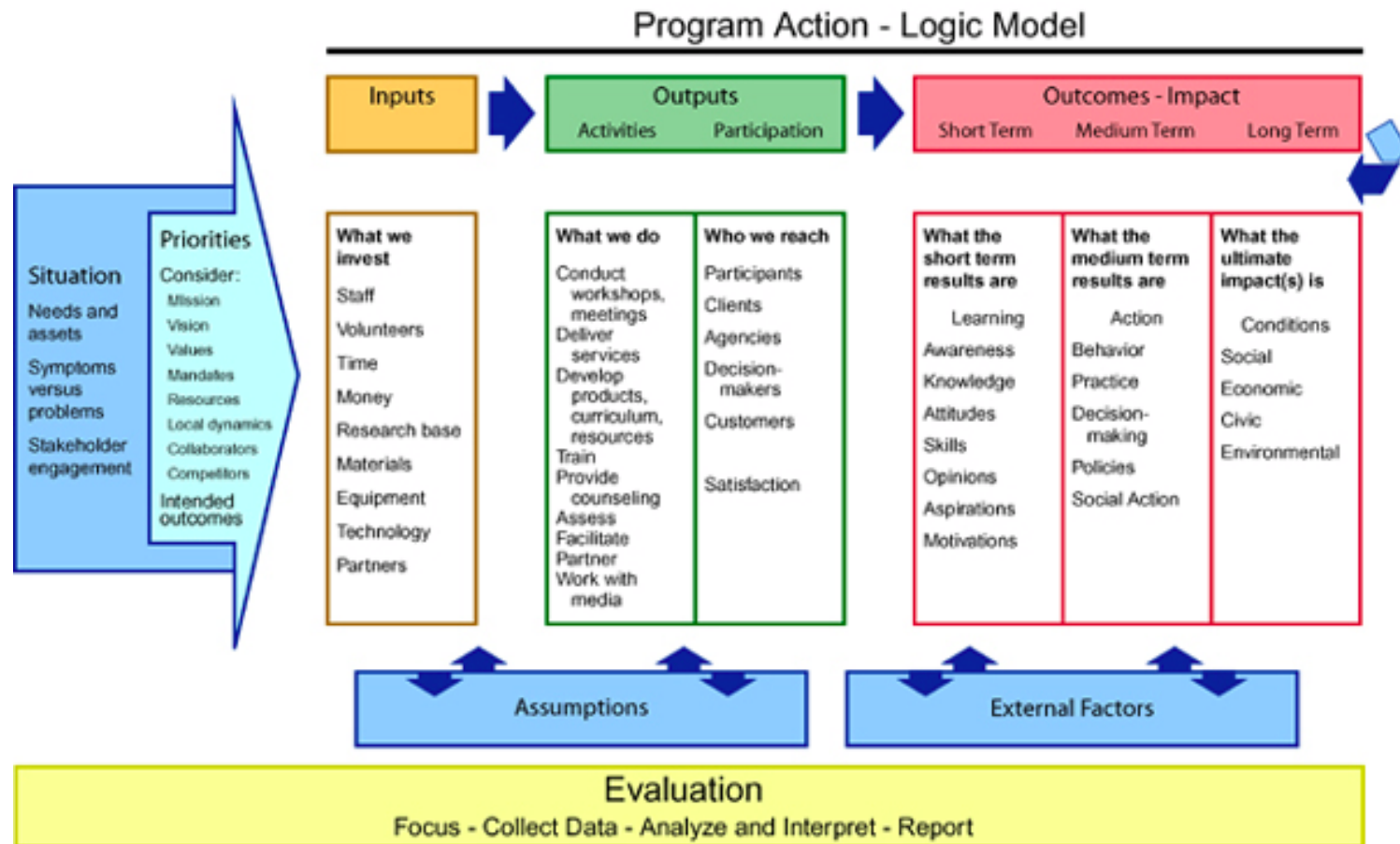
Logic Model

“... Don’t talk to me about logic models. I have one and I don’t use it. It doesn’t help me.”

1. Logic Models are a picture representation of how you are going to make a difference.
2. Logic Models help to define, at each milestone, what we will measure to know if we are making a difference.
3. Logic Models explain to other people, in a common sense way, why you or your program or coalition should deserve their resources.
4. Logic Models are a “living” document

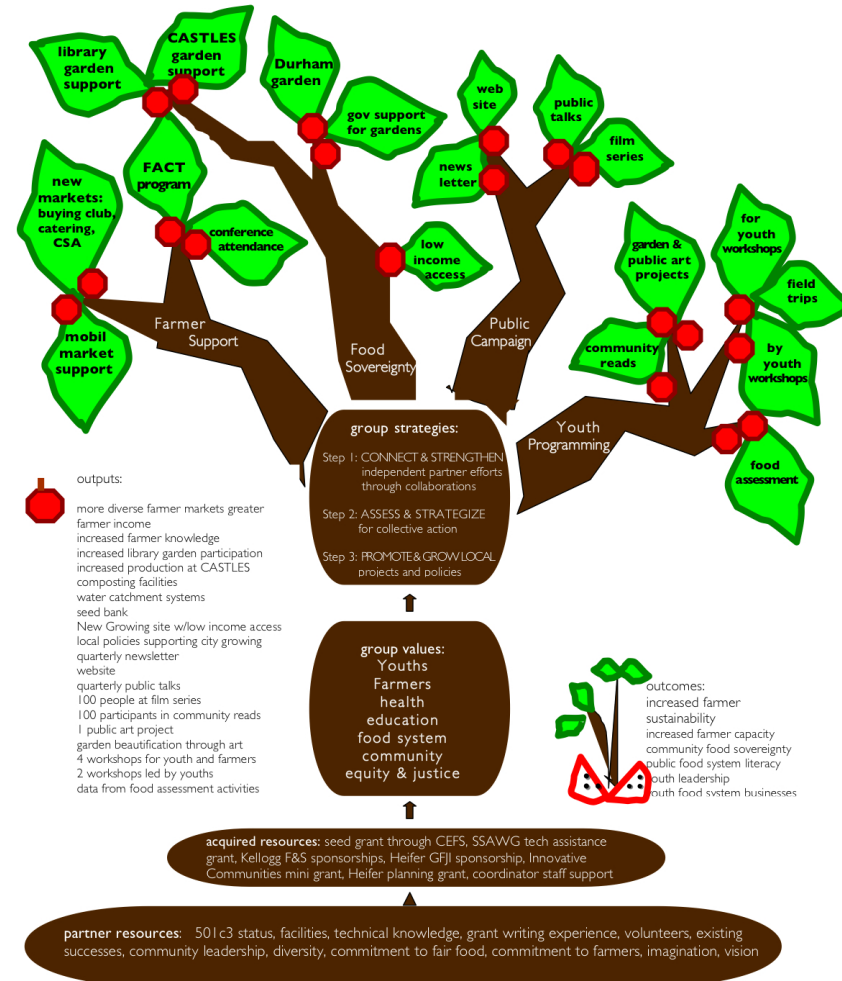


Logic Model – Line Logic





Logic Model – Metaphor



Wayne Food Initiative – WFI 2008/09



Logic Model

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1. Why do you expect to make a difference?
2. What about [somebody else]? Are they making a difference?
3. What about [some other strategy]?



The FIVE QUESTIONS of an Evaluation Plan

- 1. Who cares? [Audience]***
- 2. What do they care about? [Question]***
- 3. Where is the information? [Data]***
- 4. How will we get it? [Method]***
- 5. How will we share it? [Report]***



The FIVE QUESTIONS of an Evaluation Plan

Who cares?



What do they care about?



Where is the information?



How will we get it?



How will we share it?

- External Audiences: Funders, Supporters, Community
- Internal Audiences: Staff, Volunteers, Managers, Board, Partners
- Improving Program/Effort Accountability
- Communication, Project Coordination
- Short- and Long-Term Results
- Process: how we do it, what we did
- Short-term outcomes: Results
- Long-term outcomes: Impact
- Existing Data – create a protocol for gathering this information.
- Created Data – what instruments do we use to create data?
- Decision making cycles (when); Audience (what); Method (how)
- Balance a visual with a written presentation & seek feedback.



Consumer Skills

Do NOT ask an evaluator to “evaluate” you

DO ask an evaluator to...

- Help you create ways to collect missing data
- Assist you in analyzing data you have access too
- Assist you in understanding various data sets
- Help you describe various evaluation methodologies
- Analyze relationships between your work and outcomes
- Work with you to improve your evaluation tools (logic models, etc.)



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Q & A – What Questions does this raise?
