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The Power of Evaluation: Understanding organizational impact, guiding service delivery and supporting policy development

Presented by
Irene Hoffart, Synergy Research Group

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Learning Objectives

- Learn about the value of evaluation
- Understand the basic components of building an evaluation and measurement framework
- Identify simple and appropriate evaluation methods and tools to measure results
- Understand how evaluation can inform and support organization's leadership, mission, vision and goals

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Value of Evaluation

- Ensure service effectiveness
- Identify the most valuable and efficient use of resources
- Be accountable to funders, partners and the community
- Mobilize resources (build credibility and visibility)
- Advocate on behalf of the clients
- Support and inform Strategic and Business plans

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Basic Components of an Evaluation

- Inputs
 - what is invested?
- Outputs
 - what are we doing?
- Outcomes
 - what changes will clients experience?

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Theory of Change

IF

- Resources are available &
- Participants receive needed services

Then

- Participants experience positive change
- Systems change occurs
- Community benefits

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Create a "logic model"

Here is our new simplified logic model

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At the logic model repair shop ...

So, I'm guessing this is for a comprehensive program-level intervention

freshspectrum.com

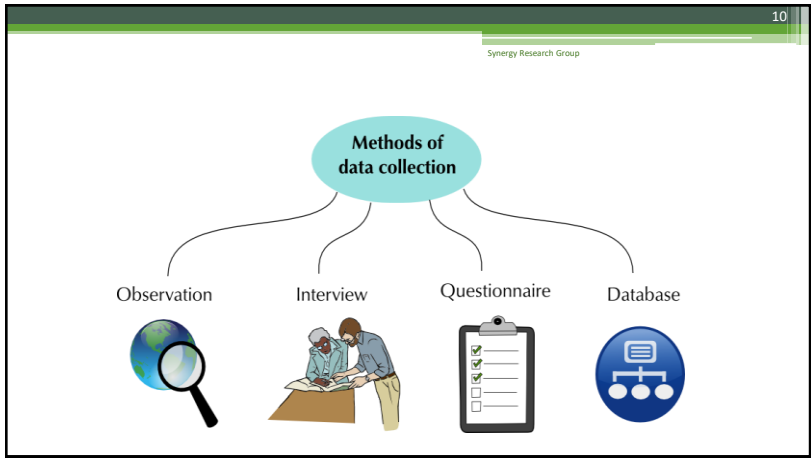
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Logic Model

SITUATION PRIORITIES	Inputs	Outputs	Outcomes - Impact			
		Activities Participation	Short Term	Medium Term	Long Term	
	What we invest Staff Volunteers Time Money Research base Materials Equipment Technology Partners	What we do Conduct workshops, meetings Deliver services Develop products, curriculum, resources Train Provide counselling Assess Facilitate Partner Work with media	Who we reach Participants Clients Agencies Decision-makers Customers	What the short term results are Learning Awareness Knowledge Attitudes Skills Opinions Aspirations Motivations	What the medium term results are Action Behavior Practice Decision-making Policies Social Action	What the ultimate impact(s) is Conditions Social Economic Civic Environmental
	Assumptions		External Factors			

Logic Model Example

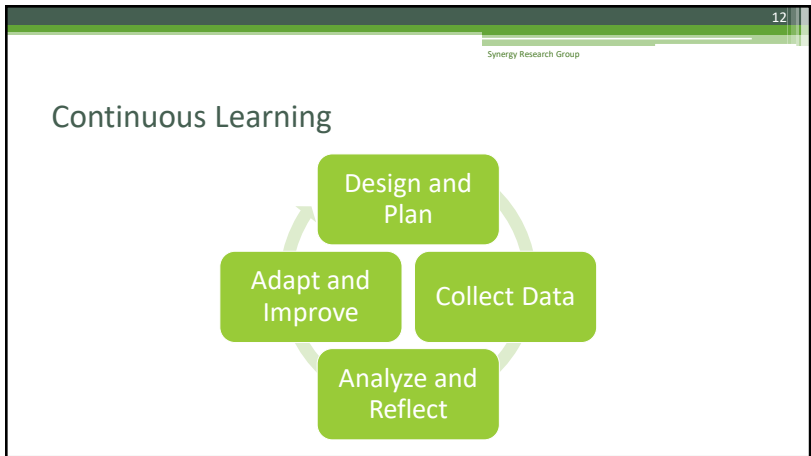
Inputs	Activity	Output	Immediate Outcome	Intermediate Outcome	Ultimate Outcome
What resources do you have?	What will you do with your resources?	What are the tangible products of your activities?	What change do you expect to occur either immediately or in the near future?	What change do you want to occur after that?	What change do you hope will occur over time?
Staff, Volunteers, \$ for Training Materials	Provide Training to Adults on "Healthy Eating Habits".	Workshops Created and Delivered on "Healthy Eating Habits". Adults trained in workshops.	Adults have increased knowledge on healthy eating habits.	Adults and their families are eating more healthily.	Overall health of adults and their families increase.



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Measurement Plan

	Indicators	Tools	Methods	Reporting
Outputs	#/% of participants registered in program	Intake	Intake worker completes in the first month of service	Entered into database; analyzed every 3 month; Summarized in annual reports
Outcomes:	#/% of participants reporting increased knowledge	Participant survey	Distributed by facilitator at the end of training session	



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Integrating Evaluation into Agency Decision Making

- Training and learning supports
- Information systems and information sharing agreements
- Ongoing review (management and staff committees)
- Development and testing of promising practices
- Dashboards
- Knowledge dissemination strategies

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Questions?