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

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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

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

Basic Components of an Evaluation

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

Theory of Change

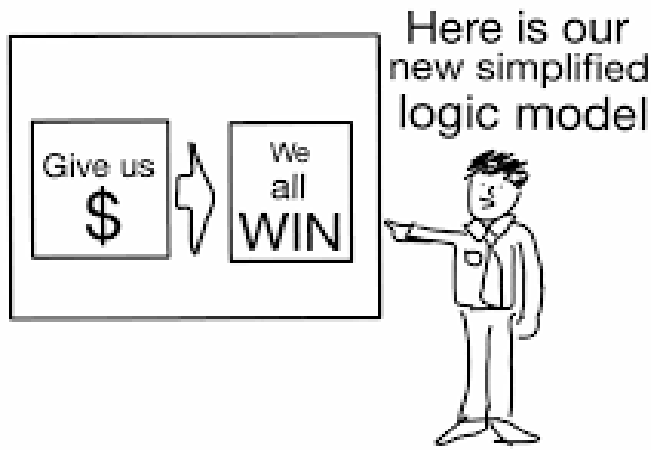
IF

- Resources are available &
- Participants receive needed services

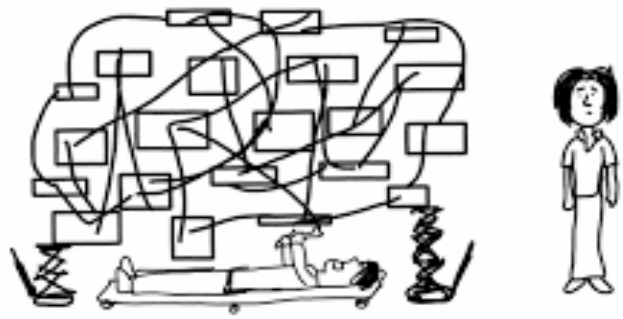
Then

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

Create a "logic model"



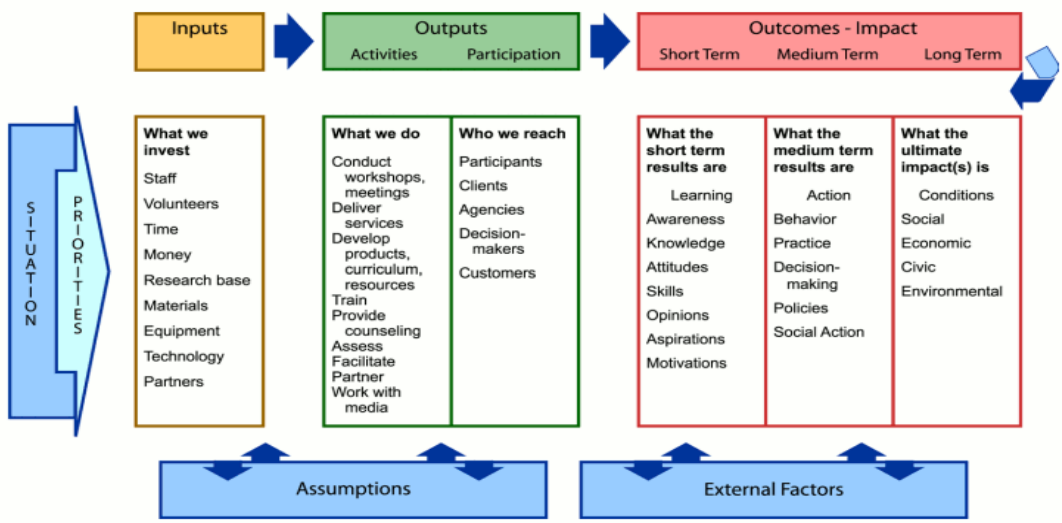
At the logic model repair shop ...



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

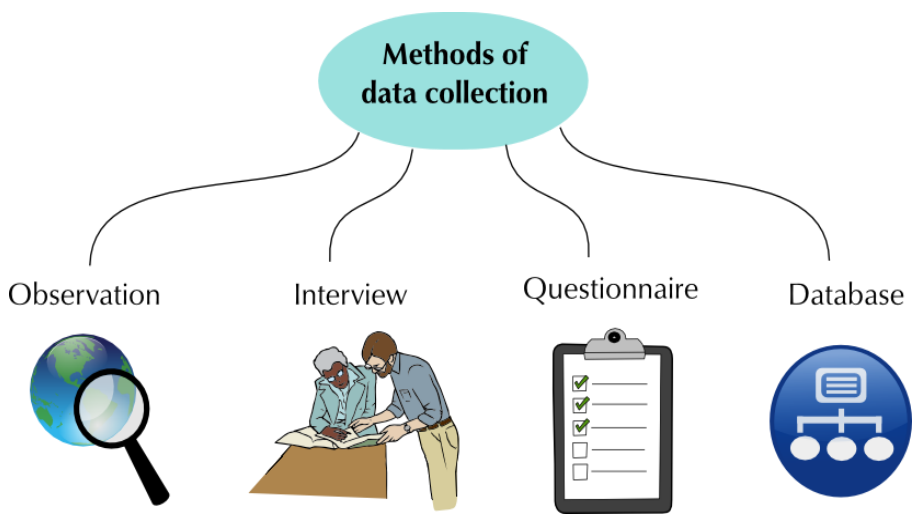
freshspectrum.com

Logic Model



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.



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	

Continuous Learning

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

Questions?