



OchsCenter

Why is Program Evaluation Important?

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What is the Ochs Center?


Data analysis **Research**

Program Evaluation

Needs Assessment

How Chattanooga thinks, lives, works, and interacts!



 OchsCenter

Why is Program Evaluation Important?



What is the role of a 3rd party evaluator?

Evaluator IS:

- ▶ Collaborator
- ▶ Guide

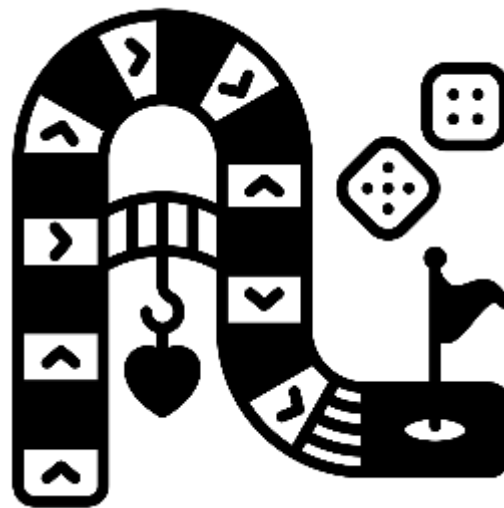
Evaluator is NOT:

- ▶ an auditor
- ▶ a backseat driver



Evaluation Design

Program evaluation may be conducted at each stage during a program's lifetime.



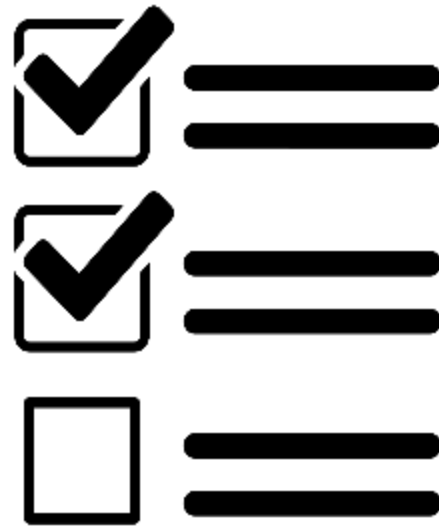
Where to begin

- ▶ Why are you doing an evaluation?
- ▶ Who is the audience for the results?



Evaluation Design Decisions

- ▶ What is the stage of the program to be evaluated?
- ▶ What data is available?
- ▶ What additional data is needed and how can it be collected?
- ▶ What resources can be allocated for the evaluation?



Types of Evaluations

The background of the slide is white with abstract, overlapping geometric shapes in various shades of blue (light blue, medium blue, and dark blue) on the right side, creating a modern, professional look.

Needs Assessment

- ▶ A systematic set of procedures undertaken for the purpose of setting priorities and making decisions about program or organizational improvement and allocation of resources. The priorities are based on identified needs.

Data for Needs Assessment

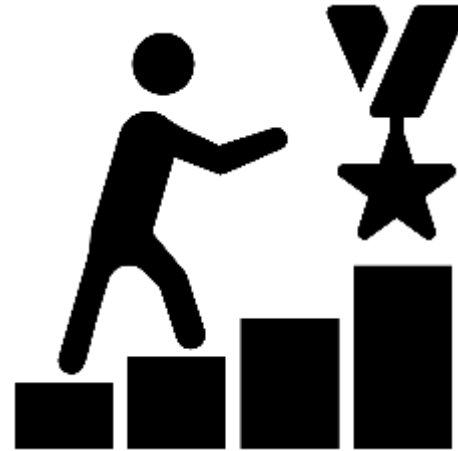
- ▶ Community engagement through surveys, in-depth interviews and focus groups
- ▶ Stakeholder interviews
- ▶ Secondary data, i.e. health indicators
- ▶ Inventory of community resources

Program Design and Evaluation Planning

- ▶ Set priorities of needs
- ▶ Develop goals and objectives
- ▶ Develop action plan
- ▶ Design evaluation plan and data collection methods to measure program outputs and outcomes

Program Goals

- ▶ SPECIFIC
- ▶ MEASURABLE
- ▶ ACTION-ORIENTED
- ▶ REALISTIC
- ▶ TIMED

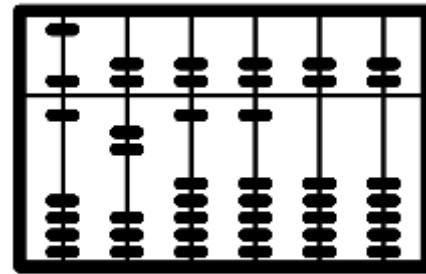


Logic Models

- ▶ A Program Logic Model is a diagram that shows the relationships between program activities and outcomes.
- ▶ A roadmap of activities and/or services and of the outcomes expected as a result.

Program Outputs

- ▶ Classes taught
- ▶ Counseling sessions conducted
- ▶ Educational materials distributed
- ▶ Hours of service delivered
- ▶ Participants served



Defining outcomes address this basic question:

“What has changed as a result of our program?”

Types of changes

- ▶ knowledge
- ▶ attitudes
- ▶ values
- ▶ skills
- ▶ behavior
- ▶ condition
- ▶ status

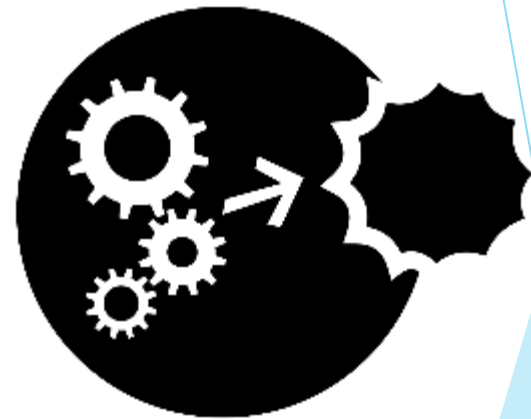
Outcomes can occur at 3 levels:

- ▶ Individual or family
- ▶ Agency/Organization
- ▶ Community

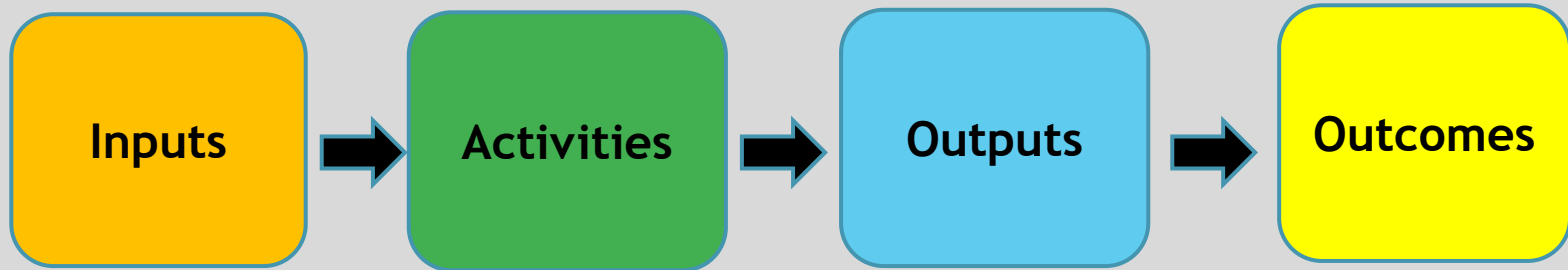
Program Outcome Criteria

For each outcome:

- ▶ Is it reasonable to think the program can influence the outcome in a non-trivial way, even though it can't control it?
- ▶ Would measurement of the outcome help identify program successes and pinpoint problems?
- ▶ Will the program's various "publics" accept this as a valid outcome of the program?



Program Outcome Model



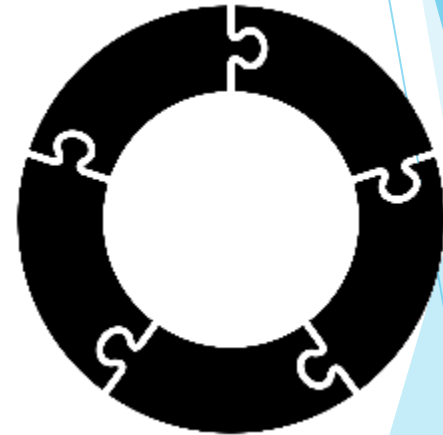
<p><u>Resources</u></p> <ul style="list-style-type: none"> • Funding • Staff • Volunteers • Equipment & supplies <p>Constraints</p> <ul style="list-style-type: none"> • Laws • Regulations • Funding requirements 	<p><u>Services</u></p> <ul style="list-style-type: none"> • Shelter • Training • Education • Counseling • Mentoring 	<p><u>Products</u></p> <ul style="list-style-type: none"> • Classes taught • Counseling sessions conducted • Materials distributed • Hours of service • Number of participants 	<p><u>Benefits for People</u></p> <ul style="list-style-type: none"> • New knowledge • Increased skill set • Changed attitudes or values • Modified behavior • Improved conditions
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Conditions
(Needs or Problems)

Program Implementation and Process Evaluation

Purpose

- ▶ Determine program fidelity
- ▶ Mapping of process to identify strengths and weaknesses of program design
- ▶ Informs program expansion



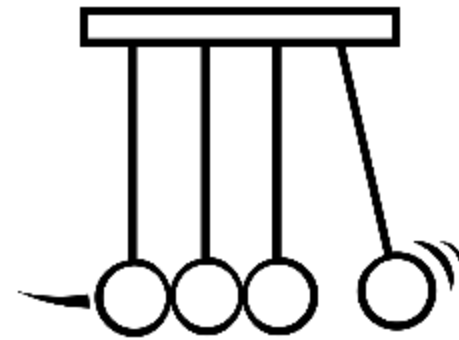
Data for Program Implementation and Process Evaluation

- ▶ Stakeholder interviews
 - ▶ Program administrators
 - ▶ Teachers/presenters
 - ▶ Participants
- ▶ Review of program materials and processes
 - ▶ Recruitment materials
 - ▶ Application process
 - ▶ Curriculum material

Impact Evaluation

Purpose

- ▶ What changes have occurred that can be attributed to the program or intervention?
- ▶ Have the program goals been met?



Impact Evaluation Designs

Prospective

- ▶ Baseline data compared to post program data

Retrospective

- ▶ Compare control and treatment groups

Types of Data

- ▶ Objective
 - ▶ Secondary data
- ▶ Perceptual
 - ▶ Client satisfaction

Data Collection Techniques

- ▶ Surveys
- ▶ Focus Groups
- ▶ Forums

Data Analysis

▶ Quantitative Analysis

- ▶ Forced-choice response survey questions
- ▶ Demographic questions
- ▶ Objective data

▶ Qualitative Analysis

- ▶ Open-ended response survey questions
- ▶ Focus Group results
- ▶ Community Forum results

Use of evaluation findings

- ▶ What services or strategies should the agency employ to better serve communities in the future?
- ▶ Determine the needs - what are the data telling us?
- ▶ Prioritize the needs - what is really important?
- ▶ Does your program model meet the needs of your communities?
- ▶ If not, what needs to change?

SWOT

Strengths

Weaknesses

Opportunities

Threats

PESTLE

Political

Economic

Sociological

Technological

Legal

Environmental

What is a PESTLE Analysis

- ▶ “A PESTLE analysis studies the key external factors (Political, Economic, Sociological, Technological, Legal and Environmental) that influence an organization. It can be used in a range of different scenarios and can guide people, professionals and senior managers in strategic decision-making.”
- ▶ <https://www.cipd.co.uk/knowledge/strategy/organisational-development/pestle-analysis-factsheet#gref>

PESTLE ANALYSIS

- ▶ **Political Factors:** the extent to which the government influences the economy such as fiscal policy, regulations, labor law, funding priorities, political stability.
- ▶ **Economic Factors:** current and projected growth, inflation, interest rates, unemployment, disposable income and other factors that affect how businesses operate.

<https://www.toolshero.com/marketing/pest-analysis/>

<https://laptrinhx.com/pestle-analysis-and-when-to-use-it-2620518344/>

PESTLE ANALYSIS

- ▶ **Social Factors:** population demographics, disparities among groups, expected growth, lifestyle trends, values, culture, major events, and other factors that affect demand for products and services.
- ▶ **Technological Factors:** Access to and maturity of technology, transportation, support of innovation, and other factors that affect cost and quality of products, and availability of services.

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PESTLE ANALYSIS

- ▶ **Legal Factors:** Regulations, employment laws, preparation to address these laws and regulations, copyright and trademark infringement, and other factors that affect businesses and agencies.
- ▶ **Environmental Factors:** Impacts of local, national, and international environmental regulations and expectations, corporate and social responsibility, outcomes of political and social factors.

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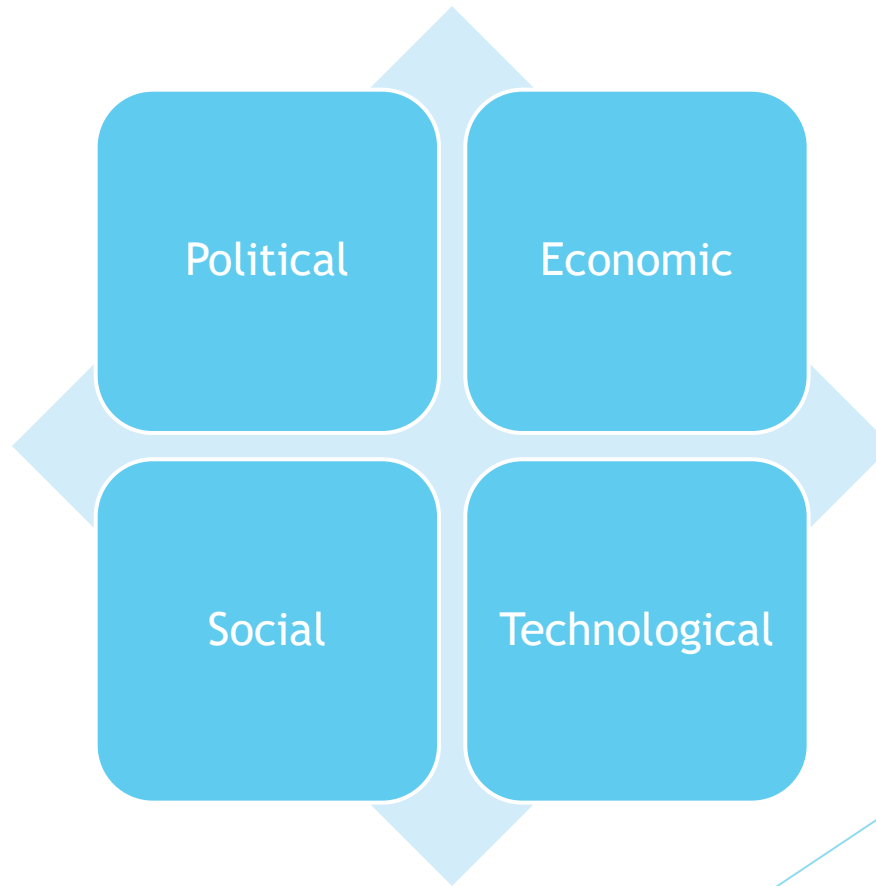
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How to Conduct a PESTLE Analysis

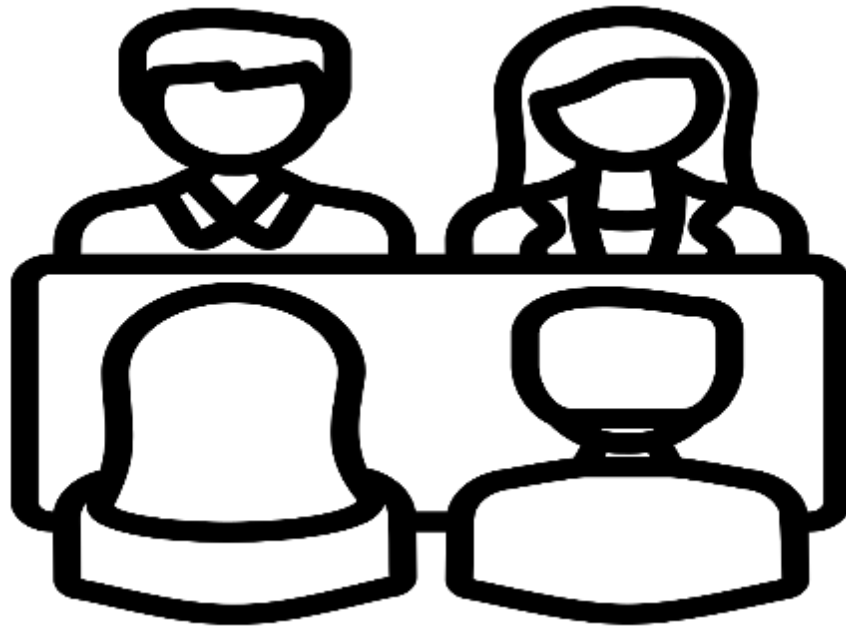
- Identify the scope of the project and stakeholders.
- Identify, gather, and analyze the information.
- Rank each item in terms of importance in relation to potential risk to the organization.
- Identify strategies to address the identified factors.
- Discuss the findings with stakeholders and decision makers.
- Decide next steps, and trends to be monitored.

PEST Analysis

Additional factors to consider



Group Discussion



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