The Nuts and Bolts of Evaluation for Community Organizations:

Creating an Evaluation Plan

August 7, 2020
To obtain **continuing education** (CE) hours:

1. Stay for the duration of the session.
2. Demonstrate engagement by participating in chat discussion and any polls.
3. Complete the evaluation that will be distributed 1-2 business days after the session.

- Microphones are muted.
- Live Transcription is available.
- Ask questions through Q&A.
- Use the chat box to share reactions and comments.
- The recording and slide deck will be shared after today’s session.
Who We Are

Program Evaluation Group (PEG) partners with public and private organizations to provide evaluation training, consulting and data services.

Shawna Lee
Director

Lisa Greco
Manager

Kathryn Colasanti
Associate

Elizabeth Evans
Associate

Kate Helegda
Associate

Hidaya Zeaiter
MSW Candidate

https://ssw.umich.edu/research/program-evaluation
"We acknowledge that
The University of Michigan, named for Michigami, the world’s largest freshwater system and located in the Huron River watershed, was formed and has grown through connections with the land stewarded by Niswi Ishkodewan Anishinaabeg: The Three Fires People who are the Ojibwe, Odawa, and Potawatomi along with their neighbors the Seneca, Delaware, Shawnee and Wyandot nations."
New webinar series!

- The Nuts and Bolts of Evaluation for Community Organizations
- Multi session series
- June – December 2020
- Practical aspects of conducting evaluation
- Free continuing education credits for social workers

**Webinar 1:** Using Technology to Collect Data

**Webinar 2:** Creating an Evaluation Plan

**Webinar 3:** Evaluation Methods, September 25

**Next Webinars:** TBA
Agenda

1. Introductions
2. What is an Evaluation Plan
3. Digging In
   - Preliminary Questions
   - Mapping out the details
   - Types of Evaluations
   - Evaluation Questions
   - Designing an Evaluation
4. Case Study: NASW-MI
5. Questions and Answers
POLL: Where do you live?

Don’t live in Michigan? Tell us where in the chat box!
POLL: What sector best describes your affiliation?

1. Business
2. Community development
3. Community member
4. Criminal justice / juvenile justice
5. Education
6. Evaluation
7. Government
8. Healthcare / public health
9. Human services
10. Other (write in the chat box!)
POLL: What is your experience level with evaluation?

- Novice
- Beginner
- Competent
- Proficient
- Expert
What is an Evaluation Plan?

Your plan should be:

• Collaborative
• Comprehensive
• Responsive
• Dynamic
• Ongoing

• Roadmap for your evaluation
• Clarifies why you are conducting an evaluation and what the goals are
• Helps set evaluation priorities based on goals
• Identifies indicators and methods for data collection and analyses
• Provides clarity for stakeholders
Preliminary Questions

- How much time do I have to invest?
- How much money do I have to spend?
- Who do I want input from (and who am I leaving out)?
- What is the purpose for this evaluation?
- How will I use the results?
- Who will I share the results with?
Mapping Out the Details: Logic Model

- Show how your program works
- Develop clear objectives/goals
- Highlight where gaps may be present

<table>
<thead>
<tr>
<th>INPUTS</th>
<th>OUTPUTS</th>
<th>OUTCOMES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inputs are the resources used by the program.</td>
<td>Activities are what the program does with its inputs to fulfill its mission.</td>
<td>Outcomes are the results of your program. They are the changes that take place during or after the program for individuals, groups, communities, or organizations. These changes can take place over the short, intermediate, or long-term. Long-term outcomes are sometimes referred to as impacts.</td>
</tr>
<tr>
<td>Examples: program staff, funding, time, external partners, volunteers, materials.</td>
<td>Audience refers to the participants, clients, or customers reached by the program.</td>
<td>Examples of short/intermediate-term outcomes: knowledge, attitudes, awareness, opinions, skills, behavior.</td>
</tr>
<tr>
<td></td>
<td>Satisfaction refers to participants satisfaction with their experience in the program and how it was implemented.</td>
<td>Examples of impacts: educational, environmental quality, or human health improvements.</td>
</tr>
</tbody>
</table>

From: http://meera.snre.umich.edu/step2
Types of Evaluation

This is not an exhaustive list

You are not limited to one type!

Formative or Summative

Needs Assessment  Process  Outcome  Efficiency (Economic)  & Others
Pulse Check: How are you feeling?

Confused
Overwhelmed
Relaxed
Engaged
Excited
A question that, when answered, identifies the extent to which project activities and/or outcomes were achieved.

Strong evaluation questions are broad in order to identify potential learnings from the evaluation process.

Evaluation questions should reference the expressed goals and activities of the program or project.
Examples of Evaluation Questions

Process: Were activities implemented as planned?

Outcome: How well did the program work?

Economic: Is this program the most cost-effective option?
### Evaluation Plan Design

<table>
<thead>
<tr>
<th>Deciding what to measure</th>
<th>Indicators</th>
</tr>
</thead>
<tbody>
<tr>
<td>Deciding How To Measure</td>
<td>Process vs. Outcomes Qualitative vs. Quantitative</td>
</tr>
</tbody>
</table>
| Deciding When Data Will be Collected | When data is collected makes a difference on the types of questions that can be answered  
Questions on change require pre and post program data  
Questions on sustained outcomes require follow up data  
Questions on causation require longitudinal data |
| Deciding How Data Will Be Collected | What method of collection will be used? (phone, in person)  
Who will collect data? Is it an impartial person? |
Embedding Equity within your Evaluation

Resources

Equitable Evaluation Initiative: https://www.equitableeval.org/

We All Count: https://weallcount.com/

Public Policy Associates: https://publicpolicy.com/
- Considerations for Conducting Evaluation Using a Culturally Responsive and Racial Equity Lens
- Is My Evaluation Practice Culturally Responsive?

Child Trends: https://www.childtrends.org/
- A guide to incorporating a racial and ethnic equity perspective throughout the research process

Dismantling Racism: https://www.dismantlingracism.org/

---

1. Evaluation and evaluative work should be in service of equity.
   - Production, consumption, and management of evaluation and evaluative work should hold at its core a responsibility to advance progress towards equity.

2. Evaluative work can and should answer critical questions about the:
   - Ways in which historical and structural decisions have contributed to the condition to be addressed
   - Effect of a strategy on different populations
   - Effect of a strategy on the underlying systemic drivers of inequity
   - Ways in which cultural context is tangled up in both the structural conditions and the change initiative itself

3. Evaluative work should be designed and implemented commensurate with the values underlying equity work:
   - Multi-culturally valid
   - Oriented toward participant ownership

From: https://www.equitableeval.org/
Pulse Check: How are you feeling now?

Confused  Overwhelmed  Relaxed  Engaged  Excited
Algeria Wilson, MSW
Director of Public Policy for the National Association of Social Workers, Michigan Chapter (NASW-MI)

Algeria serves as the Director of Public Policy for the National Association of Social Workers, Michigan Chapter. In her role she is responsible for engaging membership, various governmental agencies, and advocacy partners to implement state level public policy that is in alignment with the Code of Ethics and social work values on behalf of the 28,000+ professional social workers and 6,500 incoming professionals across the state.

Elizabeth Evans, MSW, LLMSW
Evaluation Associate for the University of Michigan School of Social Work Program Evaluation Group

Elizabeth is an Evaluation Associate with PEG. She has over 18 years of experience in community-based programs and project management which complements her work with PEG. Sharing her knowledge of project management and evaluation with others is a passion as she believes knowledge is best shared, not kept to oneself. Elizabeth is interested in areas of health equity: improving access to affordable, patient driven care for populations facing the highest health disparities.
Case Study Example

- Evaluation Needs
- Gathering the Information
- Developing the Plan
- Implementation
Case Study Example: SUD Supervision Institute

Acronyms

NASW: National Association of Social Workers

MCBAP: Michigan Certification Board for Addiction Professionals

SUD: Substance use disorder

CCS: Certified Clinical Supervisor

CADC: Certified Alcohol and Drug Counselor

CAADC: Certified Advanced Alcohol and Drug Counselor

SBIRT: Screening, Brief Intervention and Referral to Treatment

NASW-Michigan Substance Use Disorder Supervision Institute:

Become a certified clinical supervisor while gaining continuing education hours. Register at nasw-michigan.org

The SUD Supervision Institute prepares social workers from various specializations and backgrounds to provide better clinical supervision and to better assess, diagnose and treat adults and adolescents suffering from co-occurring disorders.

Participants will be prepared to sit for the certified clinical supervision exam, and upon passing it, they will receive their certified clinical supervision certification from the Michigan Certification Board for Addictions Professionals.

All training materials are available in accessible formats.

Join us for NASW-Michigan's Substance Abuse Supervision Institute, a first of its kind opportunity for Licensed Clinical Social Workers with CADC and CAADC.

AUGUST: Substance Use Disorder Supervision Training.* Mandatory participation in a LIVE interactive session on Saturday, Aug. 22 from 9 a.m.-4 p.m.

SEPTEMBER: Pharmacological interventions.

OCTOBER: Evidence-informed practice.

NOVEMBER: Agency implementation.

All sessions are pre-recorded and in a learn-at-your-own-pace, digital format. Each session must be completed prior to starting a new session. All materials are due by Sunday, Dec. 20, 2020

*Content must be completed by Aug. 7

TRAINING BENEFITS

- 30 Continuing Education credits (CEs include 3 ethics and 2 pain management credits).
- 30 Education contact hours for the Michigan Certification Board for Addiction Professionals (MCBAP).
- Hours can count toward CADC and CAADC certifications.
- Preparation for the Certified Clinical Supervisor Exam.
- Cohort support

REGISTRATION ENDS AUG. 7

COST

- $299 for members
- $339 for non-members (includes one-year NASW-MI membership).

FOR MORE INFORMATION AND TO REGISTER: www.nasw-michigan.org
<table>
<thead>
<tr>
<th>Evaluation Question</th>
<th>Data Collection Method</th>
<th>Source of Data</th>
<th>Indicators</th>
</tr>
</thead>
<tbody>
<tr>
<td>What strategies are being used to engage and retain training participants over the three-month training schedule?</td>
<td>Key Informant Interviews</td>
<td>NASW Staff, Training Participants, Community Partners, and Trainers</td>
<td>The number of times NASW-MI reaches out to training participants.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Types of engagement approaches used with training participants.</td>
</tr>
<tr>
<td>To what extent did the training increase self-efficacy of SUD and Supervision with participants?</td>
<td>Surveys</td>
<td>Training Participants</td>
<td>The change in percent of self-efficacy rating from pre-training assessment to post-training assessment.</td>
</tr>
<tr>
<td></td>
<td>Key Informant Interviews</td>
<td>NASW-MI staff, Training Participants, Community Partners, and Trainers</td>
<td></td>
</tr>
</tbody>
</table>
Literature Reviewed


Help us help you!

- Evaluation Methods
- Measurement Tools
- Analyzing Data
- Survey Design
- Using Excel for Evaluation
- Data Visualization

Please write in the chat box any specific areas you want us to cover in the selected areas or, any ideas for future webinars.
Next Webinar: Methods for Evaluating your Program

Date: Friday, September 25, 2020

Time: 12:00 PM, EST