The Nuts and Bolts of Evaluation for Community Organizations:

Using Excel for Evaluation

November 20, 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.

Housekeeping:

- 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.

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
- View past recordings: https://ssw.umich.edu/offices/program-evaluation/events

Webinar 1: Using Technology to Collect Data
Webinar 2: Creating an Evaluation Plan
Webinar 3: Evaluation Methods
Webinar 4: Survey Design
Webinar 5: Using Excel for Evaluation
Webinar 6: Data Visualization, December 18th at noon
Agenda

1. Introductions
2. Getting Started with Data Cleaning
3. Introduction to Excel
4. Live Tutorial
5. Questions and Answers
What You Told Us You Want to Know

Topics we **WILL** cover

- Data cleaning
- Formulas – pulling data from different sheets; analyzing pre-post results; advanced formulas
- Pivot tables
- Changing verbal data to a numeric code

Topics we will **NOT** cover

- Conditional formatting
- Maintaining source formatting
- Linking workbooks
- Importing and exporting data
- Inferential statistics
- Gantt charts

Topics for **NEXT** webinar

- Data visualization
- Charts and graphs
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 Excel?

- Novice
- Beginner
- Competent
- Proficient
- Expert
Getting Started: Data Cleaning

- Duplicate responses
  - Eliminate repeats
- Missing data
  - Label
  - Rule for when to eliminate
- Out of range values
  - Mistake?
  - Outlier?
- Misspellings
  - Correct mistakes
- Logical Relationships
  - Correct responses or eliminate
Guidelines for Data Cleaning

Aim for accuracy and completeness

Be transparent and conservative
Equity Considerations for Data Analysis

- Think critically about how people are categorized and grouped.
- Avoid sweeping declarations about entire groups of people.
- Consider both the structural and individual context.
- Avoid deficit thinking.
Excel for Evaluation Overview

- Data Cleaning
- Introduction to Excel
- Live Tutorial
Introduction to Microsoft Excel

Advantages

- Widely used and widely available
- Compatible with other Microsoft products
- Built in visualization options
- Lots of resources and tutorials
- Simple and powerful

Disadvantages

- Not designed as a database
- Limited collaboration
- Codebook is not built in
Introduction to Microsoft Excel

Each file is a workbook

Each tab is a worksheet
Excel for Evaluation Overview

- Data Cleaning
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Pulse Check: How are you feeling?

Confused
Overwhelmed
Relaxed
Engaged
Excited


and Visualize Diverse Data, Serials Review, 45:3, 184-188, DOI: 
10.1080/00987913.2019.1644891

• Selwyn, N. (2020). ‘Just playing around with Excel and pivot tables’ - the realities of data- 
driven schooling, Research Papers in Education, DOI: 10.1080/02671522.2020.1812107

Social Science, 10(2), 147–162. https://doi.org/10.1177/1936724416664948

Bold titles are open access
Questions and Feedback
Help us help you!

Please write in the chat box any ideas for future webinars.
Next Webinar: Data Visualization

Date: Friday, December 18th, 2020

Time: 12:00 PM, EST

Stay in Touch!
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CE Questions
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Past Webinar Recordings
https://ssw.umich.edu/offices/program-evaluation/events