



SCHOOL OF SOCIAL WORK
PROGRAM EVALUATION GROUP
UNIVERSITY OF MICHIGAN

partnering
with you
TO MEASURE WHAT MATTERS

The Nuts and Bolts of Evaluation for Community Organizations:

Creating an Evaluation Plan

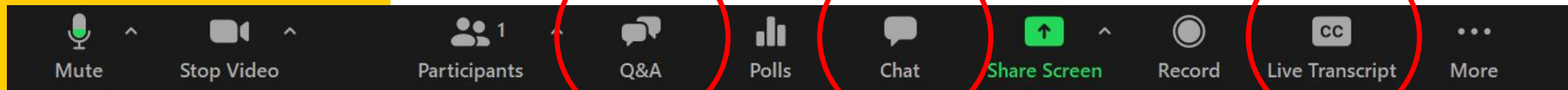
August 7, 2020

Housekeeping

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
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Land Acknowledgement

An aerial photograph of the University of Michigan campus in Ann Arbor, Michigan, during autumn. The image shows a dense cluster of brick and stone buildings, interspersed with trees displaying vibrant yellow and orange foliage. A tall flagpole with the American flag is visible on the left side. In the center, a large yellow circle contains a text block. The background shows a mix of older, historic-style buildings and more modern, multi-story structures, all set against a backdrop of green and yellow trees.

"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."



Webinar 1: Using Technology
to Collect Data

Webinar 2: Creating an
Evaluation Plan

Webinar 3: Evaluation Methods,
September 25

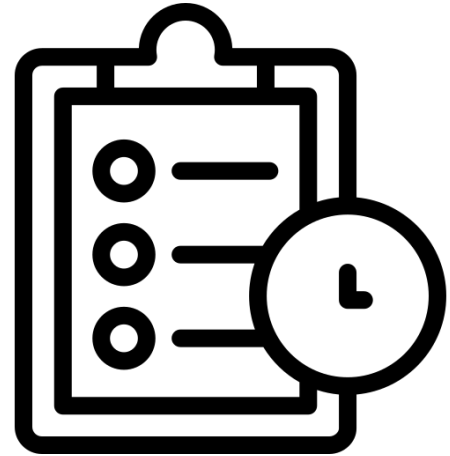
Next Webinars: TBA

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

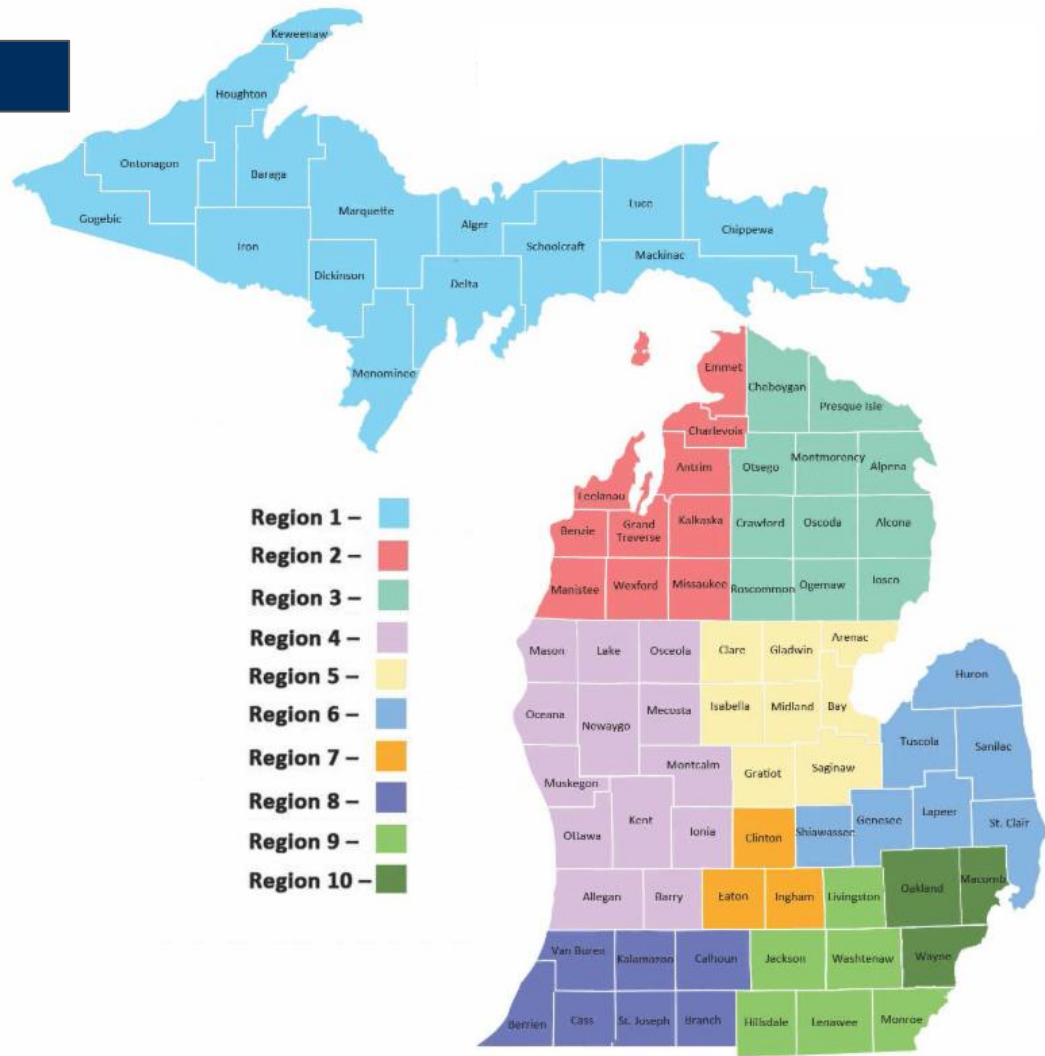
Agenda

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)?

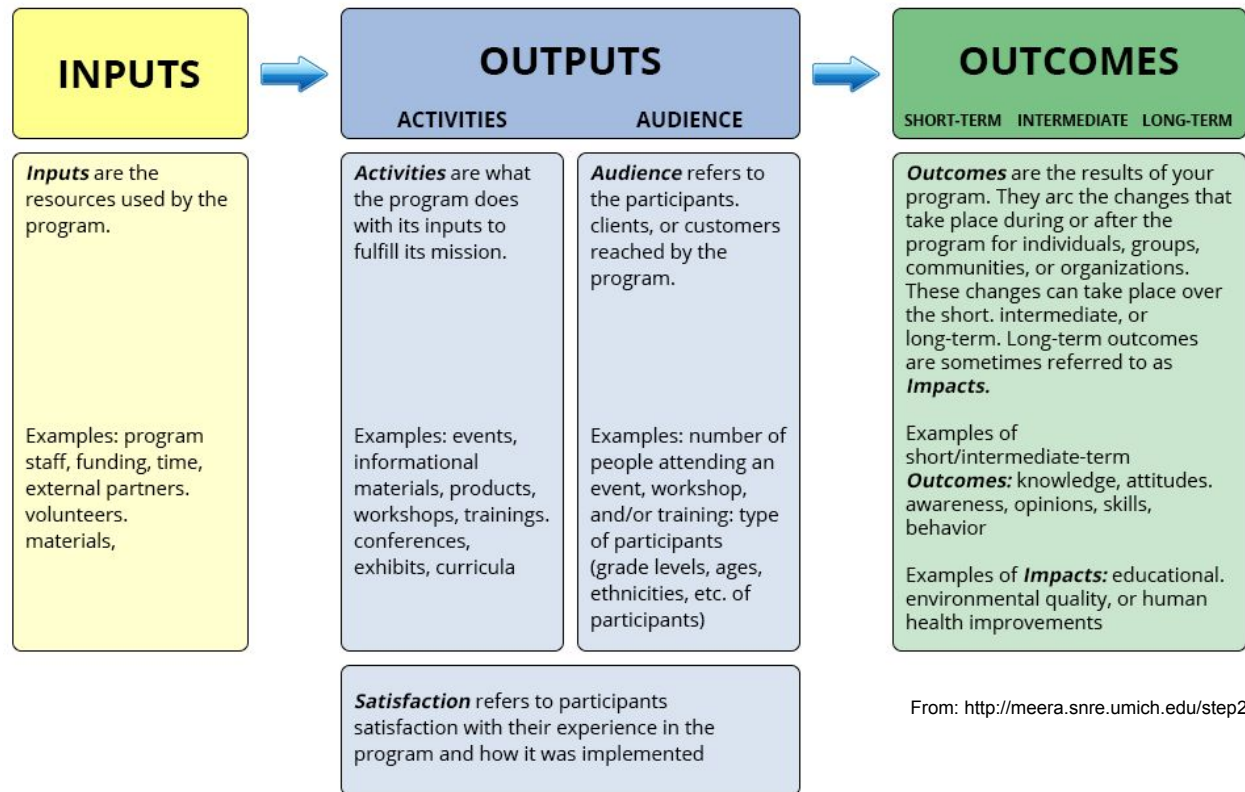
What is the purpose for this evaluation?

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



From: <http://meera.snre.umich.edu/step2>

Types of Evaluation



Needs
Assessment



Process



Outcome



Efficiency
(Economic)



& Others

This is not an exhaustive list

You are not limited to one
type!

Formative or Summative

Pulse Check: How are you feeling?

Confused

Overwhelmed

Relaxed

Engaged

Excited

Create Evaluation Questions

Planning and
Implementation

Objectives and
Outcomes

Impact

Appropriateness

Effectiveness

Efficiency



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

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

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/>

Embedding Equity within your Evaluation

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.

Pulse Check: How are you feeling now?

Confused

Overwhelmed

Relaxed

Engaged

Excited

Case Study Example



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. 22

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
- \$535 for non-members (includes one-year NASW-MI membership).

FOR MORE INFORMATION AND TO REGISTER:

www.nasw-michigan.org

Creating the Plan

Evaluation Question	Data Collection Method	Source of Data	Indicators
What strategies are being used to engage and retain training participants over the three-month training schedule?	Key Informant Interviews	NASW Staff, Training Participants, Community Partners, and Trainers	<p>The number of times NASW-MI reaches out to training participants.</p> <p>Types of engagement approaches used with training participants.</p>
To what extent did the training increase self-efficacy of SUD and Supervision with participants?	Surveys Key Informant Interviews	Training Participants NASW-MI staff, Training Participants, Community Partners, and Trainers	The change in percent of self-efficacy rating from pre-training assessment to post-training assessment.

Literature Reviewed

- Alison, Y. & Martin, B. (2015). Plan for program evaluation from the start. *National Institute of Justice*, (275), 24–28
- EMI (Ecosystem Management Initiative). (2004). *Measuring Progress: An Evaluation Guide for Ecosystem and Community-Based Projects*. School of Natural Resources and Environment, University of Michigan.
- Guyadeen, D. & Seasons, M. (2016). Evaluation theory and practice: comparing program evaluation and evaluation in planning. *Journal of Planning Education and Research*, 38(1), 98–110.
- Lubejko, B. (2016). Developing a program evaluation plan: Options and opportunities. *The Journal of continuing education in nursing*, 47 (9)
- Rajashekara, S., Naik, A., Campbell, C., Gregory, M., Rosen, T., Engebretson, A., & Godwin, K. (2020). Using a logic model to design and evaluate a quality improvement leadership course. *Journal of the Association of Academic Medicine*.
- Wu, S., Roychowdhury I. & Khan, M. (2016). Evaluating the impact of healthcare provider training to improve tuberculosis management: a systematic review of methods and outcome indicators used. *International Journal of Infectious Diseases* 56 (107).

Questions and Feedback



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.



Introducing a new webinar series:

The Nuts and Bolts of Evaluation for Community Organizations

Presented by the University of Michigan School of Social Work Program Evaluation Group

Next Webinar: Methods for Evaluating your Program

Date: Friday, September 25, 2020

Time: 12:00 PM, EST

Stay in Touch!

CE Questions