Evaluation Innovation

Help Me Grow National

Evaluation Advisory Group (EAG)

Forum 2018

Evaluation Advisory Group

Purpose

To create a culture of data-driven decision making and evaluation among the HMG national affiliate network by:

- Identifying best practices to support data collection, analysis and continuous quality improvement (CQI)

- Articulating definitions and reporting guidelines for key HMG indicators

- Supporting bidirectional communication between the National Center and the affiliate network in relation to data and evaluation

Evaluation Advisory Group

Members

Von Jessee, HMG National Center
Maria Beam, Michigan

Barbara Leavitt, Utah

Iris Matthews, Alaska

Cailin O'Connor, Center for Study of Social Policy

Lynn Pullano, New York

Lauren Smith, Vermont

Lisa Soenen, South Carolina

Mary Nelle Trefz, Iowa

Theresa Zighera, First 5 San Francisco

Today's Session

Goals

1. Generate dialogue about affiliate studies to help inform future research and evaluation by exploring:

   - *How to select evaluation types/designs that fit your evaluation resources, audiences, and CQI objectives*

   - *Common research and evaluation questions that accompany each of the 3 affiliate stages (Exploration, Installation, Implementation*

   - *Identifying the difference between types of research and evaluation methods*

2. Introduce a new feature on the HMG National Center's website around data collection, research and evaluation

3. Identify themes and topics of interest for upcoming EAG webinars available to the affiliate network

Your Interests?

Program Evaluation is at its Best When:

- It aligns with your program context and stage of development
- You know why you are doing it; it has a clear purpose
- It answers your questions and yields information you want to know
- It fits within your budget and means

"So, how do I get the most out of my evaluation?"

1. Know your stage of program development
2. Start with evaluation questions typical of each stage
3. Understand the types of evaluation best suited to answer your questions
4. Assess your audience and resources and adjust your evaluation accordingly

Program Development Stages and Common Questions

Exploration
Defining Need & Approach

- What is needed by whom?
- How much is needed?
- What are possible approaches/ interventions to meet identified need?
- What are our goals and priorities?

Installation
Testing & Solidifying Approach

- Does plan have potential?
- Do we have what it takes to implement the plan?
- Are new practices and components taking shape/taking hold?
- Do any adjustments need to be made?

Implementation
Putting Plan Into Action

Initial
- What happened?
- Did we do what we said we would? Did we it well?
- Who participated?
- Are we achieving goals?
- Do adjustments need to be made?

Full
- What changed as a result? Is anyone better off?
- Can it be replicated or expanded?
- Is it worth the cost?

AUDIENCE/ RESOURCE ASSESSMENT ➕ PROGRAM PHASE/ EVALUATION QUESTIONS ➡ EVALUATION PURPOSE = FOCUSED EVALUATION DESIGN

AUDIENCE/ RESOURCES	What is needed by whom? What are our priorities?	Is our plan viable, does it need to be adjusted?	What happened? Did we do it well? Did we achieve planned goals and objectives?	What changed? Can it be replicated or sustained?
Audience: Primarily Internal, *but could be packaged for external use if resources are limited*	Logic Model	Informal Pilot with Feedback Loop	Process Monitoring	Outcome Monitoring
Audience: Primarily External, *but beneficial for internal use if resources are plentiful*	**Needs Assessment** *(Think grant proposal)*	**Formative Evaluation** *(Think pilot test and case study)*	**Process Evaluation** *(Think funder report)*	**Outcome/Impact Evaluation** *(Think comparison/ control group)*

More about the Difference between Monitoring and Evaluation

	MONITORING	EVALUATION
Timing	Continuous throughout the project	Periodic review at significant point in project progress – middle, end, or change of phase
Scope	Day to day activities, outputs, indicators of progress and change	Assess overall delivery of outputs and progress toward objectives and goal
Main Participants	Project staff, project users	External evaluators/ facilitators, project users, project staff, donors
Process	Regular meetings, interviews, monthly, quarterly reviews	Extraordinary meetings, additional data collection exercises
Data Sources	Largely "ready to use" sources that are part of administration (sign-in sheets, case notes, activity schedules)	Largely custom-designed or evidence-based measures
Written Outputs	Regular reports and updates to project users, management and donors	Written report with recommendations for changes to project – public presentations

Small Group Activity

Please work in small groups to discuss the following questions. At the end, we will ask you to share 1 – 2 key highlights from your discussion.

► Studies were selected to represent a particular program phase and corresponding evaluation type.

  ► **What phase of program development would benefit most from this type of evaluation?**

  ► **What are some of the key "take-aways" that support ongoing program development? Are any of these learnings relevant to your HMG affiliate community?**

► Each study could be adjusted to be more or less formal depending on resources and audience.

  ► **Could this type of evaluation be replicated in your HMG affiliate community? Why or why not?**

  ► **How could it be adjusted to better meet the needs of your audience and your level of resources?**

Report Out from Small Groups

- One person from each group, please describe:

  - The study you reviewed and what type of evaluation it was

  - Some thoughts you had about how it could be scaled up or down depending on resources

  - Any reactions in the group about applying the ideas at home

- Discussion:

  - What insights did you get from this exercise?

  - How are you thinking about evaluation in your own program or community?

 - What questions do you still have about evaluation of Help Me Grow?

Next steps

- Your feedback from today will help the EAG to revise the issue brief and how the studies are disseminated out to the network

- If you would be willing to review and provide feedback on the next draft of the tool, please tell one of us!

- The tool and full compilation of studies will be released later this year

NEW
HMG National Website Feature!
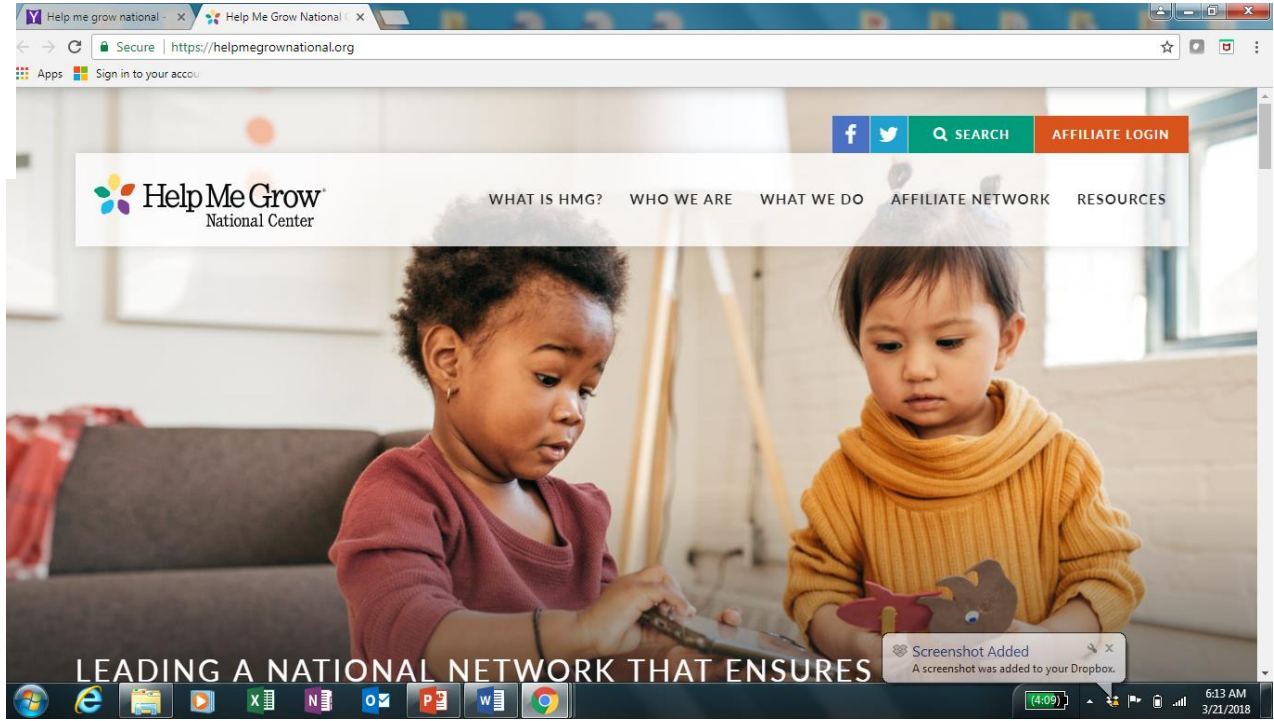
Tell Us What You'd Like to See!

Your suggestions for future webinars and other resources on
data, research, evaluation.

Please complete a brief survey!