Building Your Evaluation: Understanding The Basics

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Why Do We Collect Data?

- We're told to by our funders who want to know
  - How the money was spent
  - Who was impacted
  - What the impact was
- We might be serving some students/families better than others
  - Why don't some families participate?
  - Why don't some students participate?
- We want to improve our program, our clubs, our interactions, etc.

Equity

What is equity?

Equity is ***the state, quality, or ideal of being just, impartial, and fair.***

The concept of equity is synonymous with fairness and justice. To be achieved and sustained, equity needs to be thought of as a structural and systemic concept.

Equitable practices ensure everyone thrives.

Equitable Evaluation

A partnership between the Buffett Early Childhood and Munroe-Meyer Institutes with the purpose of providing resources to enhance equitable evaluation practices across Nebraska

Why Focus on Equity?

- Program evaluations can
  - create growth
  - provide opportunities
  - remove barriers

Why Focus on Equity?

- To better support youth and their families

  o Ensure the needs of all people in the community are being met (opening doors, <u>equality</u>)

  o Build relationships with families that values their voices and contributions and breaks down barriers, resulting in thriving youth and families (welcoming, <u>equity</u>)

How Do We Know if We're Being Equitable?

- We ask those who experience inequalities.

- We know progress has been made when youth, families, and the community report an increase in what they define as success

Measuring Youth Development: How Out-of-school Time Programs Collect And Use Data
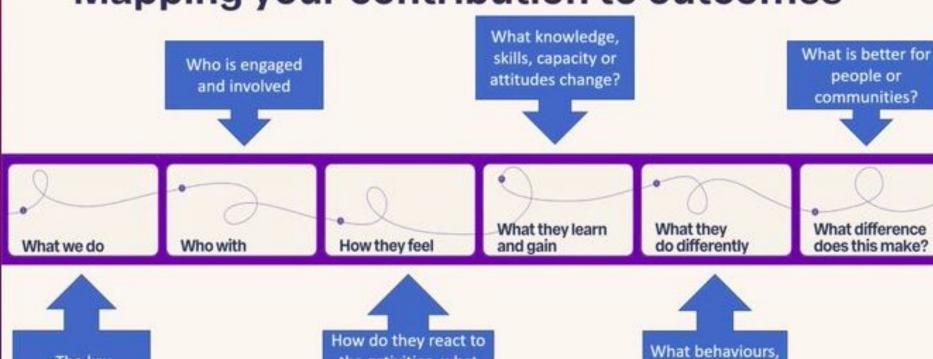
Several suggestions from this study

- Select a small number of priority outcomes
- Ensure outcomes fit the program's goals
- Document the type of data collected and where and how it was collected
- Make sure to add youth voice about what data to collect
- Add ways to collect data about diversity, equity, and inclusion efforts

Evaluation Outcomes

- Think about your program…
  - What are the goals?
  - What does the program hope to accomplish?
    - For whom?
    - Are there any populations not represented?
  - What is the message of your program?
  - Is there a story to tell?
    - To whom
    - By whom

Mapping your contribution to outcomes

Who is engaged and involved

What knowledge, skills, capacity or attitudes change?

What is better for people or communities?

What we do	Who with	How they feel	What they learn and gain	What they do differently	What difference does this make?

The key activities that are delivered

How do they react to the activities, what was it that helps them engage positively?

What behaviours, policies or practices change?

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Evaluation Questions

Based on your generated outcomes now consider putting those into evaluation questions…

Current Data Utilization

Data can be in many forms.

- What types of data might you already be collecting?
  o State
  o District
  o Program

- Can any of that data answer an evaluation question?

- If it can't answer anything and isn't a requirement, what is the purpose of the data?

Equity Implications

Is everyone represented?

What might be barriers to everyone being included?

How can you address the barriers?

Is everyone thriving?

What might be barriers to everyone thriving?

How can you address the barriers?

Do You Need Additional Data?

Stories

Photos

Case Study

Anecdotes

Social Mapping

Communication & Dissemination

Who should know about your program?

What message are you trying to share with your evaluation?

How can you tailor the message and make it accessible for all audiences?

What might be barriers to communication & dissemination? How can your proactively address those?

Resources To Consider

- SUCCESS = Simple, Unexpected, Concrete, Credible, Emotional, & Stories.

MAKE IT STICK

Making Numbers Count: The Art and Science of Communicating Numbers