

Topic 1. Basics of Evaluation

This training provides an in-depth overview of program evaluation practice and methodology. Participants will gain practical experience through a series of exercises that will help them identify and record their program description, construct a logic model, and develop evaluation questions.

Module 1: Evaluation Overview

What is evaluation?

When, who, how?

Module 2: Program Description & Theory of Change

Program description & Program theory of change

Sharing program descriptions

Module 3: Logic Models

Logic models

Chain of outcomes & using a program description

(Activity) Developing your program's logic model using the template

Module 4: Evaluating and Assessment

Types of Evaluation & Planning Reminder

Creating evaluation questions, Good eval questions

(Activity) Create evaluation questions

(Activity) Evaluation plan: section 1-4

Topic 2. Gathering Credible Evidence

This training focuses on the range of qualitative and quantitative social science research methods necessary to conducting effective program evaluation. Participants will complete this training with a foundational knowledge of the methodologies used in program evaluation.

Module 1: Introduction to Data Collection and Qualitative Data

Data sources, Data use, Evaluation plan, Indicators

Data Collection

What is Qualitative Research?

Setting for data collection & Data Analysis

(Activity) Test Your Knowledge: Data Source (High vs Low validity)

(Activity) Identify Data Sources

Module 2: Deeper Dive into Quantitative Data Collection

Intro to Quantitative Data - Quant methods, data sources, Reliability, and validity

Correlation and Causation, Useful analysis software, Summary

Module 3: Introduction to Survey Research

Survey modes, where to start? Writing a survey
Question types, Suggestions, Questions to avoid
Review
(Activity) Critique Survey Questions

Module 4: Survey Question and Research Design

Considering your evaluation questions
Example: Evaluation Q → Survey Q
Response options examples
Review
(Activity) Create 5 survey questions
(Activity) Writing response options
(Activity) Evaluation plan -- section 5

Topic 3. Data Visualization

This training is all about turning program evaluation data into usable and easily understood graphics and employing effective reporting strategies. Good data visualization methods are essential to communicating program evaluation outcomes. Participants will leave this training with tips and tricks to effectively communicate their program successes.

Module 1: Downloading your Data from Qualtrics

Download the Qualtrics data
Understanding your data (Metadata, Recode values, Export data to Word)
Paper Survey Responses
(Activity) Pop quiz activity

Module 2: Analyzing data in Excel

Analyzing your data in excel, Formulas, Behind the scenes
(Activity) Excel Demo
Review of excel demo

Module 3: Data Visualization Best Practices

Science of DV – Picture Superiority effect, Visual hierarchy, Differences between visual traits, Deceptions of DV
Picture Superiority effect on evaluation, Chart chooser
(Activity) Chart Chooser

Module 4: Creating Data Visualizations in Excel

Creating pie charts in Excel
Bar graph + Creating bar graphs in excel
Small multiples (good & bad examples), Mapping considerations

(Activity) Pie Chart analysis discussion (good & bad examples)

(Activity) Bar graph analysis discussion

Topic 4. Creating Your Evaluation Plan and Reporting

The evaluation plan is the roadmap to a successful program evaluation. It will help participants clarify their program's purpose, goals, and objectives. This training brings together all of the information learned throughout the 4th Friday Workshop series to help participants design an evaluation plan for a program or project of their choosing.

Module 1: Review: What is evaluation and why do we do it?

Review - What is evaluation?

Review - Credible Evidence

Review - Data Visualization

Evaluation plan template walk-through

(Activity) Timeline activity

Module 2: Tips for Reporting

The reporting continuum, Tips for reporting results,

Reporting visual tips, Introduction for snapshots (infographics),

(Activity) analyze 2 examples of infographics

Module 3: Evaluation Template – Section 7

Evaluation use and dissemination plan

Module 4: Resources & Leveraging your Evaluation Findings

Resources section in the template, Additional resources

Leveraging your evaluation findings

(Activity) Dissemination plan