

Program Evaluation Framework

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United Way of Metropolitan Dallas

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Welcome and Introduction

Sarah Braden, Director, Education Impact

United Way of Metropolitan Dallas

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Introductions

Within your table, share:

- Name
- Organization Name and Brief Description
- Brief Program Description
- What is your favorite Dallas Landmark, and why?

Agenda

1. Introductions
2. Review of Logic Model
3. Introduction to Program Evaluation Framework
4. Outcomes
5. Indicators
6. Outputs
7. Data Collection Plan
8. Q&A
9. 2016-2019 Grant Cycle & Stewardship

What is a Logic Model?

- Visual representation of how the program transforms **resources into action** and **action into impact**.

Why Do We Need It?

- Help to assess the program's effectiveness and impact
- Illustrate a client's progress through the program
- Develop a realistic picture of what the program can reasonably expect to accomplish over a set timeframe

What is a Program Evaluation Framework?

- Visual representation of how the program **defines and measures success**.
- Visual outline of the plan in place to **collect, analyze and store program-related data**.

Why Do We Need It?

- Identify processes needed to measure outcomes and impact.
- Defines the questions the program will use data to answer.
- Outlines roles and responsibilities for data collection, storage and analysis.

Questions the Program Evaluation Framework Can Answer:

- Is the program being delivered as intended?
- As a result of program participation, did client behavior change as expected?

Process Evaluation

- Staff-Focused
- Service Delivery
- Implementation Fidelity
- Participant Satisfaction

Individual Impact Evaluation

- Client-Focused
- Behavior Change
- Progress/Accomplishments
- Initial/Intermediate/Long-Term Outcomes

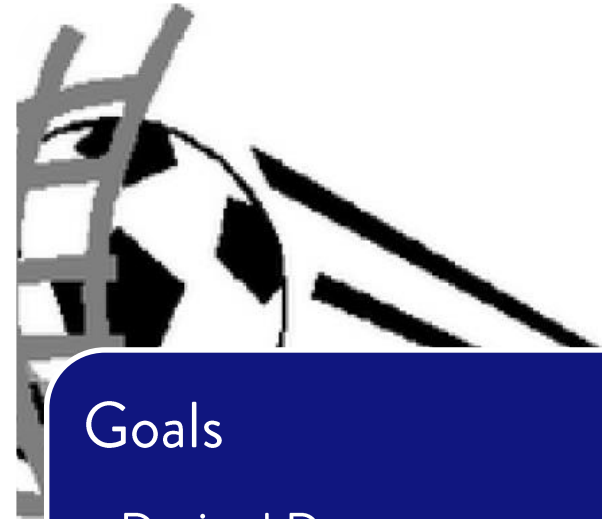
Questions → Goals

Data is used to answer question. Relevant questions about your program can be directly linked to program goals.



Questions:

- Was the program implemented with fidelity?
- Were participants satisfied?
- Were behavioral outcomes met?



Goals

- Desired Dosage
- Program structure followed
- Participants were satisfied with the program
- Client-focused outcomes

Developing a Program Evaluation Framework

Sarah Eppes, Director, Health Impact

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Home Visiting Example: Outcomes

Process Evaluation

- Every family received biweekly home visits while enrolled in the program.
- Home visits followed the intended curriculum and structure.
- Parents reported that the program met their expectations.

Individual Impact Evaluation

- Parents reported that they understand the importance of reading to their children at an early age.
- Parents reported reading to their children.
- Children enter kindergarten on track in vocabulary

Group Work: Outcomes

Discuss among your group as you complete column 2 of the Program Evaluation Worksheet.

Outcome	Indicator	Output	Data Collection Method/Tool	Person/Position Responsible
Process Evaluation				
<p>Families receive biweekly home visits while enrolled in the program</p> <p>Home Visits followed the intended curriculum and structure.</p> <p>Parents reported that the program met their expectations</p>				
Individual Impact Evaluation				
<p>Parented reported that they understand the importance of reading to their children.</p> <p>Parents report reading to their children.</p> <p>Children enter kindergarten on track in vocabulary.</p>				

Indicators: How do we know if we are meeting our goals?

Technical Definition: *A device providing specific information on the state or condition of something, in particular.*

For our purposes, an indicator is what is used to gauge if and by how much progress is being made towards goals.

Use the acronym **SMART** to create meaningful indicators.

SMART

Families will support their child's vocabulary growth.

Specific

Families will report reading to their children.

Measurable

90% of families will report reading to their children daily.

Attainable

85% of families will report reading to their children 4x per week.

Relevant

Yes, this goal is relevant to our program's overall goals.

Time-Bound

85% of families will report reading to their children 4x per week after they have been enrolled in the program for 6 months.

Group Work: Indicators

Discuss among your group as you complete column 2 of the Program Evaluation Worksheet.

Outcome	Indicator	Output	Data Collection Method/Tool	Person/Position Responsible
Process Evaluation				
Families receive biweekly home visits while enrolled in the program	90% of Families receive biweekly home visits throughout their enrollment in the program.			
Home Visits followed the intended curriculum and structure.	80% of home visits given to families followed the intended curriculum and structure.			
Parents reported that the program met their expectations	90% of parents report that they would refer the program to a friend after 6 months in the program.			
Individual Impact Evaluation				
Parents reported that they understand the importance of reading to their children.	85% of parents reported that they understand the importance of reading to their children after 6 months in the program.			
Parents report reading to their children.	80% of parents report reading to their children at least 3x per week after 6 months in the program.			
Children enter kindergarten on track in vocabulary.	90% of children who received home visiting services for at least 1 year are on track in vocabulary when they enter K.			

“I have an output column on my Logic Model. Why is it here too?”

- To understand what collected data you need to analyze in order to assess progress towards outcomes.
- To identify the timeline by which you need to collect data in order to align with indicator timeline.

Group Work: Outputs

Discuss among your group as you complete column 3 of the Program Evaluation Worksheet.

Outcome	Indicator	Output	Data Collection Method/Tool	Person/Position Responsible
Process Evaluation				
Families receive biweekly home visits while enrolled in the program	90% of Families receive biweekly home visits throughout their enrollment in the program.	# families served Duration of family enrollment		
Home Visits followed the intended curriculum and structure.	80% of home visits given to families followed the intended curriculum and structure.	# home visits per family # home visits conducted		
Parents reported that the program met their expectations	90% of parents report that they would refer the program to a friend after 6 months in the program.	# parents surveyed # respondents		
Individual Impact Evaluation				
Parents reported that they understand the importance of reading to their children.	85% of parents reported that they understand the importance of reading to their children after 6 months in the program.	# families served # parents surveyed # respondents		
Parents report reading to their children.	80% of parents report reading to their children at least 3x per week after 6 months in the program.	# children served # children entered Kindergarten		
Children enter kindergarten on track in vocabulary.	90% of children who received home visiting services for at least 1 year are on track in vocabulary when they enter K.			

Data Collection Plan

Nissy New, Director, Income Impact
United Way of Metropolitan Dallas

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Data Collection Methods/Tools

In order to have data, you need to collect. *How will you do that?*

- *Surveys*
- *Assessments*
- *Information collected directly from schools, hospitals, etc.*
- *Observational Data (case files, for example)*
- *Pre/Post Tests*

Who will be responsible?

To ensure data collection happens timely and efficiently, it's important to know who will do this regularly. Responsibility could be given to one “data person”, or spread across different roles depending on what makes sense for your organization.

Group Work: Data Collection Plan

Discuss among your group as you complete columns 4 and 5 of the Program Evaluation Worksheet.

Outcome	Indicator	Output	Data Collection Method/Tool	Person/Position Responsible
Process Evaluation				
Families receive biweekly home visits while enrolled in the program	90% of Families receive biweekly home visits throughout their enrollment in the program.	# families served	Data from Visit Tracker	Home Visitor
Home Visits followed the intended curriculum and structure.	80% of home visits given to families followed the intended curriculum and structure.	Duration of family enrollment	Case Files	Home Visitor
Parents reported that the program met their expectations	90% of parents report that they would refer the program to a friend after 6 months in the program.	# home visits per family # home visits conducted # parents surveyed # respondents	Parent Survey	Home Visitor/Data Person
Individual Impact Evaluation				
Parents reported that they understand the importance of reading to their children.	85% of parents reported that they understand the importance of reading to their children after 6 months in the program.	# families served	Parent Survey	Home Visitor/Data Person
Parents report reading to their children.	80% of parents report reading to their children at least 3x per week after 6 months in the program.	# parents surveyed # respondents	Parent Survey	Home Visitor/ Data Person
Children enter kindergarten on track in vocabulary.	90% of children who received home visiting services for at least 1 year are on track in vocabulary when they enter K.	# children served # children entered Kindergarten	Kindergarten Readiness Assessment	Elementary School

Program Evaluation Framework Summary

Outcome

- Program Goals
- Staff- and Client-Focused
- General (no thresholds or numerical goals)

Indicator

- Demonstrates concrete progress towards outcomes
- SMART acronym
- Specific

Output

- Understand data needed to measure progress
- Understand timeline for measurement

Data Collection Plan

- Tools needed to collect data
- Identifies person responsible for collecting data
- Collection Timeline



Closing

Mark Pollack, Director, Community Impact Operations

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2016-2019 Grants Cycle Application Dates

- September 2015: Community Impact Grant RFP Released
- September 2015: RFP Workshops
- October 2015: Stewardship Documents Due for New Organizations
- November 2015: Electronic Applications Due
- November 2015: Paper Application Copies Due

Stewardship Process – Required Documents

- Independent Audit w/ Management Letter (no older than fiscal year end 4/1/2014)
- Form 990 or Form 990EZ Tax Return
- Agency Operating Budget
- Unaudited Financial Statements
- Disclosures
- Board Roster
- IRS Determination Letter

Contact Us



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