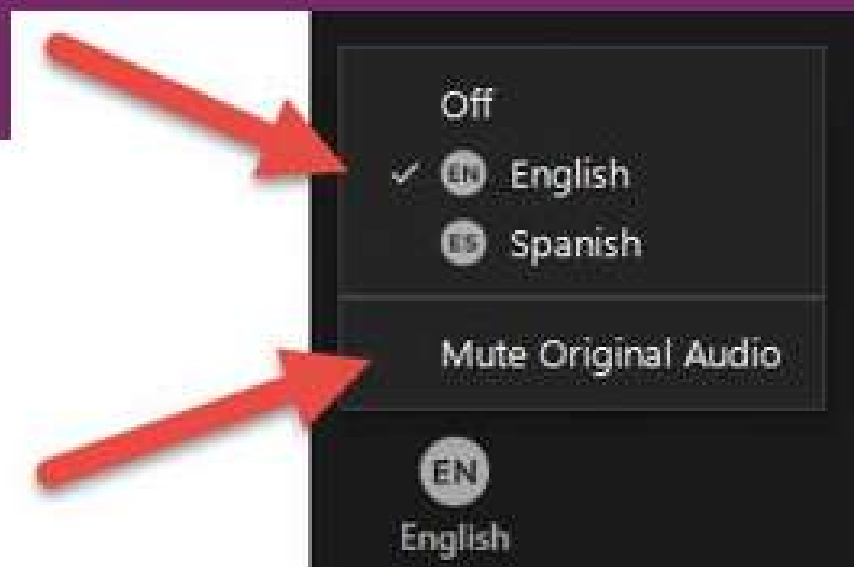


Language Selection & Closed Captioning



SLAD Incubator: Evaluation Planning Workshop

Jackie Illum, Director of
Research & Evaluation

Lindsay Alvarez,
Research Analyst



Introductions

Please introduce yourself and what issue your program tackles



••• Session Agenda

- Workshop Objectives
- Evaluation Overview
- Model for Community Change
- Equitable Evaluation Framework
- Data Collection, Analysis, and Reporting
- Practice Evaluation Planning
- Your Turn!
- Debrief and Next Steps
- Survey

Workshop Objectives

By the end of this workshop, you should have a strong evaluation plan for your program or project

Goal 1

We will discuss why it is important to evaluate your work and where evaluation lives in the cycle of program implementation

Goal 2

We will learn about the types of data and data collection approaches

Goal 3

We will review RC's Model for Community Change

Goal 4

We will review your proposals to effectively track and evaluate your program

What is Evaluation?

Program evaluation is the systematic assessment of programs designed to improve social conditions and our individual and collective well-being

A good evaluation:

- ✓ Provides synthesized findings that highlights both the generalizable and unique
- ✓ Utilizes credible data sources to paint a picture of impact
- ✓ Creates a foundation on which an ongoing evaluation strategy can be built



Evaluation is an Everyday Activity

Let's do an exercise! Have you ever...

Asked a family member about your family's history?

Discussed an issue in your community with your friends?

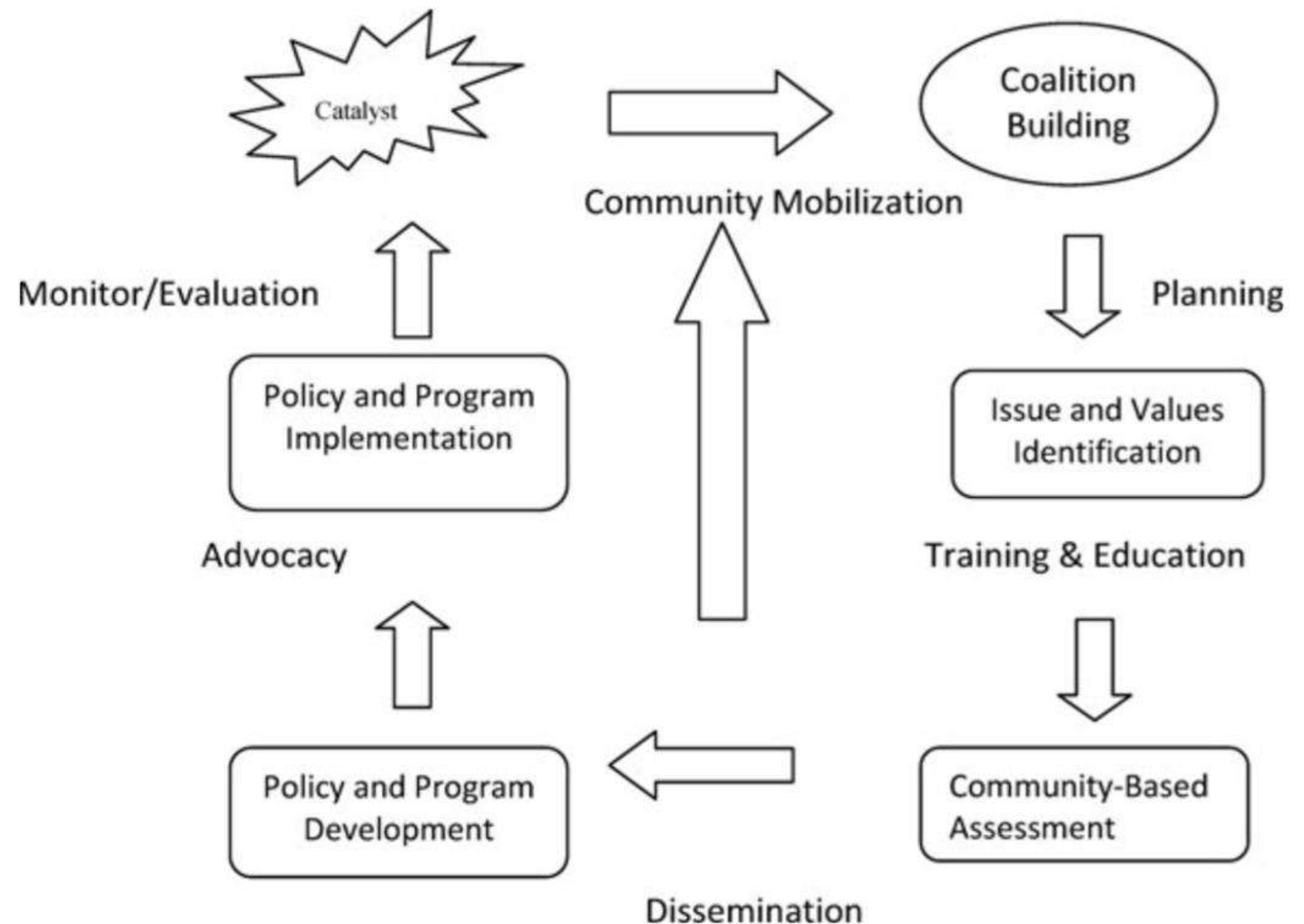
Watched the news on TV to learn about what's going on in another country?

Compared prices on something you wanted to buy?

Read an article to learn about something happening in your neighborhood?

Model for Community Change

- Evaluation measures impacts or effects your program has on participants, community, sector, systems, policies
- Identifies potential challenges and issues that need to be addressed to help establish best practices



Equitable Evaluation Framework

Evaluation should
be in service to
equity

Evaluation should
be multi-culturally
valid and oriented
toward participant
ownership

Evaluation should
describe the effect
of a strategy on
the underlying
systematic drivers
of inequity

Community-Based Participatory Research

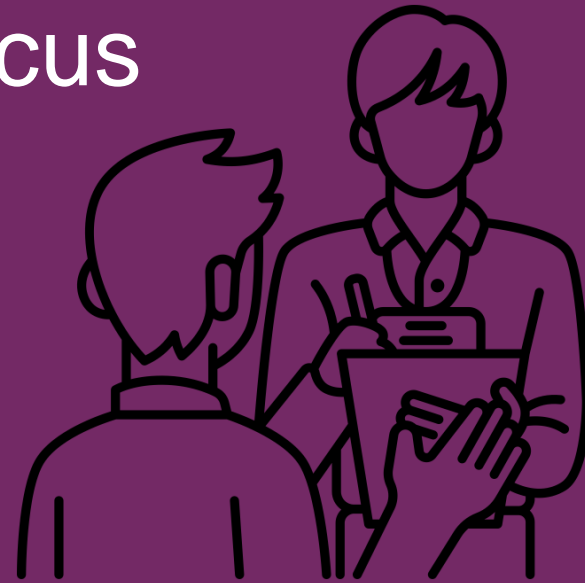
- *A note on Community-based participatory research (CBPR):*

This is an approach to research that involves collective, reflective and systematic inquiry in which researchers and community stakeholders engage as equal partners in all steps of the research process with the goals of educating, improving practice or bringing about social change

The Tools of Evaluation

Qualitative

- . Text (document review, etc.)
- . Narratives (interviews, focus groups, stories, etc.)
- . Thematic analysis
- . "Soft" data



Qualities: **Descriptive, nuanced, complex, depth**

Quantitative

- . Numbers (counts, surveys, reach, etc.)
- . Graphs/tables
- . Statistical analysis
- . "Hard" data



Qualities: **Hypothesis driven, comparison, breadth, generalizable**

Primary Data: data that you collect yourself (interviews, surveys, focus groups, etc.)

Secondary Data: data that was collected by somebody else (U.S. Census, etc.)

Data Analysis

Once you have collected your data, you will need to analyze it before writing a report. Here are a few resources to help with analysis:

1. [Alchemer](#)
2. [Survey Monkey](#)
3. [Excel](#) and [SPSS](#)
(statistical analysis)
4. [Dedoose](#) (qualitative analysis)



Data Reporting



Ways to report your data:

1. Funder reporting requirements (for example, quarterly reports)
2. Sharing findings with participants and community members (issue briefs, infographics, social media, newsletters, etc.)
3. Sharing findings for advocacy purposes (to decisionmakers, etc.)



EXAMPLE 1



- **PROBLEM:** Mothers in South LA have a strong desire to enhance their parenting skills, improve their English language ability, and prepare their children for school and success in life, but do not have the resources to do so.
- **SOLUTION:** Provide programs that empower women (with children ages 0-5) to advocate for themselves and their family, gain English language tools, instill positive parent-child interactions, and promote early literacy and school readiness skills for children.
- **GOAL:** Empower women and their families to reach their full potential in a supportive environment by increasing and strengthening education, self-esteem, and community relationships.



Who will be the target population?

What do you want to learn from the evaluation to measure success?

What data methods will be most effective?

Mothers in South Los Angeles with children aged 0-5

Are English literacy skills improving? Do mothers better understand how to support their children as students? Do mothers feel more confident advocating for their family? Are there improved parent-child interactions?

English language and literacy tests, interviews, & surveys

EXAMPLE 2



- **PROBLEM**: Food Insecurity & Food Access in Los Angeles
 - Low-income neighborhoods and communities of color have 3x as many small markets and half as many full-service grocery markets than more affluent and white neighborhoods
 - With limited retail items, residents have less options for a healthy diet
- **SOLUTION**: Provide training and technical assistance to small business owners so they can improve their store, vend healthy food products, and cater to the local community
- **GOAL**: Build the capacity of neighborhood corner stores to operate as successful healthy food retailers in underserved communities



How will you infuse equity into your approach?

What key metrics will you track to evaluate the success of your project?

What are your plans for using evaluation findings?

Provide equitable access to opportunities by hiring local BIPOC artists to create culturally relevant designs and paint storefronts

Produce revenue, foot traffic & digital traffic, inventory turnover ratio, EBT/WIC vendor certification

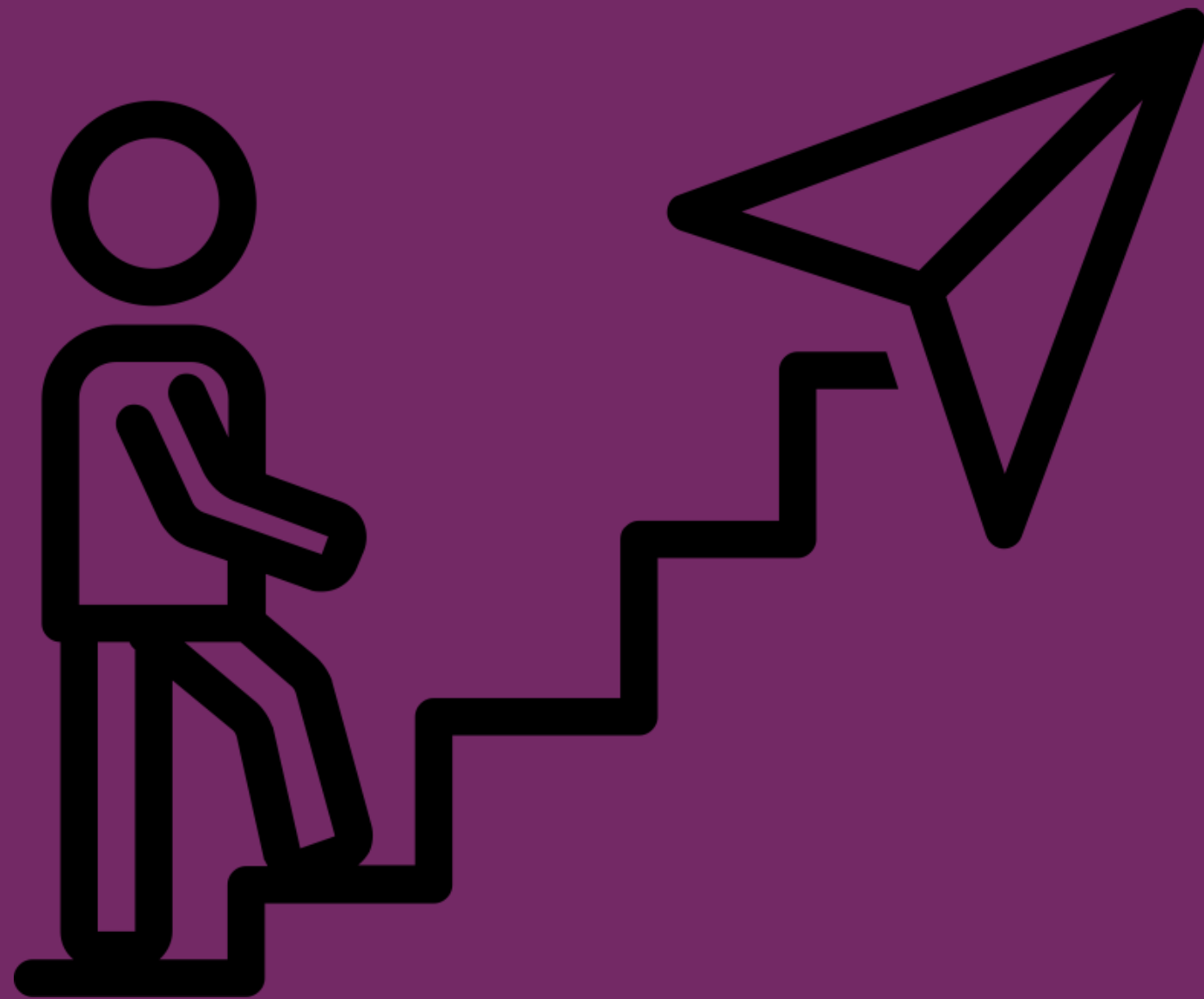
Communicate findings with audience (stakeholders, residents, funders, etc.), compare outcomes with the program objectives, make improvements

Evaluation

Planning

Worksheet

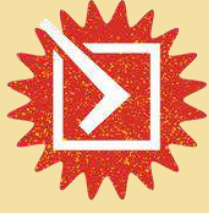
Debrief and Next Steps



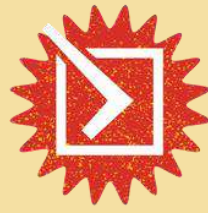
Workshop Survey

<https://survey.alchemer.com/s3/7508841/SLAD-Incubator-Post-Assessment-Evaluation>

Please complete the survey telling us about your experience with this workshop



OFFICE HOURS



CONTACT US:

- E-mail
 - BestStart_Grantees@risingcommunities.org