

Practical Evaluation Practices

Presented by:

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Extension

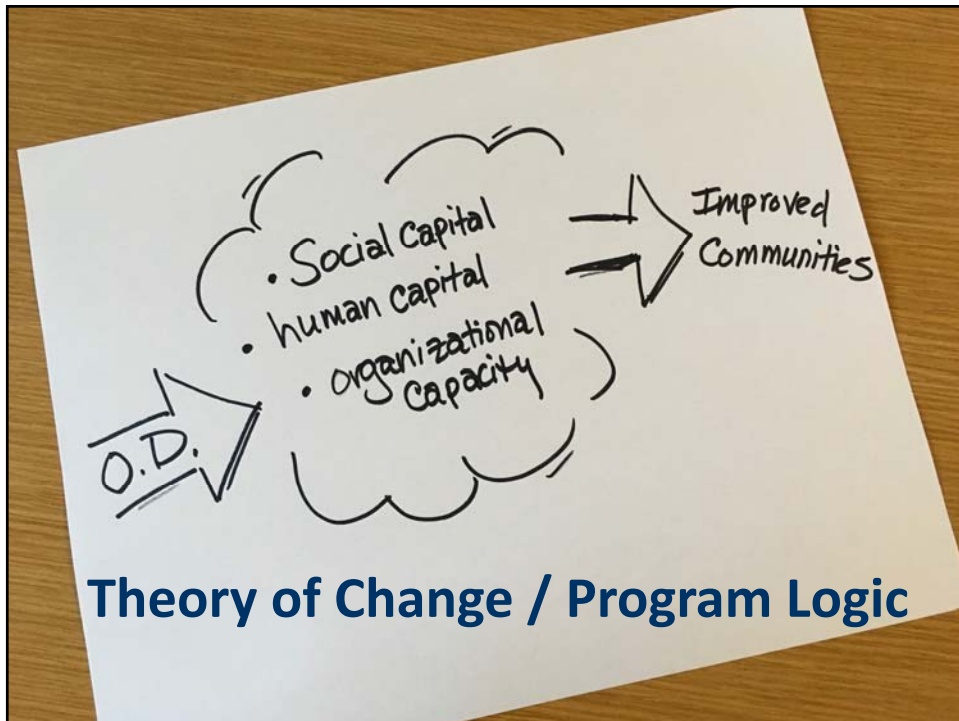
UNIVERSITY OF WISCONSIN-MADISON
WASHINGTON COUNTY

A hand in a dark suit sleeve holding a white sign.

Why don't we evaluate more?

Responses May Mean a Lack of:

- Evaluation tools
- Program objectives
- Program logic model
- Evaluation process skills
- Willingness towards self-improvement
- Understanding of “educator” role
- Evaluation habit



Evaluation Demonstration

- What questions do you need answered in order to make an informed decision when purchasing a package of chocolate chip cookies?
- What criteria do you use?



Basic Scoring Rubric

Criteria	Poor	Needs Improvement	Neutral	Good	Delicious
Number of Chocolate Chips					
Texture					
Taste					

Basic Scoring Rubric

Criteria	Poor	Needs Improvement	Neutral	Good	Delicious
Number of Chocolate Chips	Can't see them	Less than half	About half	More than half	More than I can count
Texture	Really hard	Mostly hard	About half hard/soft	Mostly soft	Right out of the oven
Taste	Like a dog biscuit	Barely edible	Nothing to write home about	Quality	Like grandmas

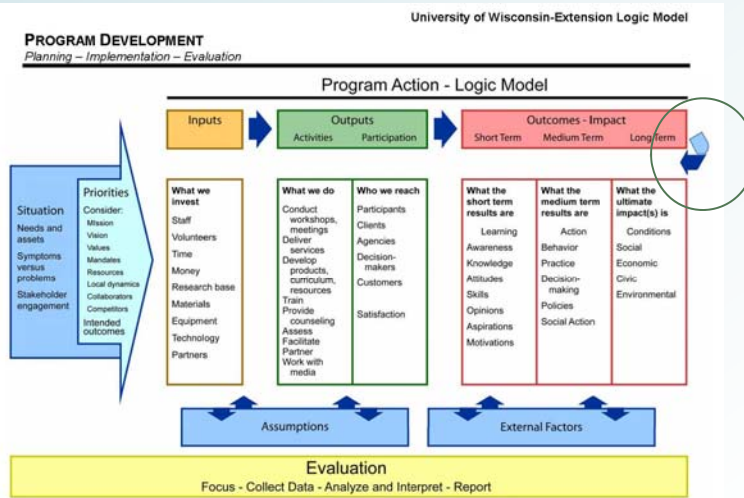
Basic Scoring Rubric

Criteria	Poor	Needs Improvement	Neutral	Good	Delicious
Number of Chocolate Chips	1	2	3	4	5
Texture	1	2	3	4	5
Taste	1	2	3	4	5

Likert Scale

Question / Criteria	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Creating a vision statement helped clearly define our direction as an organization.	1	2	3	4	5
The process of identifying and prioritizing goals increased our ability to identify issues and set priorities.	1	2	3	4	5
Creating action plans increased our ability to focus goals into future actions.	1	2	3	4	5

“Be outcome driven, not activity driven!”



Needs Assessment

- Nonprofit Coalition
- Surveys- 2012, 2015, and 2017
- Goals
 - Nonprofit fiscal health
 - Educational needs
 - Longer-term outcome measurement- added in 2017



Coalition Response: 2013-15

- 9 workshops
- Presenters- subject matter experts
- 264 total participants- Avg. 29 per session
- Evaluations conducted at each session
 - Avg. increase in understanding of session topics went from a 2.9 pre-session to a 4.0 post-session.
 - (on a 5-point Likert Scale where 1 = no understanding and 5 = a very good understanding)

Measuring Outcomes: 2013-2015 Nonprofit Workshop Trainings

As a result of attending one or more of the nonprofit training session: (check all that apply)

Our organization has applied knowledge gained from at least one of the sessions.	52%
Our organization has increased the number of tools we can use to strengthen our organization.	30%
Our organization has an increased capacity to address community issues and opportunities.	19%

Questions sent as part of the Nonprofit & the Economy Survey
75 surveys sent. 35 responses received. 44.9% responses rate.
Percentage based on responses of those that attended at least one training. N=27



Strategic Thinking
29 organizations (2013-15)

Evaluation Tool

Evaluation ~ January 14, 2019

Please take a few minutes to complete an evaluation of today's session. Be brief and frank. Include your negative and positive comments. Your name is not required. Your evaluation is appreciated.

1. Reviewing the organizational assessment survey results was helpful in identifying strengths and opportunities related to how the board is functioning.

Strongly Disagree	Neutral			Strongly Agree
1	2	3	4	5

Comments: _____
2. Updating the mission statement helped clarify our role as an organization.

Strongly Disagree	Neutral			Strongly Agree
1	2	3	4	5

Comments: _____
3. Updating the vision statement assisted us in understanding the general direction for our organization's future.

Strongly Disagree	Neutral			Strongly Agree
1	2	3	4	5

Comments: _____
4. Conducting a SWOC Analysis assisted in the identification of internal strengths & weaknesses and external opportunities & challenges.

Strongly Disagree	Neutral			Strongly Agree
1	2	3	4	5

Comments: _____
5. The process of identifying and prioritizing goals increased our ability to identify issues and set priorities.

Strongly Disagree	Neutral			Strongly Agree
1	2	3	4	5

Comments: _____

6. Overall, how would you rate my facilitation of today's session?

Poor	Neutral		Excellent	
1	2	3	4	5


Comments: _____

7. Additional Remarks: _____

Measuring Outcomes: 2014 & 2015 Strategic Thinking


As a result of Paul's facilitation:	Neutral	Agree	Strongly Agree
Our organization has been strengthened.	1 (5%)	4 (20%)	15 (75%)
Our organization has been more strategic in fulfilling our mission.	2 (10%)	6 (30%)	12 (60%)
Our organization has an increased capacity to address community issues and opportunities.	0 (0%)	10 (50%)	10 (50%)

24 surveys sent. 20 responses. 83% response rate.
No responses for Disagree or Strongly Disagree.



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Program Highlights September 2019



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UPCOMING EVENTS	
SEPTEMBER	
Fri, Sep. 13th	Farm Management Update, Kimberly
Wed, Sep. 25th	Meeting Tomorrow's Feeding Challenges Today, Kiel
Wed, Sep. 25th	Interview and Application Writing Workshop (8th to 8th graders), Public Agency Center, Room 1113 ASB, 8:00-7:30 pm
Thu, Sep. 26th	Interview and Application Writing Workshop (8th to 13th graders), Public Agency Center, Room 1113 ASB, 8:00-8:00 pm
OCTOBER	
Mon., Oct. 21st	Taking Care of You (2-part series), United Way Resource Center, 1121 E. Sumner St., Hartford, 8:00-8:00 pm
Mon., Oct. 28th	Taking Care of You (2-part series), United Way Resource Center, 1121 E. Sumner St., Hartford, 8:00-8:00 pm

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Monthly Outcome Reporting

EDUCATIONAL PROGRAMMING

COMMUNITY DEVELOPMENT
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Paul was contacted by Ronna Corliss at Elevate to facilitate a strategic planning process for the **Heroin Task Force (HTF)**. The mission of the HTF is "to create a community free of opioid abuse through education, intervention, treatment, enforcement, family support, and advocacy." After a pre-planning meeting, Paul facilitated two planning sessions with 11 task force members. After facilitating a process that created mission and vision statements, Paul sent a survey that solicited feedback from a broader group of task force members. 60 responded.

As a result of Paul's facilitation, 100% of participants agreed that the updated mission statement helped clarify their role as an organization and the updated vision statement assisted the group in understanding the general direction for their group's future. Overall, participants rated Paul's facilitation a 4.9 (on a 5-point Likert Scale). One participant commented that "Paul did a great job keeping the discussion focused, keeping us on topic. Nice job."

As a next step, Paul will facilitate a meeting with a smaller group of HTF members in order to clearly align goals with future action.



