Outline for Evaluation & Dissemination Planning

What is evaluation?

The process of asking questions related to a particular topic you are concerned with and collecting and analyzing information to answer those questions. It requires continuous feedback and modification which most often should include baseline data.

"EVALUATION NEEDS TO BE **SYSTEMATICALLY INCORPORATED** INTO THE DESIGN" (Weiss, Billie et. Al.)

2 main types:

1. Process (formative/summative) and **2.** Outcome

Reasons Why We Evaluate:

1. to determine if our planned strategy is the best way to address the need
2. to monitor progress of program/project/strategy implementation and make improvements as needed
3. to inform key stakeholders about the successes and challenges in implementation
4. to determine if the strategy is working as intended
5. To determine if the strategy is meeting stated goals and objectives (final outcomes)
6. To measure the costs in relationship to the benefits
7. To fulfill the requirements of funding bodies and for reporting

Questions to address:
Process:
1. Is this process working effectively and efficiently?
2. Are we on track to achieve our intended outcomes?
3. How can we improve our current practices?
4. Is the way we are measuring our progress giving us the data we need to improve the process?
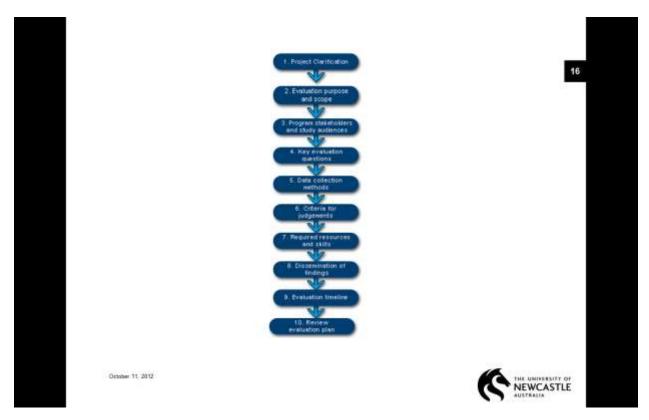5. If we repeated this project/program, what would we do differently and why?
Outcomes:
6. Has our strategy/methodology/program been effective or made an impact?
7. Was it the impact we intended? Were there unintended impacts?
8. How sure are we that our strategy was responsible for the impact(s)?
9. Could these outcomes be more effective or efficient?

Steps to Developing an Evaluation Plan:

1. Develop a logic model – set measurable goals and objectives (see attachment)
2. Define the relevant terms as specifically as possible
3. Identify key indicators
4. Consider the most effective and efficient ways and times to measure these indicators (methods; quantitative and qualitative data)
5. Think of ways to involve key stakeholders

Main Stakeholders and Initial Questions to Ask				
Stakeholder	Roles	Interest/Agendas	What do they want to know?	What do they intend to do with the information?
Students				
Community				
Government Officials				
Funding Body				

6. Create an **evaluation tool kit** with timeline, key indicators, measurement tools for each component or phase and the overall project/program/strategy
7. Develop a **Plan of Action** for evaluation

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4 Standards of Evaluation:

1. *Utility* – who needs the results? Will the evaluation as planned give them the relevant info they need in a timely manner (when they need it)?
2. *Feasibility* - Are planned evaluation activities realistic given the time, resources, and expertise available?
3. *Propriety* – Does the evaluation protect the rights of individual and the welfare of those involved? Does it engage those most affected by the program?
4. *Accuracy* – Will the evaluation produce findings that are valid and reliable?

Ideas for Evaluation Strategies:
1. some funding bodies require an external evaluator – budget
2. advisory board/groups
3. pre and post-tests
4. surveys, focus groups
5. journaling

DISSEMINATION

"The planned process of understanding potential adopters and engaging with them throughout the life of the project, to facilitate commitment to sustained change" (Hinton).

3 Steps:
1. Assess climate
2. engage
3. transfer

Ask yourself:

1. Who will be interested in my outcomes and why?
2. Who do I assume will benefit from or use the outcomes?
3. How can I best involve the key stakeholders throughout the life of the project?
4. What will they want/need to know?
5. What's the best way to let them know about the project? Why?

Ideas for Dissemination Strategies:

1. community forum updates in existing outlets – newsletters, endabas, JCSU news, etc.
2. creation of a project/program website, Facebook page/group, Twitter feed, etc.
3. well-timed festivals, launches, or celebrations of outcomes
4. newsletters, mailouts, phone calls, door-to-door
5. Collaborative partners' outlets
6. Conferences, journal articles, news releases