Professional Development Webinar Series: Evaluation 101
September 27, 2018
Roll Call

Bakersfield  
Channel Islands  
Chico  
Dominguez Hills  
East Bay  
Fresno  
Fullerton  
Humboldt  
Long Beach  
Los Angeles  
Maritime  
Monterey Bay

Northridge  
Pomona  
Sacramento  
San Bernardino  
San Diego  
San Francisco  
San Jose  
San Luis Obispo  
San Marcos  
Sonoma  
Stanislaus
Meeting Agenda

- Roll Call
- Speaker Introduction
- Presenter: Dawn Arledge
  - CA Center for Rural Policy
  - Q & A
- CO Updates
Currently serves as the Director of Health Research

- Work has focused on several areas, including: tobacco and other drug prevention, suicide prevention, building healthy communities, access to healthy food and physical activity, preventing adverse childhood experiences, promoting resilience, and improving service delivery to vulnerable populations.

CCRP conducts research and evaluation to inform policy, build community, and promote the health and well-being of rural people and environments.
Evaluation 101: Understanding the Basics

Presented by Dawn Arledge, Director of Health

California Center for Rural Policy at Humboldt State University
Evaluation Myths

- It will take too much time and resources
- It will interfere with delivering the service and/or program
- It will result in my service and/or program being eliminated

- We will collect data that is unnecessary
- It will overly complicate our service and/or program
- Our program is unique and should not be compared with other programs
Evaluation Benefits

• It provides a logical, focused framework to guide activities
• It will generate useful information to help us make real-time changes to improve our service/program
• It will provide documentation that we can show to others
• It can help us to leverage future funding for our service/program
• It can help us determine if our service/program is effective in achieving its’ goals
• It can help us with strategic planning for the future
Possible Domains to Assess

• The need for the program
• How the program was designed
• Program implementation & service delivery
• Program outcomes and impact
• Efficiency of the program
Evaluation Steps

1. Develop a plan
2. Collect data
3. Analyze data
4. Share results and make improvements
Develop a Plan

- Creation of evaluation questions
- Formation of logic model
- Identification evaluation methods
Collect Data

- Develop data indicators to measure progress
- Select methods to capture data
  - Review of program records
  - Surveys/questionnaires
  - Focus groups
  - Interviews
  - Observation

Who? How? When?
Consider available resources
Be aware of limitations
Analyze Data

- Enter, organize and clean data
- Analyze quantitative data
- Analyze qualitative data
Communicate Results

• Contextualize data
  • Discuss and explain findings to help readers understand the context in which the work is occurring

• Present findings in a clear and concise format

• Share findings with appropriate audiences

• Identify and discuss program strengths, weaknesses and areas for improvement
SB 85 Campus Proposal Example

Project: Improve food pantry services
SB 85 Campus Proposal Example

- **Inputs**: Elements or ingredients that constitute the program
  - What resources (staff, equipment) do you have to devote to this project?

- **Activities**: Methods for providing the service or program
  - What will you do to improve food pantry services?
  - Examples: Purchase fresh food for pantry, add refrigeration for perishable items, provide more staff at pantry
**SB 85 Campus Proposal Example**

**Outputs:** Units of service you will provide. How often, over what duration.

- What specifically are you going to provide?
  - *Example: How much fresh food, how often, and to how many students?*
- How are you going to track this?
- Who will track it and how often?
SB 85 Campus Proposal Example

**Outcomes:** Short, intermediate or long-term anticipated changes you expect to see.

- What do you expect to happen for someone who participates in the program?
  - *Example: Students will report increased consumption of fresh food from the pantry*
- How are you going to track this? Survey students who utilize pantry?
SB 85 Campus Proposal Example

**Impact:** Ultimate impact you expect to occur.

- What is your overall goal?
- Example: Students will have improved overall health.
- How are you going to track this? Survey that assesses if students that utilize pantry report a *perception* that their overall health has improved? Focus group that asks students to reflect on how fresh food at the pantry influences their overall health?
SB 85 Campus Proposals: Housing

Project: Improve services for homeless and displaced students

- **Inputs:** Staff, materials, space
- **Activities:** Assist students in applying for temporary and permanent housing, Link students to housing resources in community
- **Outputs:** 100 students will receive assistance in applying for housing, 150 students will receive referrals to housing resources in community
- **Outcomes:** 25-50 students will find temporary or permanent housing
- **Impacts:** Students will stay at the university until they graduate.
Humboldt State University’s Oh SNAP Program Evaluation

• Students fill out form when they access the pantry to track who uses services
• Student focus groups with pantry utilizers
• Interviews with students that do not use pantry
• Interviews with key staff
Humboldt State University’s Potential Housing Program Evaluation

• Track number of students who receive service and type of service they receive

• Student surveys: How helpful were the services? Were you able to find housing? Do you feel more connected to the campus after accessing these services?

• Student interviews and/or focus groups: Is housing important to your academic success? What did you like/not like about the services you received?

• Staff interviews: What were the phases of implementation? What successes and challenges did you encounter?
Contact Information

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Discussion / Q&A
CO Updates

• Post-webinar Evaluation
• Hunger & Homelessness Awareness Week
  • November 10 – 17
• Next SB 85 Reporting
  • January 31, 2019
• CalFresh Outreach Day
  • February 27, 2019
• Taskforce Meetings
  • 3 meetings minimum
• CSU BNI Facebook Group
CO Updates

The next webinar is scheduled for:
Thursday, November 15th
@ 2:00pm

Topic:
Submitting Proposals that Get Funded – Grant Writing 101
Thank You!

www.calstate.edu/basicneeds