

Program Assessment: Planning for Evaluation Now and in the Future



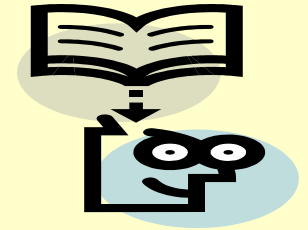
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What is Evaluation?

- A systematic process
- Involves data collection
- Process for enhancing knowledge and decision-making

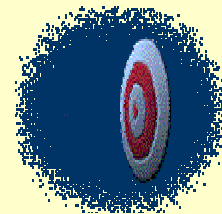


Adapted from Russ-Eft and Preskill (2001)



Evaluation Types-Process

- Identifies how a program is operating and may answer questions like:
 - How many clients were served per month?
 - How much staff time is required per client?
 - How long does it take for participants to complete the program?



Evaluation Types-Outcome

- Identifies the results/effectiveness of a program in achieving performance indicators and may answer questions like:
 - Did knowledge improve?
 - Did reported participation in activities increase?
 - Did initiatives increase?

Role and Importance of Evaluation



- **Guides** planning of proposed programs and activities prior to implementation
- **Monitors** and **documents** implementation of programmatic activities
- **Assesses** whether activities and interventions achieve desired outcomes



Preliminary Evaluation Considerations

- Method and tool selection should follow decisions on the evaluation's purpose, key questions, and performance indicators
 - Shaped by Identification of Problem or Issue
 - Developed through Review of the Literature/Data
 - Developed by Input from Evaluation Stakeholders



Data Collection Methods

- **Data Collection Methods**
 - Quantitative
 - Qualitative



Quantitative Data Collection Methods

- Most frequently used research/evaluation data collection method
- Descriptive, explanatory or exploratory
- Good for measuring attitudes and knowledge

Quantitative Data Collection Methods

Strengths

- Inexpensive and efficient
- Captures information from greater number of people
- More likely to be standardized



Quantitative Data Collection Methods

Weaknesses

- Cannot measure social actions
- May be artificial and potentially superficial
- Difficult to gain a full sense of social processes in natural settings

Frequently Used Quantitative Data Collection Tools

- Self-administered Surveys

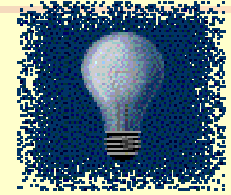


- Pre- and/or Post-Assessment Surveys

- Participant Feedback Surveys

Qualitative Data Collection Methods

- Used to generate ideas
- A way to help understand the results of a quantitative study
- A primary data collection method



Qualitative Data Collection Methods

Strengths

- Provide depth of response and greater understanding than quantitative techniques
- Support flexibility in timing, etc.
- Provide direct links to target population
- Are less reliant on technical support



Qualitative Data Collection Methods Weaknesses

- May be time consuming and costly
- May increase likelihood of interviewer bias
- May be highly dependent on subjective interpretation of observer





Frequently Used Qualitative Data Collection Tools

In-Depth Interviews

- Complex subject matter and expert respondents
- Highly sensitive subject matter
- Geographically dispersed participants
- Aim to diminish peer pressure or minimize influence on responses

Focus Groups

- Group interaction to stimulate richer responses
- Observation of behaviors, attitudes and language
- Idea generation
- Pre-testing
- Evaluation of message concepts

Program Assessment: Making the Implementation-Measurement Connection

- Make thoughtful decisions about the tools/methods/designs you will use
 - Contact and/or contract with key persons (stakeholders and evaluators) who can help you determine what is the best fit
- Performance indicators are only as good as your ability to measure them

Program Assessment: Making the Implementation-Measurement Connection

■ **Performance Indicator(s)**

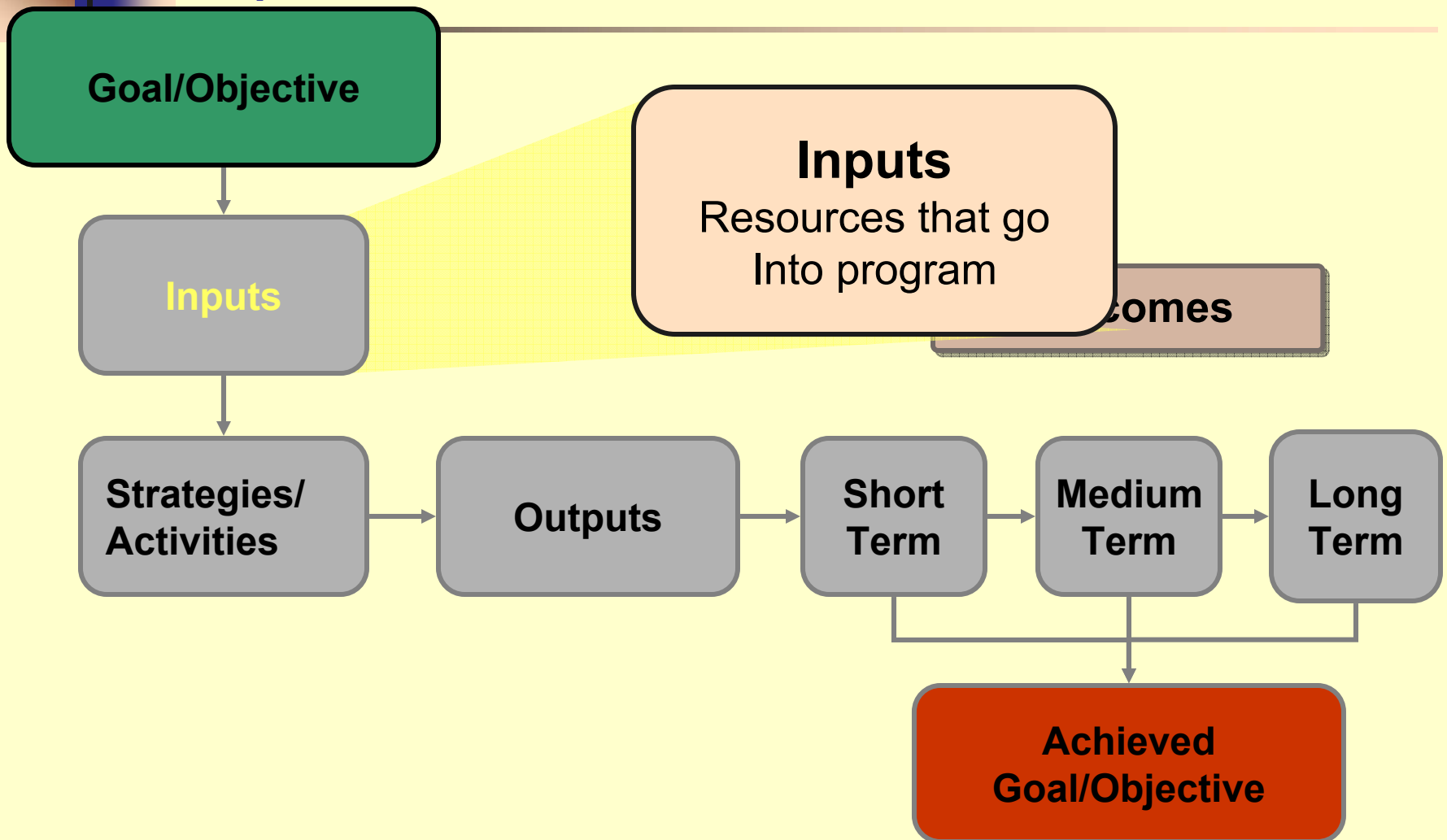
- Identify how you will document each process
- Identify how you will measure each outcome
 - Be specific about your methods and tools (quantitative and/or qualitative? survey and type? focus group?)



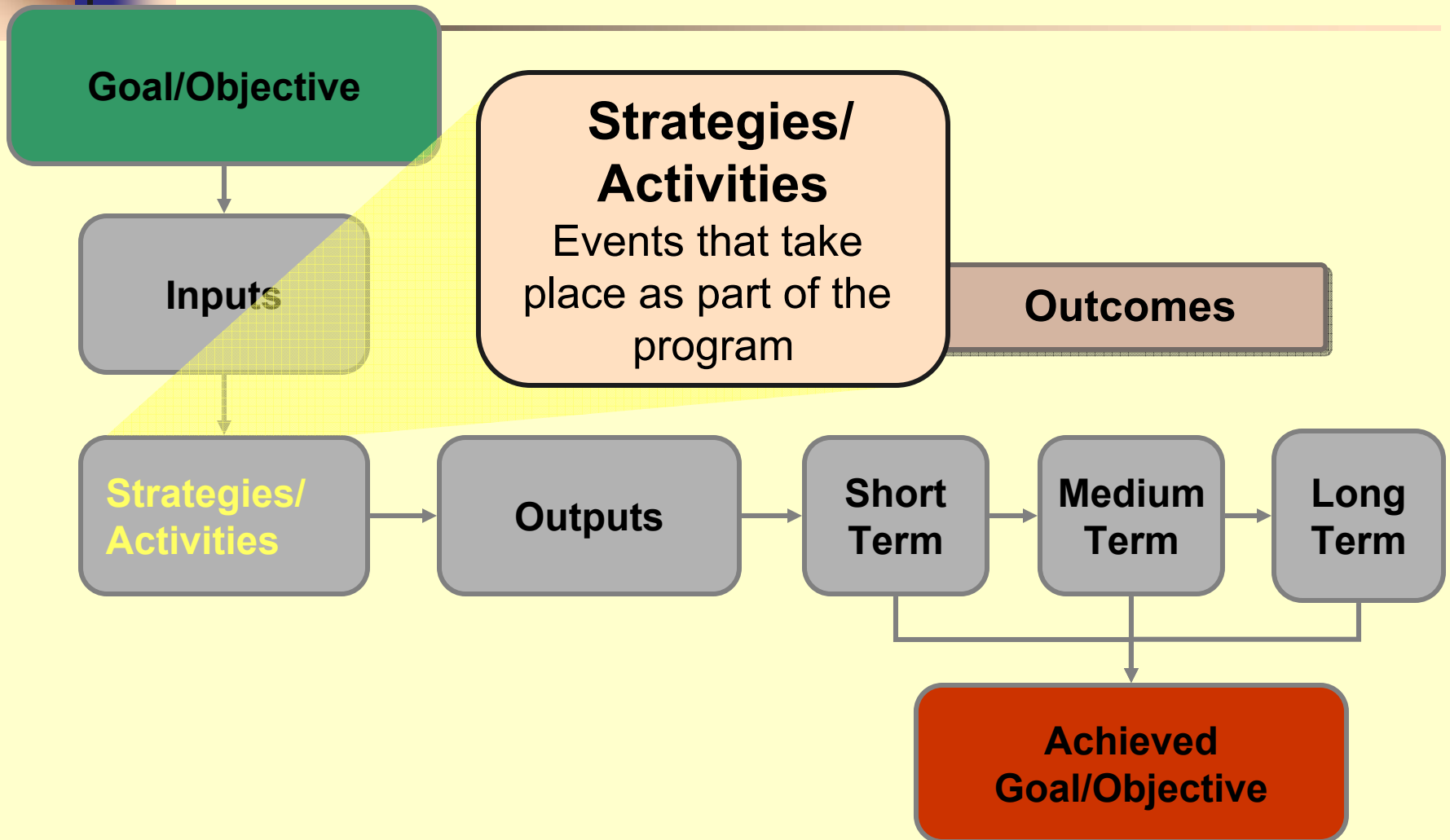
Program Assessment: Making the Implementation-Measurement Connection: SMART Objectives

- ✓ **Specific**
- ✓ **Measurable**
- ✓ **Attainable**
- ✓ **Relevant**
- ✓ **Time-based**

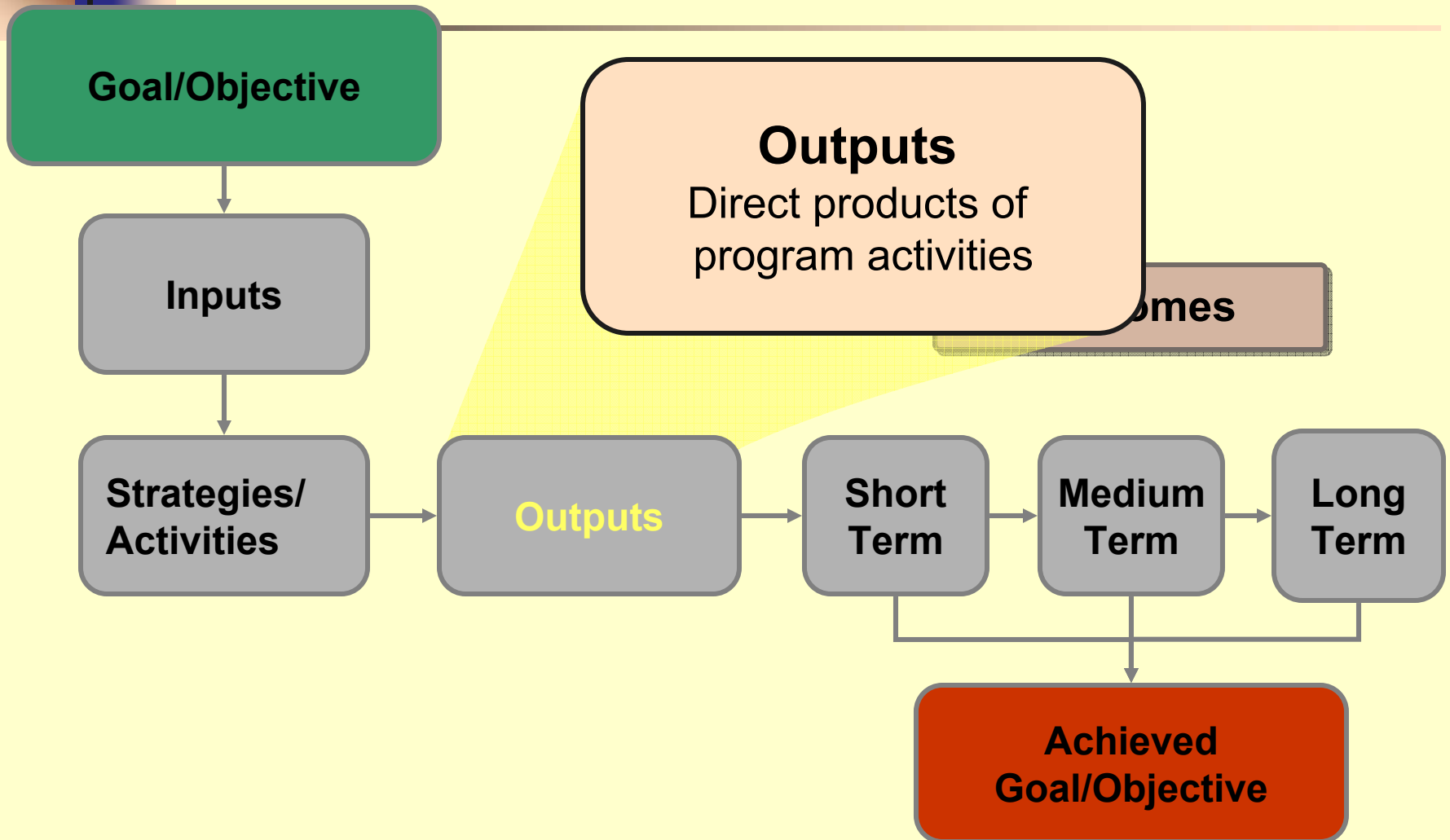
Program Assessment: Making the Implementation-Measurement Connection



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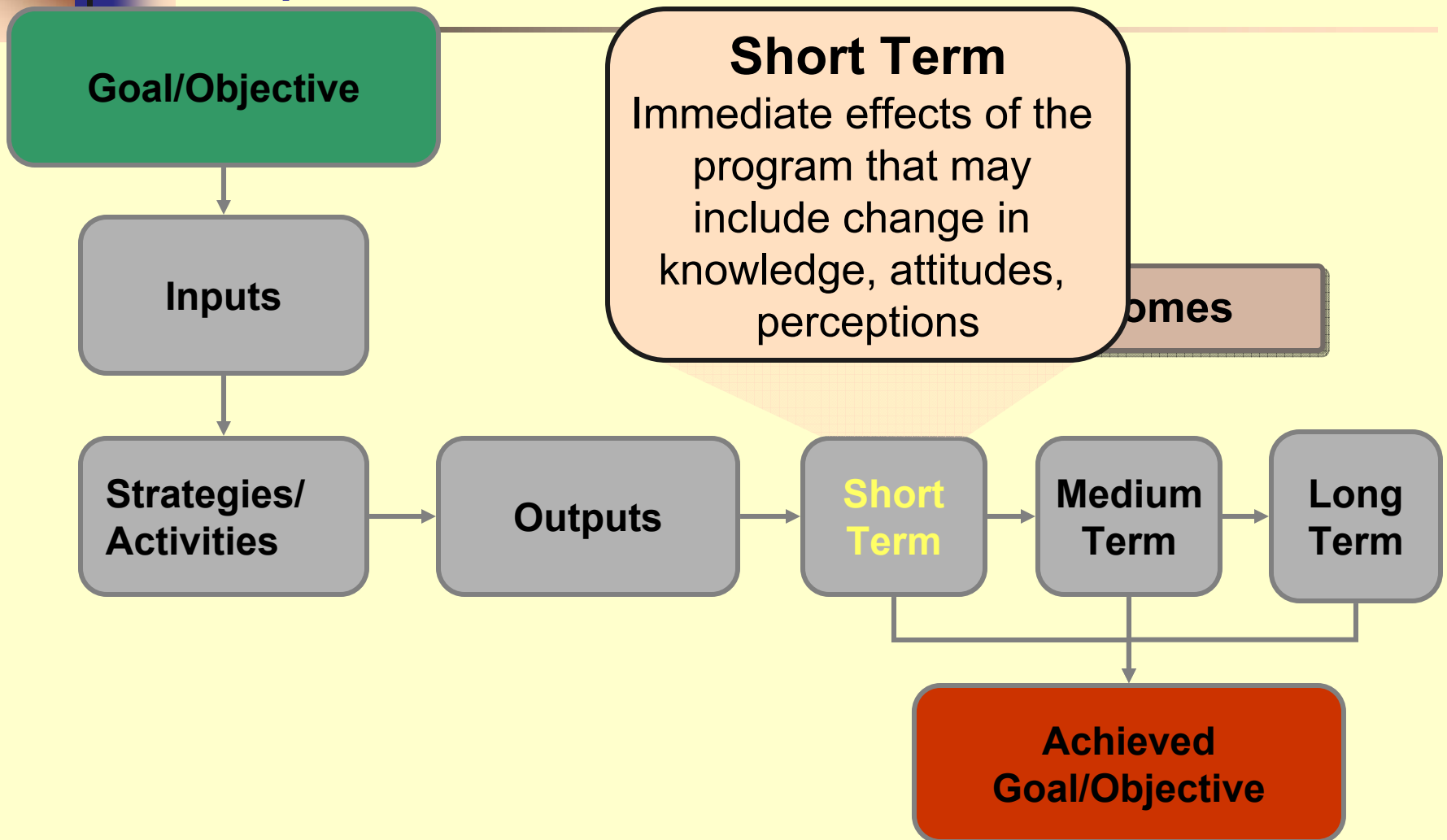




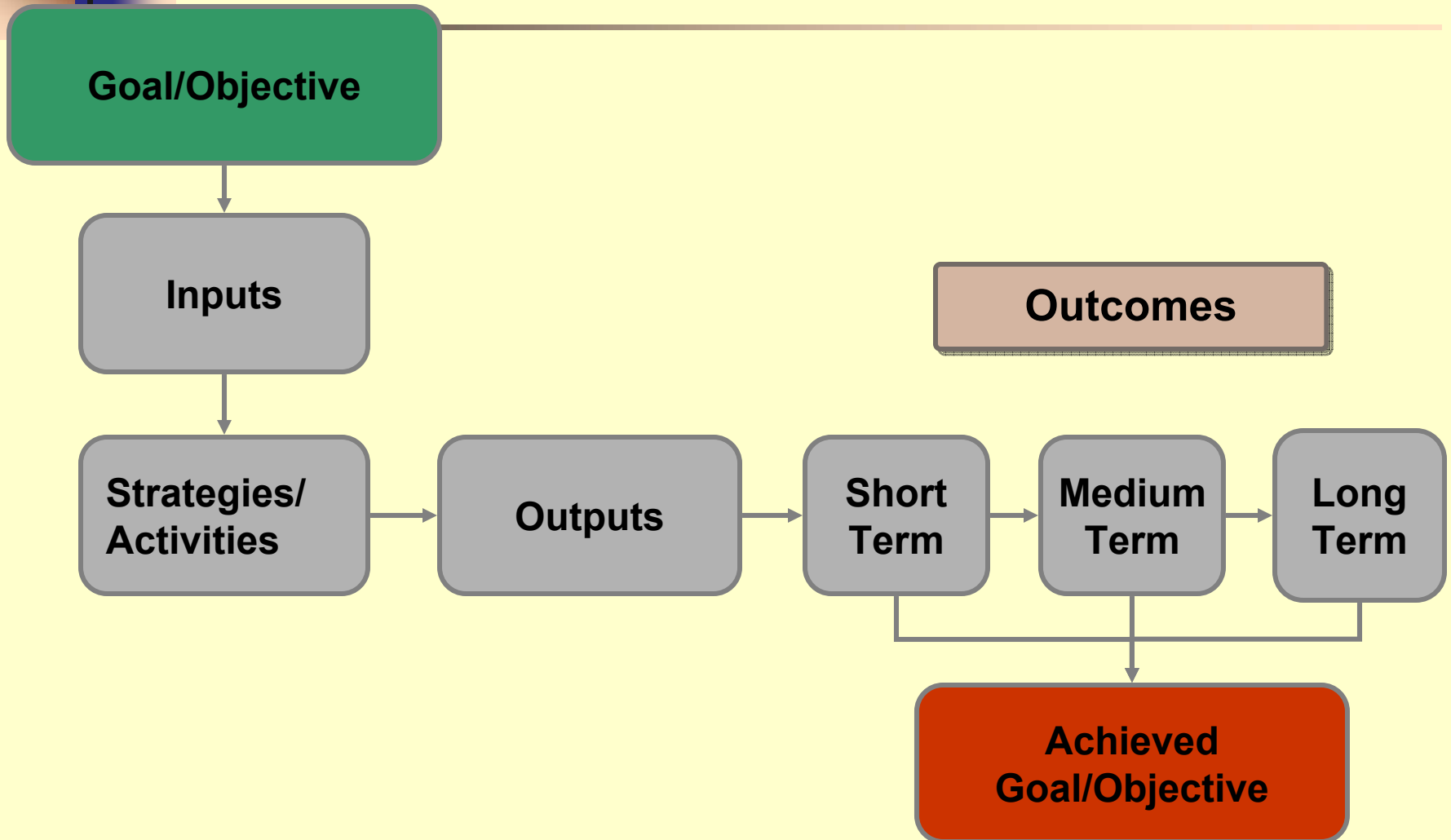
Program Assessment: Mini-Grant Evaluation Final Report Content

- **Quantify progress toward** achieving **each proposed output** for strategies/activities:
 - **Proposed Outputs:** 3 trainings on suicide awareness developed; 50 students participants in peer education training.
 - **Progress Made:** 5 trainings on suicide awareness developed; 46 students participated in peer education training.

Program Assessment: Making the Implementation-Measurement Connection



Program Assessment: Making the Implementation-Measurement Connection



Program Assessment: Mini-Grant Evaluation Final Report Content

- **Quantify progress towards achieving each proposed objective**
 - **Proposed Objective:** To increase by 50% knowledge among mental health program trainees on suicide signs and symptoms by May 2008
 - **Progress Made:** 60% increase in knowledge among mental health program trainees on suicide signs and symptoms by May 2008

Program Assessment: Mini-Grant Evaluation Final Report Content

- **Clearly Document and Describe New Developments**
 - Were there any unexpected changes to your program that occurred after you got funded?
 - How did these changes impact the implementation of the program's timeline, budget, staffing, etc?

Program Assessment: Mini-Grant Evaluation Final Report Content

- **Clearly Document and Describe Lessons Learned**
 - What would you do differently? What worked particularly well?
- **Track Wins and Successes**
 - Strong case studies/stories of achievement, individuals reached, challenges overcome, partnerships forged, etc.



Program Assessment: The Big Picture

- **Justify Everything**
- **Processes and Outcomes are Important**
- **Track both Qualitative and Quantitative Starting Now**
- **Evaluation is** how you document your successes and lessons learned—make it **a priority!!**

Thank You!

For More Information on The Historically Black Colleges
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Evaluation Activities Contact:

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