

# Focusing the Evaluation

UNM Evaluation Lab Institute

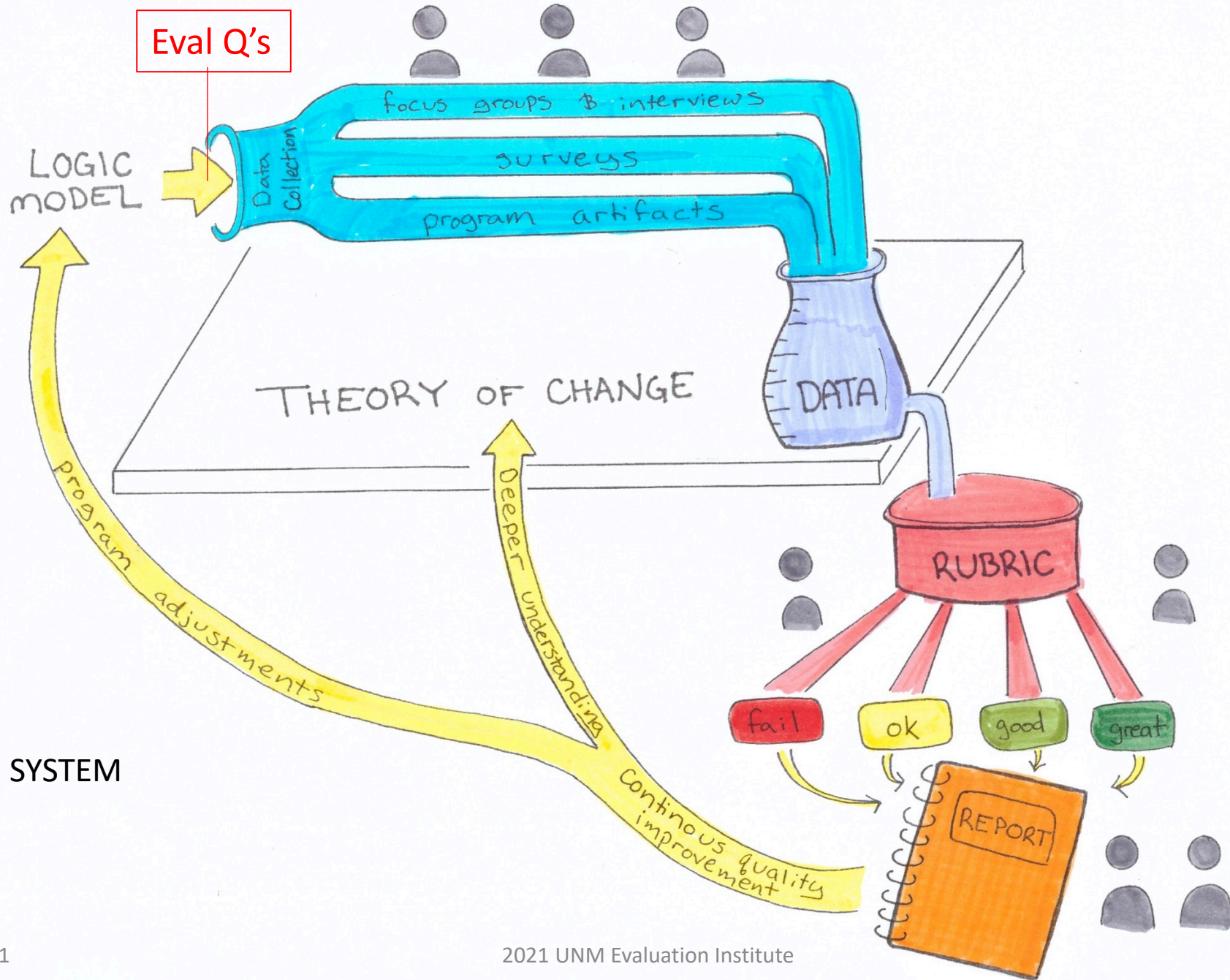
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# EVALUATION SYSTEM





# Learning Objectives

To create evaluation questions based on logic models

To understand the importance of mission in forming evaluation questions

# Evaluation Questions

What do you  
want to  
know?

Who's at the  
table?

What gets in  
the way of  
asking?

"Shoulds"

Funders

Boards

Preconceived  
notions of  
evaluation



# Are you making a difference?

- Ask the question even if you don't know how it can possibly be answered
- Leap of faith
- What if you don't get the answer you hoped for?
- Opportunities for change

What do you  
*really* want to  
know?

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“Without leaps of imagination, or dreaming, we lose the excitement of possibilities. Dreaming, after all, is a form of planning.”

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--Gloria Steinem

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If you were free from expectation around what you *should* ask, what would you ask? (I.e. Joy in Work)



# Break for big questions brainstorm

## Activity

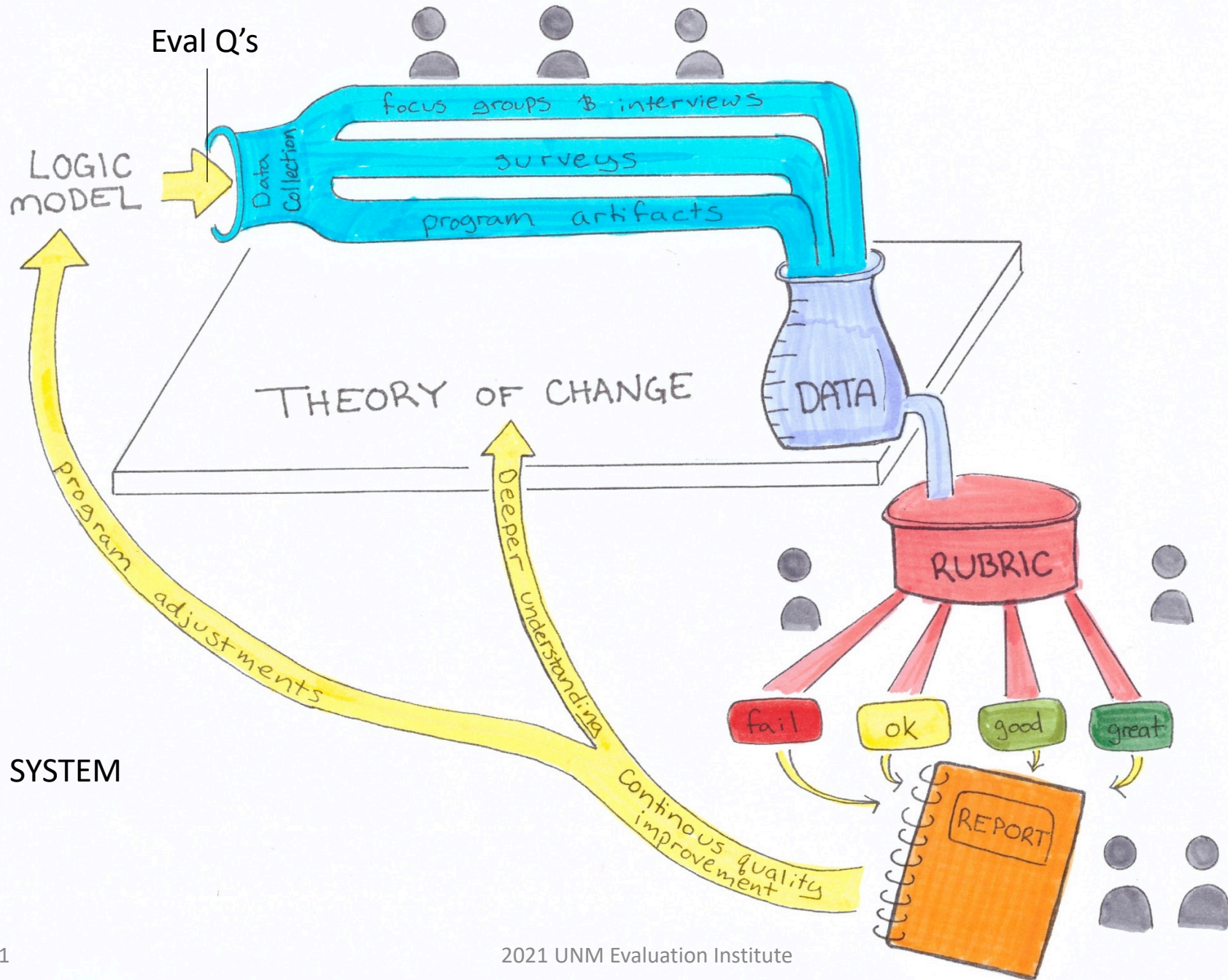
Ask yourself: At the end of the day, what I really want to know is . . .

Come up with answers to this question. There may be one or several.

# From Logic Models to Evaluation Questions



# EVALUATION SYSTEM

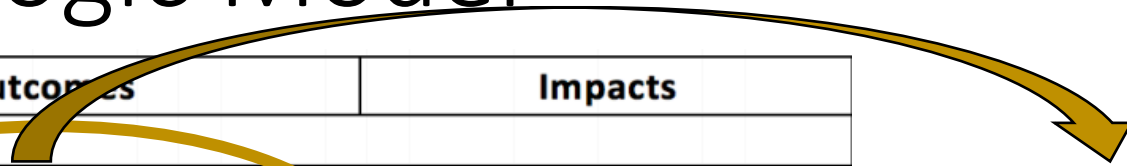


# Choose something to evaluate

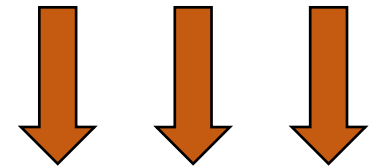
- Let's hone in on a specific question
- By the end of today, you will have chosen a specific question to evaluated for the remainder of our time together

# NMPCA Logic Model

Outputs	Outcomes	Impacts
Number of participants at New Mexico Primary Care Association meetings, trainings, technical assistance offerings	Increase Federally Qualified Health Center embodiment of the spirit of the Patient Centered Medical Home model	Staff is satisfied with the care they provide to patients.
Number of patients completing the patient experience survey	Federally Qualified Health Centers will clearly demonstrate improved efficiency in their care delivery systems.	Patients are satisfied with the care they receive.
	Federally Qualified Health Centers will clearly demonstrate improved quality in their care delivery systems.	Individual staff members are happy to go to work.
	Increase in the number of unique patients.	Federally Qualified Health Centers recognize the New Mexico Primary Care Association as a valuable resource.
	Increase in the patient satisfaction measurement.	



**Outcome:** Increase Federally Qualified Health Center embodiment of the spirit of the Patient Centered Medical Home model



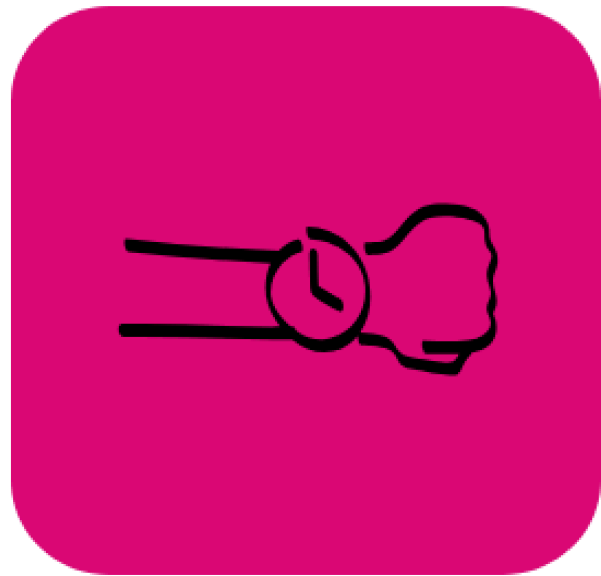
**Question:** Do the FQHCs meaningfully embody the Patient Centered Medical Home Model?  
 And if so, is the NMPCA instrumental in that embodiment?

# Examples: Converting Outcomes to Evaluation Questions

Outcomes	Questions
Our patients consume healthier foods through our farm to table weekly produce boxes	Are patients collecting weekly produce boxes?
	Do patients incorporate fresh produce from the boxes into weekly meals?
	Does any produce from the boxes go to waste?
	What are the challenges to incorporating the fresh produce?
	What is the quality of the produce from the boxes?

# Tips for formulating evaluation questions

- **Don't** worry about how you will measure something
- **Don't** worry about the practicality of your question
- **Do** formulate questions that you care about knowing the answer to
- **Do** feel free to let yourself play around with what you really want to know
- **Do** ask yourself what would really help the organization do its work
- **Don't** let your current way of evaluating an outcome prevent you from finding a new or better way to evaluate the same outcome



Mission Time

If it isn't working, go  
back to your mission.



# Activity: Time to Focus the Evaluation

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**Solo:** Each person will spend 5 minutes creating questions using their organization's logic model

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**Organization:** After 5 minutes, each person will meet up and share with the other member(s) of their organization and build off of each other's questions.

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**Small Groups:** Share questions from your organization in small groups.

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**Important Note:** You will be using the questions you come up with for the remainder of our work together as a way to focus your evaluation.

Agenda for  
the  
Remainder  
of the Day

3:45- Choosing an evaluation focus -  
4:15pm- evaluation questions

4:15-  
4:30pm BREAK

4:30- Share work (small  
4:50pm groups with facilitator)

4:50-  
5:00pm Close / Survey