



## **Evaluation of 2019 Evaluation Lab Workshop**

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This report provides an evaluation of the 4<sup>th</sup> Annual Evaluation Lab Workshop held on April 12, 2019, based on observations of the Evaluation-Squared Team (Eval<sup>2</sup>) and participant feedback provided via an electronic survey.

Eval<sup>2</sup>, so called because it evaluates the Evaluation Lab, began meeting in January 2019 to plan the Workshop and to oversee the annual evaluation of the Student-Organization Partnership program. The Partnership is our core program; it creates evaluation teams composed of graduate students, organization staff and an experienced UNM or community evaluator. Students take a graduate course in evaluation science in the Fall and complete a companion project-based course in the Spring.

The 2019 Eval<sup>2</sup> members were:

- Evaluation Lab Director, Melissa Binder
- Associate Director, Sonia Bettez
- Team Lead, Claudia Díaz Fuentes
- Fellow, Felicity Fonseca
- Senior Fellow, Audrey Cooper

The cornerstone of the annual Workshop is a poster session where students describe the evaluation projects conducted during the year. The Team solicited input from the Evaluation Lab class for other Workshop content and decided to include three of their ideas: training on survey design, a panel on how organizations have benefited from evaluation, and a session to consider “Life after the Evaluation Lab” to help partner organizations plan for conducting evaluations on their own. The Team also added a 30-minute introduction to the Lab, to address the suggestion from previous years’ participants that the Workshop include more information about how it operates, and invited Kim Straus, Manager for Brindle Foundation as keynote speaker. (See appendix for the final agenda.)

The Center for Nonprofit Excellence (CNPE) co-sponsored the Workshop. CNPE promoted the event on its website and provided the conference room at the United Way, logistical support and coffee.

The intended audience was partner organizations and unaffiliated nonprofits. Partner organization staff registered for free; unaffiliated nonprofits paid \$30 per person.

Goals for the Workshop were to:

1. Create excitement about evaluation
2. Demonstrate that evaluation is do-able
3. Promote Summer Institute for those who want comprehensive training

The promotional flyer for the Workshop included the following language, which we hoped would accurately portray the event:

**Yes you can!**  
**Accessible & Hands-On Evaluation**  
**2019 Evaluation Lab Workshop**

**Featuring Keynote Speaker Kim Straus, Foundation Manager, Brindle Foundation**

- Learn about the UNM Evaluation Lab approach and programs that help organizations use evaluation tools to improve their effectiveness.
- See how students partnered with organization to design participant surveys, explored data base solutions, measured intangible outcomes and used evaluation to develop new programs.
- Participate in a hands-on training for creating meaningful surveys.

In retrospect, we should not have advertised “a hands-on” training for surveys, since that implies that participants would be developing surveys on the spot, and several participants expressed disappointment that the training was not more “hands-on.”

It is difficult to manage expectations for the Workshop, and this year, in trying to do a better job of explaining what we do, we may have inadvertently created an atmosphere where unaffiliated participants felt like outsiders. One participant later shared with CNPE that they weren’t sure they were supposed to be there, since the event was about organizations already involved with the Lab. A survey respondent found that we used jargon that they didn’t understand.

In response to this feedback, Eval<sup>2</sup> brainstormed alternative formats for the end-of-year gathering:

- We could interleave the poster session with content related to posters, so there is more explanation.
- We could move from a “Workshop” to a “Reception,” and do away with the training so the intention is clear.

I think we need to be more focused on message. For example, we wanted to show that “Yes you can!” So we should have somehow talked about how we made the projects happen . . .

Most participants definitely engaged as we had hoped they would. Feedback from the survey was positive, and all respondents said they would recommend the Workshop to a colleague.

Organization representatives had more positive feelings about evaluation after the workshop, compared with their feelings before.

In response to a question about something they learned in the Workshop, participants said they learned about logic models, different evaluation processes used in different organizations, data presentation and use, and specifics for survey design.

Eval<sup>2</sup> noted how truncated the survey responses were, compared with last year’s focus group data, which felt much richer.

## Survey Questions and Responses

35 surveys completed: 34 online and 1 paper

### Q1. I am a:

23 of the respondents were representatives of nonprofit organizations (65.71%).

9 individuals (25.71%) answered student.

4 individuals (11.43%) answered *Other*.

### Q2. What word (or words) describes (or describe) your thoughts and feelings about evaluation this morning, before you attended the workshop? [Select all that apply.]

Over half the respondents said they were interested in Evaluation prior to the workshop.

Most of the selected answers show that the crowd was looking forward to being able to answer any questions they had about evaluation. The most selected answers were: Interested, excited, nervous, understanding, and questions.

### Q3. What word (or words) describes (or describe) your thoughts and feelings about evaluation now? [Select all that apply.]

Over half the respondents answered they were interested in evaluation after the session.

The top six responses showed that attendees walked away from the session very happy and with more understanding. The top 6 answers were: Interested, Pleased, Understanding, Excited, Energetic, and Confident.

Respondents chose more positive words for evaluation after the Workshop. (See figure 1.)

### Q4. What did you learn today that you didn't know before?

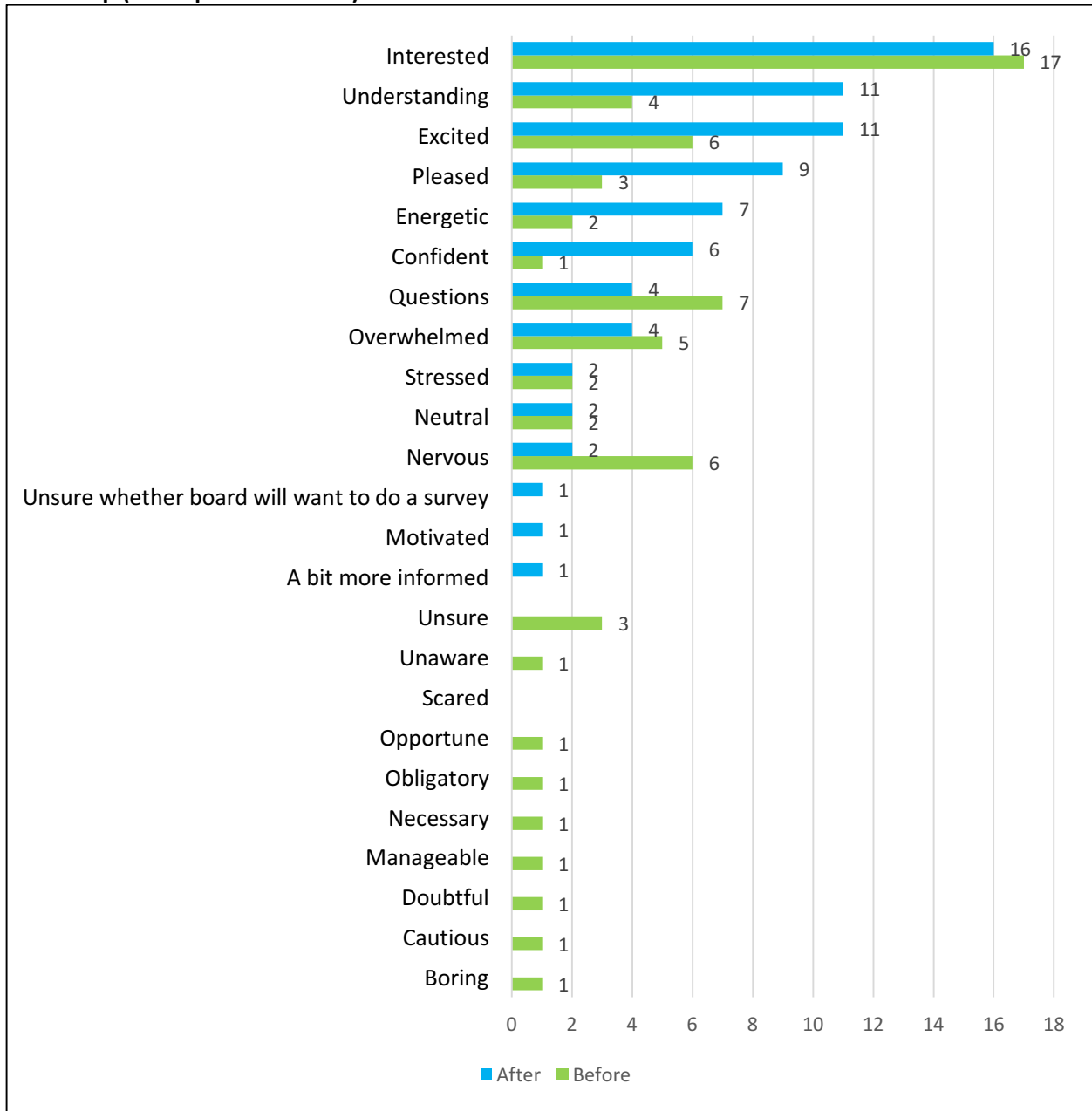
Organization representatives reported that they learned. . .

- about the Evaluation Lab
- about survey design and implementation, including that iPhones can scan QR codes; in the words of respondents: "Matching survey responses to program mission. Coding survey responses to find themes," "Using national questions to compare to national surveys."
- about data presentation and use
- new ideas for evaluation; one respondent wrote, "I learned about the different evaluation processes from different agencies."
- what a logic model is and how to present it
- from peers, via networking

"I learned what logic models were and the important steps/tips to creating surveys that I didn't think about before."

(See figure 2 for all responses.)

**Figure 1. Organization representatives' choice of words to describe evaluation after and before Workshop (from questions 2 & 3)**



Note: This figure summarizes the response of 23 organization representatives. Respondents could choose more than one word, and they could also add their own words.

Figure 2. What respondents said they learned in the Workshop (from question 4)

**Q4 What did you learn today that you didn't know before?**

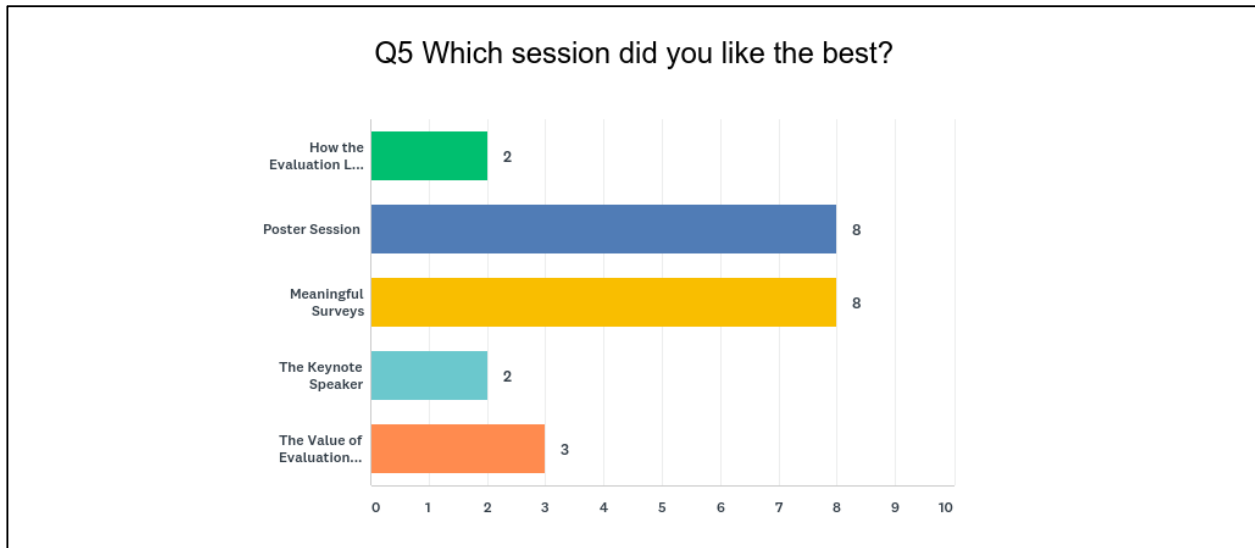
Answered: 21 Skipped: 2

#	RESPONSES	DATE
1	<b>Survey</b> Design Survey Details	4/21/2019 11:18 AM
2	<b>Survey</b> New survey tools for one of our programs (Protective Factors Survey)	4/12/2019 5:04 PM
3	Discussion about the value of anecdotal data.	4/12/2019 3:26 PM
4	<b>What is Eval Lab</b> That there was a program of students that could be hired to evaluate your nonprofit to refine the purpose with more data.	4/12/2019 3:26 PM
5	<b>Data Presentation</b> <b>Use of data</b> The ways data can be presented to people who utilize services and how organizations use data.	4/12/2019 3:23 PM
6	<b>Survey</b> Thinking about using national questions to compare to national surveys	4/12/2019 3:23 PM
7	<b>Survey</b> Matching survey responses to program mission. Coding survey responses to find themes.	4/12/2019 3:23 PM
8	<b>What is Eval Lab</b> The summer institute lab session and the course available to grad students, opportunities for organizations to get student researchers	4/12/2019 3:22 PM
9	<b>Survey</b> How to prepare and offer a survey.	4/12/2019 3:22 PM
10	<b>Survey</b> To think about the patients who are not offered the survey (the ones not in the clinic that month).	4/12/2019 3:22 PM
11	<b>Org. Improvements</b> How to improve on methods in place.	4/12/2019 3:22 PM
12	<b>Logic Models</b> <b>Survey</b> I learned what logic models were, and the important steps/tips to creating surveys that I didn't think about before.	4/12/2019 3:22 PM
13	<b>Survey</b> The process is creating a survey.	4/12/2019 3:22 PM
14	<b>Org. Improvements</b> <b>Survey</b> I learned about the different evaluation processes from different agencies and effective ways to create a survey.	4/12/2019 3:21 PM
15	<b>iphones can scan</b> iPhones can scan QR codes though the camera app!	4/12/2019 3:21 PM
16	<b>What is Eval Lab</b> History of evaluation lab	4/12/2019 3:21 PM
17	<b>Networking</b> <b>What is Eval Lab</b> About Evaluation Lab and orgs participating in partnership program Networking	4/12/2019 3:21 PM
18	<b>Survey</b> New survey tools for one of our programs (Protective Factors Survey)	4/12/2019 3:21 PM
19	<b>Networking</b> Connection are important	4/12/2019 3:20 PM
20	<b>Survey</b> There is actual science behind a survey	4/12/2019 3:20 PM
21	<b>Data Presentation</b> <b>Survey</b> I learned about the idea of grade inflation and how tempting that can be to work into a survey.	4/12/2019 2:59 PM

**Q5. Which session did you like the best?**

Most organization respondents liked the Poster Session or the Surveys Training best, but all sessions were liked best by at least 2 people. (See figure 3.)

**Figure 3. Sessions that organization representatives liked best**



Note: The choices were: How the Evaluation Lab Works, Poster Session, Meaningful Surveys, Keynote Speaker and Panel on the Value of Evaluation.

**Q6. What would you change about the sessions or any other aspect of the Workshop?**

Responses included:

- Nothing to change
- Make sessions/activities more “hands-on”
- Logistical changes to poster session
- Time suggestions (i.e. more breaks, sessions too long)
- More explanations/ info (i.e. explain acronyms, logic models, etc.).
- Would like a different location/layout
- More Food
- Would like handouts

Figure 4. What respondents would change about the Workshop

**Q6 What would you change about the sessions or any other aspect of the Workshop?**

Answered: 19   Skipped: 4

#	RESPONSES	DATE
1	Evaluation Panel - Always better to have more interactions rather than just 3 programs.	4/21/2019 11:18 AM
2	<b>Nothing</b> Nothing comes to mind	4/12/2019 5:04 PM
3	<b>Changes to Poster Session</b> Put poster sessions in separate rooms if possible. Hard to hear with three sessions going even in large room.	4/12/2019 3:26 PM
4	<b>More "hands-on"</b> I don't think I was the demographic you were looking for. This was interesting, but it was not the hands on workshop I thought.	4/12/2019 3:26 PM
5	<b>More "hands-on"</b> Try to create an interactive workshop like the introduction, maybe after lunch because food coma.	4/12/2019 3:23 PM
6	<b>DGI</b> I understand your having the creating meaningful surveys last to keep everyone here was smart.	4/12/2019 3:23 PM
7	<b>Food</b> Breakfast needed	4/12/2019 3:22 PM
8	<b>Nothing</b> I enjoyed it all.	4/12/2019 3:22 PM
9	<b>Changes to Poster Session</b> Poster. Break into mini groups even if we don't see all. Assign groups based on organization alignment. Education with education. Etc.	4/12/2019 3:22 PM
10	<b>More "hands-on"</b> Maybe have more hands on activities	4/12/2019 3:22 PM
11	<b>Nothing</b> It was great!	4/12/2019 3:22 PM
12	<b>Food</b> We needed snacks.	4/12/2019 3:21 PM
13	<b>Nothing</b> I don't think I would change anything. I would love to attend the summer institute if it wasn't in conflict with another training!	4/12/2019 3:21 PM
14	<b>More info about...</b> I would like to know more about the Logic Model process. It seems like this was an important step in all of the projects but little was mentioned about it outside of the poster session.	4/12/2019 3:21 PM
15	<b>Nothing</b> No comment	4/12/2019 3:21 PM
16	<b>More info about...</b> There are ALOT of acronyms being used and terminology that I didn't understand.	4/12/2019 3:21 PM
17	<b>Nothing</b> Nothing comes to mind	4/12/2019 3:21 PM
18	<b>Handouts</b> Handouts	4/12/2019 3:20 PM
19	<b>Location</b> The room sucked the life out of me. It absorbed too much sound making the presentations (including the posters where presenters were 5 ft away) difficult to hear. The low ceilings, table arrangements, and and projector screen placement were tough for long term concentration. To answer the question: Either switch locations or change the setup.	4/12/2019 2:59 PM

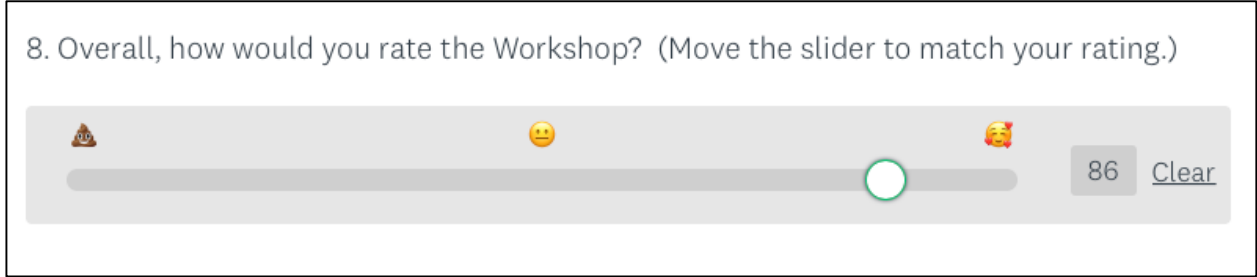
**Q7. Would you recommend the Workshop to a colleague?**

All respondents answered “yes” to this question.

**Q8. Overall, how would you rate the Workshop? (Move the slider to match your rating.)**

This question appeared as a slider, with a poop emoji at the left end, a neutral face at the center, and a smiling emoji with hearts at the right end. Adjacent to the slider is a box that records a score. The slider was set in the middle, at 50. (See figure 5.)

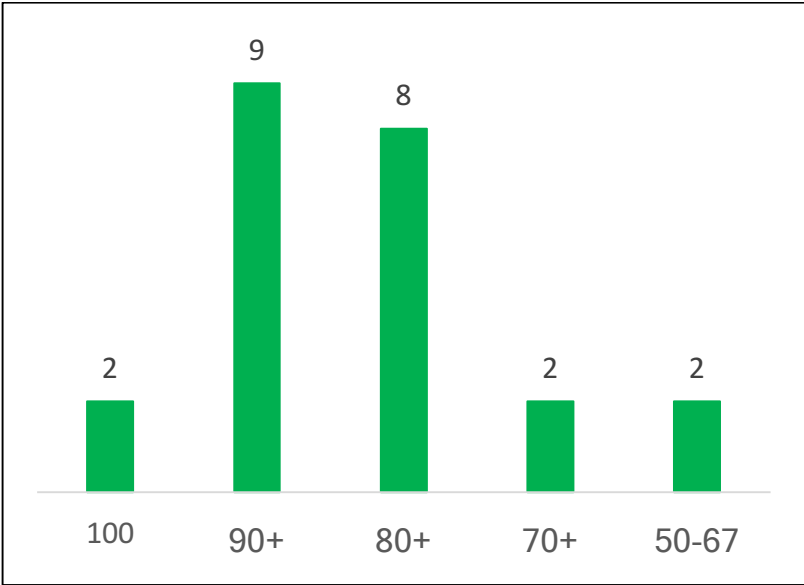
**Figure 5. Screen shot of the slider for rating the Workshop overall**



The average rating for the workshop was 86/100. The workshop gets a B.

The slider appears to be a good way to assess satisfaction. During the survey training, an audience member initiated a discussion about customer service polls expecting “Excellent” scores. There is an expectation that not giving someone top scores means there is something wrong. Either audience members took that to heart in grading the workshop, or the slider gives a more intuitive way of choosing a ranking. A B seems not so great, but visually, you can see that it’s definitely almost all the way to 100. Most of the participants gave a score of 80 or more; four were less satisfied. (See figure 6.)

**Figure 6. Distribution of organization participant ratings**



**Q9. Is there anything else you’d like to share about the Workshop?**

Responses included

- praise about value of workshop and food; one respondent wrote, “This was great! Good use of my time.”
- specific learnings; one respondent wrote, “[T]here are many types of methods within quantitative and qualitative umbrellas and finding the right methods that reflect the values of your organization is essential.”
- a desire that there would have been a more diverse attendance, more food, and more interactive activities after lunch
- interest in the summer session.

“There are many types of methods within quantitative and qualitative umbrellas and finding the right methods that reflect the values of your organization is essential.”



## Q9 Is there anything else you'd like to share about the Workshop?

Answered: 14 Skipped: 9

#	RESPONSES	DATE
1	Great as usual - Students are always a treat.	4/21/2019 11:18 AM
2	<b>Praise</b> I appreciated the topics and information sharing.	4/12/2019 5:04 PM
3	<b>Attendees</b> Wish the attendees had represented a broader group of non-profit organizations.	4/12/2019 3:26 PM
4	<b>Attendees</b> I think this would be great if I had a bigger staff and	4/12/2019 3:26 PM
5	<b>Something Learned</b> Data can be intimidating but is also very informative.	4/12/2019 3:23 PM
6	<b>Summer Session Interest</b> I believe we are interest in having someone from our org. participate in the summer session.	4/12/2019 3:23 PM
7	<b>Something Learned</b> A mention that there are many types of methods within quantitative and qualitative umbrellas and finding the right methods that reflect the values of your organization is essential.	4/12/2019 3:22 PM
8	<b>Praise</b> Thanks for everything!	4/12/2019 3:22 PM
9	<b>Praise</b> Wonderful workshop	4/12/2019 3:21 PM
10	<b>Summer Session Interest</b> I am interested in learning more.	4/12/2019 3:21 PM
11	<b>Praise</b> This was a great! Good use of my time.	4/12/2019 3:21 PM
12	<b>Praise</b> I appreciated the topics and information sharing.	4/12/2019 3:21 PM
13	<b>None</b> None	4/12/2019 3:20 PM
14	<b>Logistic Suggestions</b> Lunch time really slows down the momentum, so it would be good to do mobile things at that point or have something interactive.	4/12/2019 2:59 PM



UNM Evaluation Lab Annual Workshop

**Yes you can!**  
**Accessible and Hands-On Evaluation**

April 12, 2019

10:00am-3:30 or 4:30pm

United Way Conference Room – 2<sup>nd</sup> Floor, 2340 Alamo SE, Albuquerque

**AGENDA**

- |          |   |
|----------|---|
| 10:00 am | Welcome & Introductions – Sonia Bettez  |
| 10:15 am | Evaluation Lab: The Musical (How the Evaluation Lab works)<br>– Melissa Binder and Audrey Cooper with help from students, team leads and participating organizations <ul style="list-style-type: none"><li>• Student-Organization Partnership</li><li>• Direct training at Summer Institute &amp; Learning Community</li></ul>  |
| 10:45 am | Poster session – Students<br>The 2018-2019 Evaluation Lab: Community evaluation projects  |
| 12:15 pm | Lunch and <b>Keynote Speaker Kim Straus</b> , Foundation Manager, Brindle Foundation – A funder’s perspective on evaluation   |
| 1:20 pm  | The Value of Evaluation – Lauren Hutchison, Facilitator<br>Panel of organizations involved in Student training and Summer Institute programs <ul style="list-style-type: none"><li>• Guiovanna Aguirre, Centro Sávila</li><li>• Eileen Goode, New Mexico Primary Care Association</li><li>• Juliann Salinas, Enlace Comunitario</li><li>• Amanda Santiago, Centro Sávila (Summer Institute participant)</li></ul> |
| 2:25 pm  | Creating Meaningful Surveys – Claudia Díaz Fuentes & Melissa Binder   |
| 3:30 pm  | Close public session  |
| 3:35 pm  | Life after the Evaluation Lab – Brainstorming session for Evaluation Lab organizations  |
| 4:30 pm  | Adjourn   |
| 6:30pm   | Join us for a celebratory party at Melissa’s house – BYOB – 724 Lafayette Drive NE, 505-250-4131  |