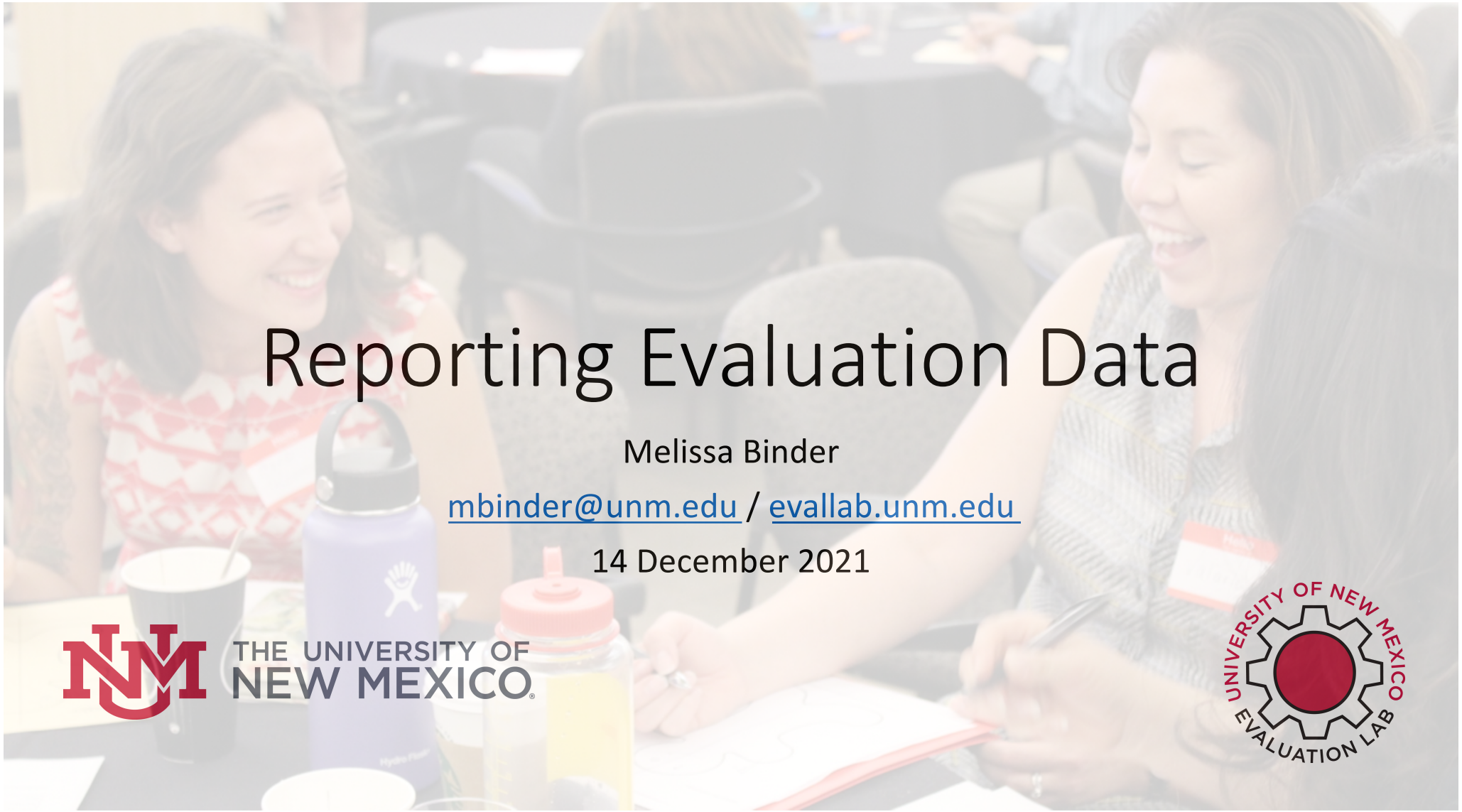

Reporting Evaluation Data

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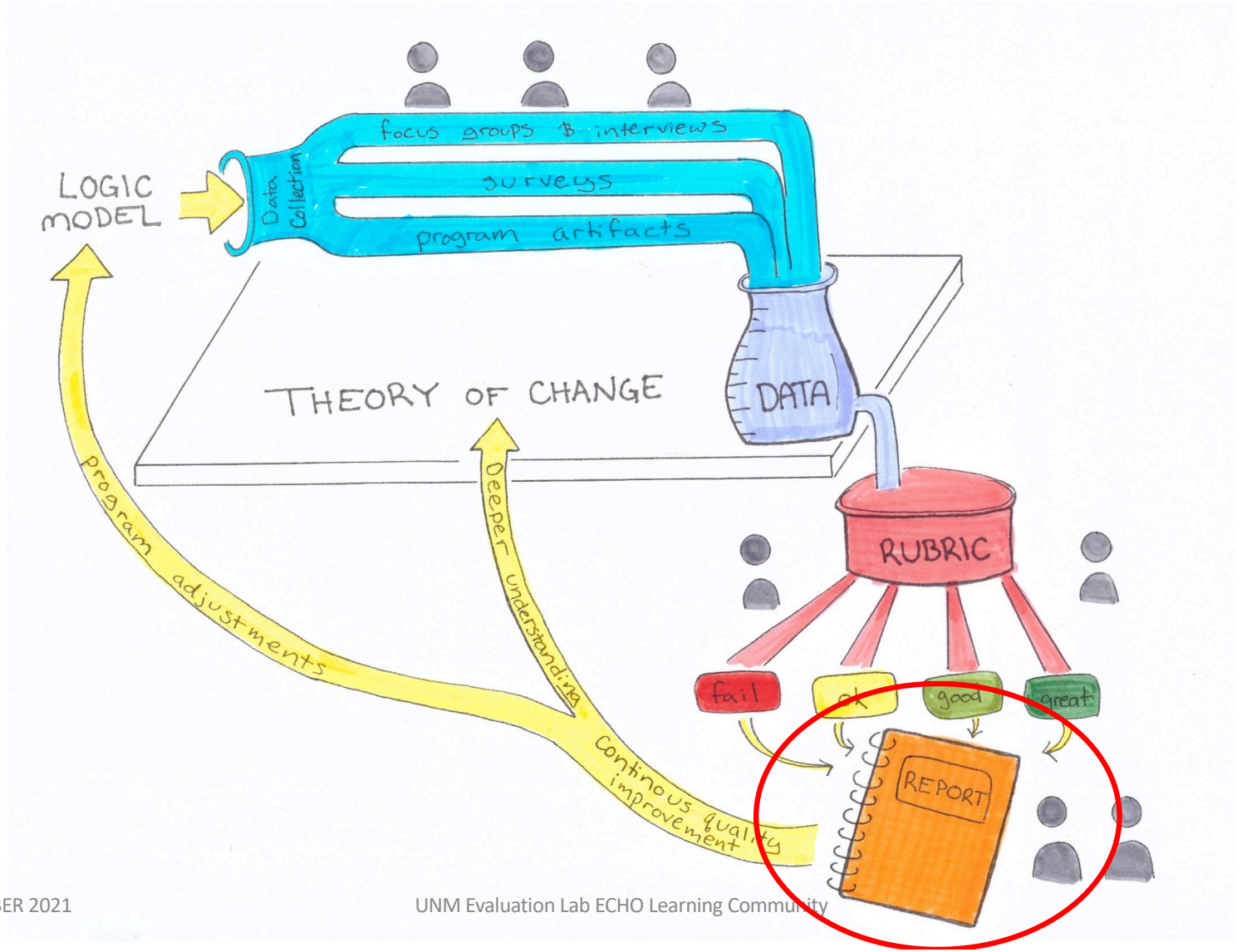
14 December 2021

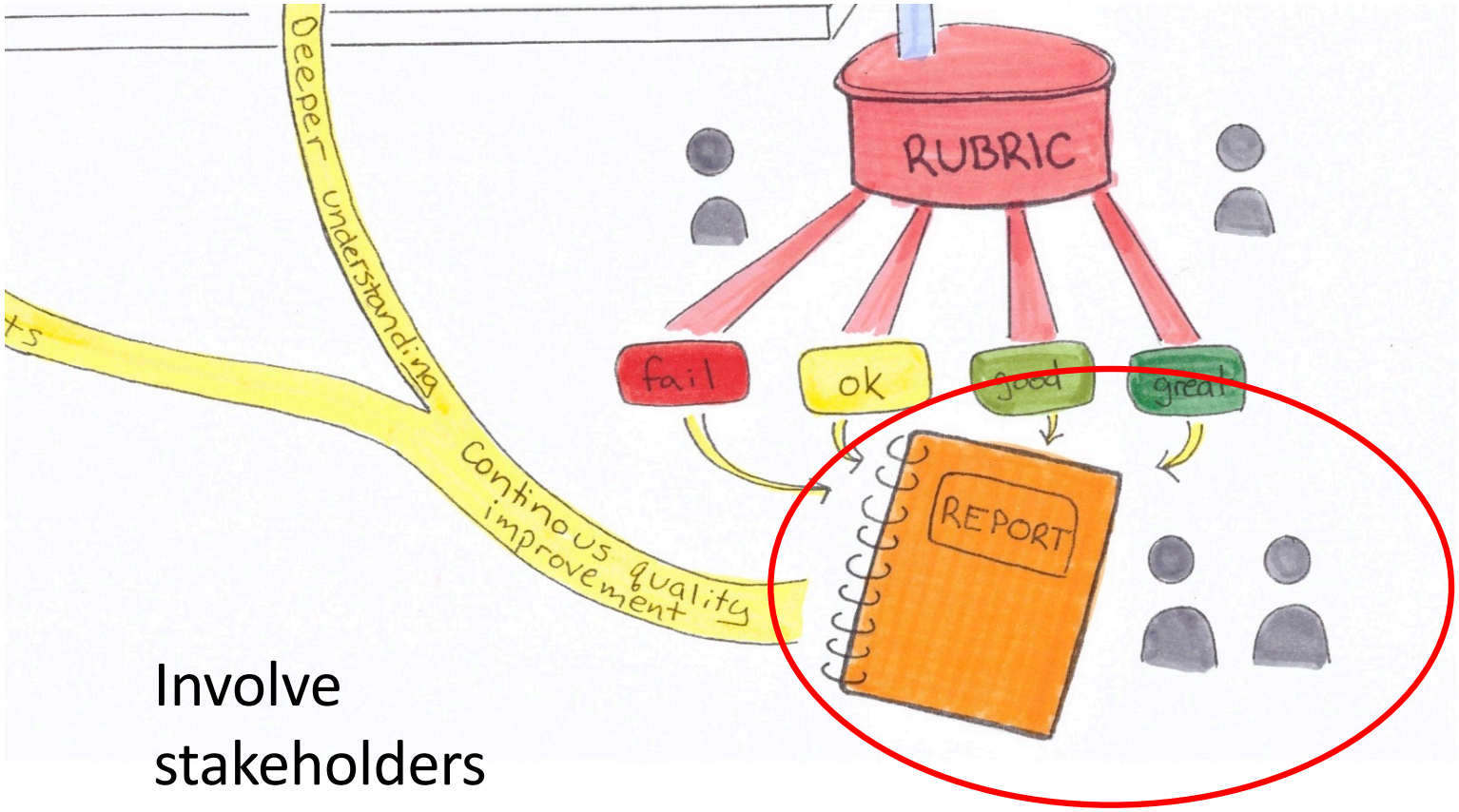
THE UNIVERSITY OF NEW MEXICO

UNIVERSITY OF NEW MEXICO EVALUATION LAB

Reporting evaluation data

- Reports in an evaluation system
- Basic data reports
- Comprehensive reports
- Dissemination

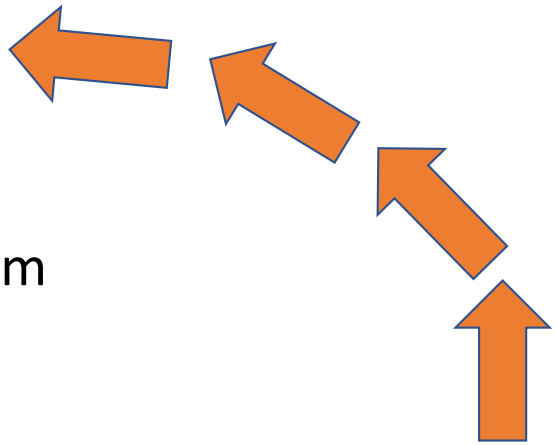

LOGIC MODEL
Data Collection
focus groups & interviews
surveys
program artifacts
THEORY OF CHANGE
DATA
RUBRIC
fail
ok
good
great
REPORT
program adjustments
deeper understanding
continous quality improvement



Involve stakeholders

Data Reports

- Organize data into tables
  - Quantitative data: Numbers
  - Qualitative data: Themes
- Review data with evaluation team
  - 2+ heads are better than one
  - Involve decision makers
  - Others will have good questions that may lead to additional tables
- Develop narrative

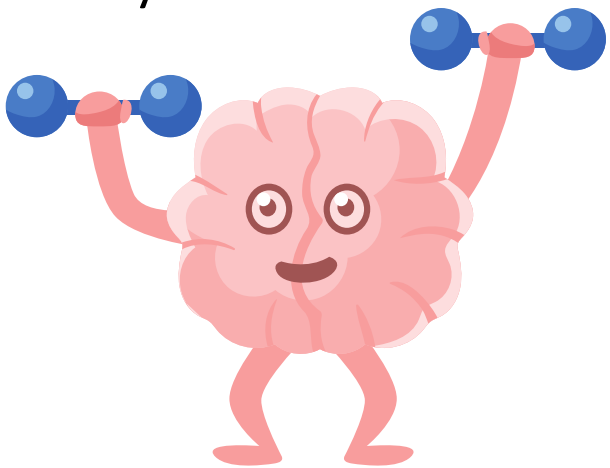


EVAL^2: Data Reports

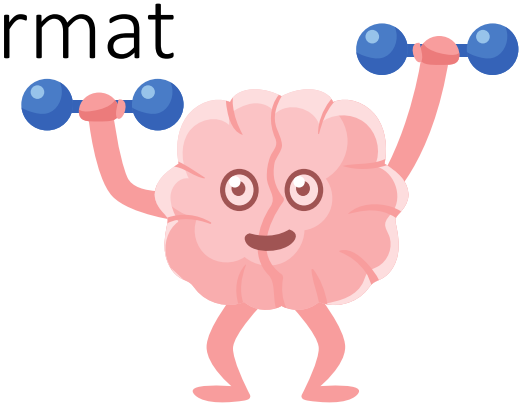
- Evallab.unm.edu ➔ Learning Center ➔ Evaluation of the Evaluation Lab
  - ECHO Learning Community
  - Student focus group

Comprehensive Evaluation Reports

- Compile data from multiple data reports
- Develop presentation to hone the story
- Summarize main take-aways
  - That's the hard part



Comprehensive reports: Format



- Tell the story in the Executive Summary
  - This is what most people will read
  - Just a few pages
  - Bold main ideas
- Body of report provides details
- Include data collection information in appendices
  - Focus Group protocol, including when and where
  - Survey instrument
- Include related evaluation and program materials
  - Recruitment flyers
  - Program curriculum outline

Treat the report as an archive of information

- Opportunity to collect relevant information in one place

Examples

- ArtWorks
- CYFD / DVOTI Evaluation
- PB&J Eval Lab Report

Dissemination

- Post online
- Incorporate into annual report
- Shared drive

Next up. . .