



UNM EVALUATION LAB 2022 SUMMER INSTITUTE

Day 1: EVALUATION FOUNDATIONS					Monday, July 25, 2022	
Start	-	End	Topic	Content	Facilitator	Readings
8:30	-	9:00	Registration and Breakfast			
9:00	-	9:30	Welcome & Introductions	Creating a Learning Community	Melissa	
9:30	-	10:00	Mission Time Evaluation Lab Principles Your Evaluation Plan	<ul style="list-style-type: none"> • Time to do the work! • measuring what matters • embedded evaluation • participatory evaluation • Logic model • Theory of Change • Rubrics • Focusing • Data collection • Embedding 	Melissa	EIO CH 1 - Defining Evaluation & CH 2 - The Evolution of Evaluation Grant 2015, Ch 4
10:00	-	10:30	Logic Models	Logic model fundamentals; broadening the definition of processes and outcomes that matter to your work.	Charla	EIO CH 5 - Focusing the Evaluation*
10:30	-	10:40	BREAK			
10:40	-	12:00	Your Evaluation Plan (YEP #1)	Create or refine your logic model	Charla	
12:00	-	1:00	LUNCH			
1:00	:	1:45	Learning Community #1	Sharing logic models	Charla	
1:45	-	2:15	Theory of change	What's the difference between a Logic Model and a Theory of Change?	Charla	
2:15	-	3:00	The Evidence Base	Different kinds of evidence; the technical definitions for evidence-based and evidence-informed; value and limitations of RCTs; Washington State Institute for Public Policy inventories; value of evidence-informed programs; using google scholar	Melissa	Center on the Developing Child 2016,* Felitti et al. 1998*
3:00	-	3:10	BREAK			
3:10	-	4:00	Your Evaluation Plan (YEP #2)	Articulate your theory of change and document evidence base	Charla & Melissa	
4:00	-	4:45	Learning Community #2	Sharing theories of change	Charla	
4:45	-	5:00	Exit Ticket			

*Asterisked readings are available at evallab.unm.edu → Learning Center → 2022 Summer Institute Materials → Readings

EIO = Darlene Russ-Eft and Hallie Preskill. 2009. *Evaluation in Organizations: A Systematic Approach to Enhancing Learning, Performance, and Change - 2nd Edition*. (New York: Basic Books.)

Center on the Developing Child at Harvard University. 2016. *Applying the Science of Child Development in Child Welfare Systems*. www.developingchild.harvard.edu

Felitti VJ, Anda RF, Nordenberg D., Williamson DF, Spitz AM, Edwards V., Koss MP, and Marks JS. 1998. "Relationship of Childhood Abuse and Household Dysfunction to Many of the Leading Causes of Death in Adults. The Adverse Childhood Experiences (ACE) Study." *American Journal of Preventive Medicine* 14 (4): 245-58.

Grant, David. 2015. *The Social Profit Handbook: The Essential Guide to Setting Goals, Assessing Outcomes, and Achieving Success for Mission-Driven Organizations*. Chelsea VT: Chelsea Green Publishing Company.

Day 2: MEASURING WHAT MATTERS					Tuesday, July 26, 2022		
Start	-	End	Topic	Content	Facilitator	Readings	
8:30	-	9:00	Breakfast				
9:00	-	9:30	How to Measure What Matters	Using rubrics to describe what success looks like	Melissa	Grant 2015	
9:30	-	10:30	Your Evaluation Plan (YEP #3)	Creating rubrics for outputs and outcomes			
10:30	-	10:40	BREAK				
10:40	-	11:25	Learning Community #3	Sharing rubrics	Melissa	EIO CH 5 - Focusing the Evaluation*	
11:25	-	12:00	Focusing	Asking the important questions	Claudia		
12:00	-	1:00	LUNCH				
1:00	-	2:00	Measuring the seemingly intangible	Audrey Cooper, RN, MPH			
2:00	-	2:45	Your Evaluation Plan (YEP #4)	Focusing / Evaluation questions			
2:45	-	2:55	BREAK				
2:55	-	3:40	Learning Community #4	Sharing evaluation questions	Claudia		
3:40	-	3:50	BREAK				
3:50	-	4:45	Your Evaluation Plan	Tie up loose ends			
4:45	-	4:30	Exit Ticket				
3:50	-	4:40	Reading the Research literature For students taking course for credit.		Melissa		

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 Grant, David. 2015. *The Social Profit Handbook: The Essential Guide to Setting Goals, Assessing Outcomes, and Achieving Success for Mission-Driven Organizations*. Chelsea VT: Chelsea Green Publishing Company.



Day 3: COLLECTING USEFUL DATA				Wednesday, July 27, 2022		
Start	-	End	Topic	Content	Facilitator	Readings
8:30	-	9:00	Breakfast			
9:00	-	9:30	Qualitative and Quantitative Data Data Collection Options	What information do you need to answer your evaluation questions, <i>who</i> has this information, and <i>how</i> can you collect it? The value of qualitative and quantitative information.	Claudia	EIO CH 6 - Selecting an Evaluation Design* CH 7 - Data Collection Methods CH 8 - Archival Data
9:30	-	10:15	Your Evaluation Plan (YEP #5)	Data collection ideas		
10:15	-	10:25	BREAK			
10:25	-	11:10	Learning Community #5	Sharing data collection ideas	Claudia	
11:10	-	12:00	Do's and Don'ts: Surveys, Focus Groups, Interviews	Decision matrix for whether a survey is the right tool	Claudia & Charla	EIO CH 10 - Surveys & Questionnaires* CH 11 - Individual and Focus Groups Interviews*
12:00	-	1:00	LUNCH			
1:00	-	1:45	Your Evaluation Plan (YEP #6)	Work on data collection tool		
1:45	-	2:30	Learning Community #6	Sharing data collection tool ideas	Charla	
2:30	-	2:40	BREAK			
2:40	-	3:10	Ideas for reporting data		Claudia & Melissa	
3:10	-	3:20	BREAK			
3:20	-	4:45	Your evaluation plan	Work on your evaluation plan		
4:45	-	5:00	Exit ticket			
3:20	-	4:35	Data project	For students taking the course for credit.		

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Day 4: THE JOY OF EVALUATION					Thursday, July 28, 2022	
Start	-	End	Topic	Content	Facilitator	Readings
8:30	-	9:00	Breakfast			
9:00	-	9:30	The Joy of Evaluation / Embedding	Evaluation as validation, participatory evaluation, embedding	Melissa / Claudia	EIO CH 4 - Politics and Ethics
9:30	-	10:40	"Evaluation is important to everyone in the organization"	Community Based Participatory Research	Dr. Doreen Bird & Dr. Nina Wallerstein	Wallerstein and Duran 2006,* Blue Bird Jernigan et al. 2012,* Wiggins et al. 2017*
10:40	-	11:00	GROUP PHOTO / BREAK			
11:00	-	12:00	Intersectionality	Power and equity in the relationships between organizations and constituents	Dr. Nancy López	Crenshaw 1991*
12:00	-	1:00	LUNCH			
1:00	-	1:45	Your Evaluation Plan (YEP #7)	Embedding evaluation: who will lead evaluation team? How will you create and protect mission time? How will you involve the entire organization in the feedback loop?	Claudia	
1:45	-	2:30	Learning Community #7	Sharing ideas for embedding evaluation		
2:30	-	2:50	BREAK			
2:50	-	3:05	Our Learning Community	Project ECHO model Sign Learning Community Commitment Sign up for case presentation	Charla	
3:05	-	3:20	Presentation guide		Charla	
3:20	-	3:30	BREAK			
3:20	-	4:45	Your Evaluation Plan (YEP #8)	Prepare 5-minute presentation		
4:45	-	5:00	Exit Ticket			
3:20	-	4:35	Evaluation Design	For students taking the course for credit.	Melissa	

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EIO = Darlene Russ-Eft and Hallie Preskill. 2009. *Evaluation in Organizations - 2nd Edition*. (New York: Basic Books.)

Valarie Blue Bird Jernigan, Alicia Salvatore, Dennis Styne and Marilyn Winkelby. 2012. "Addressing food insecurity in a Native American reservation using community-based participatory research." *Health Education Research* 27(4): 645-55.

Kimberle Crenshaw. 1991. "Mapping the Margins: Intersectionality, Identity Politics, and Violence Against Women of Color." *Stanford Law Review* 43: 1241-1299.

Noelle Wiggins, Laura Chanchien Parajón, Chris M. Coombe, Aileen Alfonso Duldulao, Leticia Rodriguez Garcia, And Pei-Ru Wang. 2017.

Participatory evaluation as a process of empowerment: Experiences with community health workers in the United States and Latin America, Chapter 18 in Wallerstein, Nina, Bonnie Duran, John G. Oetzel and Meredith Minkler, eds. *Community-Based Participatory Research for Health: Advancing Social and Health Equity, 3rd Edition* (Jossey-Bass).

Nina B. Wallerstein and Bonnie Duran. 2006. "Using Community-Based Participatory Research to Address Health Disparities." *Health Promotion Practice* 7(3): 312-323.

Day 5: YOUR EVALUATION PLAN					Friday, July 29, 2022	
Start	-	End	Topic	Content	Facilitator	Readings
8:30	-	9:00	Breakfast			
9:00	-	10:30	Interactive Focus Group	Experience an interactive focus group	Caitlyn M. & Emma T.H.	EIO: CH 11 - Individual and Focus Groups Interviews*
10:45	-	12:00	5 presentations			
12:00	-	1:00	LUNCH			
1:00	-	2:15	5 presentations			
2:15	-	2:25	BREAK			
2:25	-	3:50	5 presentations			
3:50	-	4:00	Closing	See you in the Learning Community!		

Students taking course for credit

4:00	-	5:00	MPP students debrief	For students taking the course for credit: review first drafts, budgeting	Melissa B.	
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