



Introduction to evaluation

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Session overview

- What is evaluation?
- Types of evaluation
- How can evaluation assist CLCs? Why evaluate?
- What would a CLC evaluation look like?
 - 3 stages
- Ideas for building CLC evaluation capacity

What is evaluation?

- The process of determining the merit, worth or value of something. (M. Scriven)
- The systematic collection of information about the activities, characteristics, and outcomes of programs to make judgments about the program, improve program effectiveness, and/or inform decisions about future programming. (M. Patton)

Evaluation is more than...

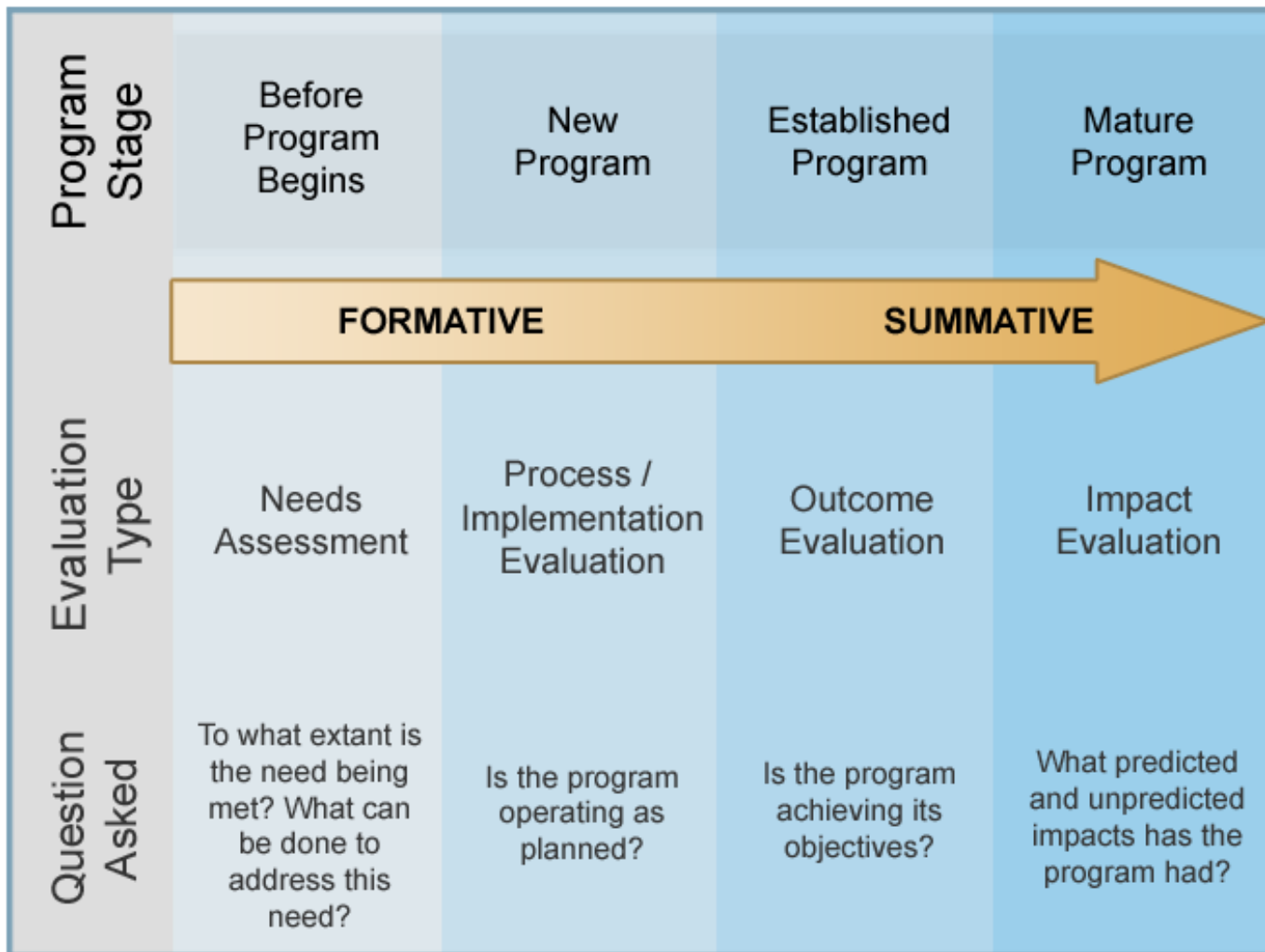
- Client satisfaction surveys
- Project statistics (e.g. CLSIS)
- Feedback forms
- Training assessments
- Targets and KPIs

Types of evaluation

- Formative / Summative
- Internal / External / Participatory
- Mid-term / End of project

Types of evaluation

- **Formative / Summative**
- Internal / External / Mixed
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SOURCE: MEERA <http://meera.snre.umich.edu/plan-an-evaluation/evaluation-what-it-and-why-do-it>

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How can evaluation assist CLCs?

Evaluation can help CLCs individually and collectively to improve programming decisions and advocacy strategies to maximise their efficiency, effectiveness and impact.

Why evaluate?

- *Learning* – what works, under what conditions and for whom?

Empowers staff → Improves programming → Clients benefit

- *Accountability* – funders increasingly seek evidence of outcomes, social impact and value for money

- *Advocacy* – information with which to educate and engage funders

What would a CLC evaluation look like?

- What to evaluate?
 - Program / CLC as a whole
 - Individual project
 - Strategy
 - Partnership
 - Campaign
- 3 Stages of Evaluation

3 stages of evaluation



1. Planning

- a. Clarify evaluation questions
- b. Design the evaluation
- c. Clarify/articulate Program theory

a. Common categories of evaluation questions

- Processes
- Relevance
- Efficiency
- Effectiveness
- Impact
- Sustainability



b. Evaluation design/plan

1. Project background
2. Key evaluation questions
3. Method (data collection, sampling, analysis, limitations)
4. Timeline
5. Roles and responsibilities
6. Products of evaluation (draft and final report, surveys, etc.)

c. Program theory

- Program theory explains how the project “works



The Logic Model Approach



- Resources dedicated to or consumed by the project

- Usually a NOUN
staff, facilities,
money, time...

- What the project does with inputs to fulfill its mission

- Usually a GERUND
a verb in its “-ing”
form, such as
assessing, enabling,
reviewing...

- The volume of work accomplished by the project

- Usually a QUANTITY
the number of
projects, the number
of case studies...

- Benefits or changes for participants during or after project activities

- Usually a CHANGE
better projects,
increased skills...

- The long term consequences of the intervention

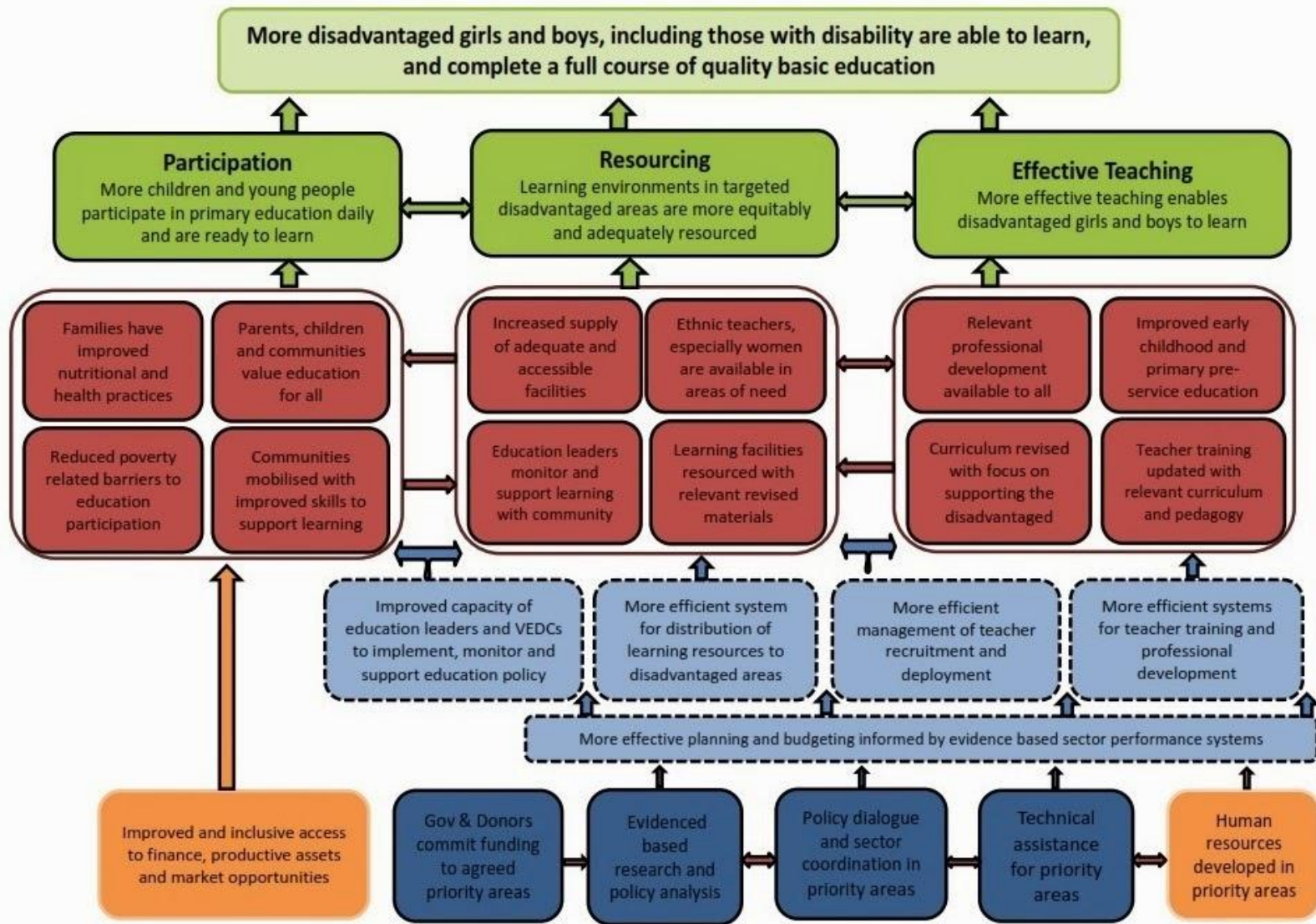
- A fundamental
CHANGE intended
or unintended in a
system or society

Your Planned Work

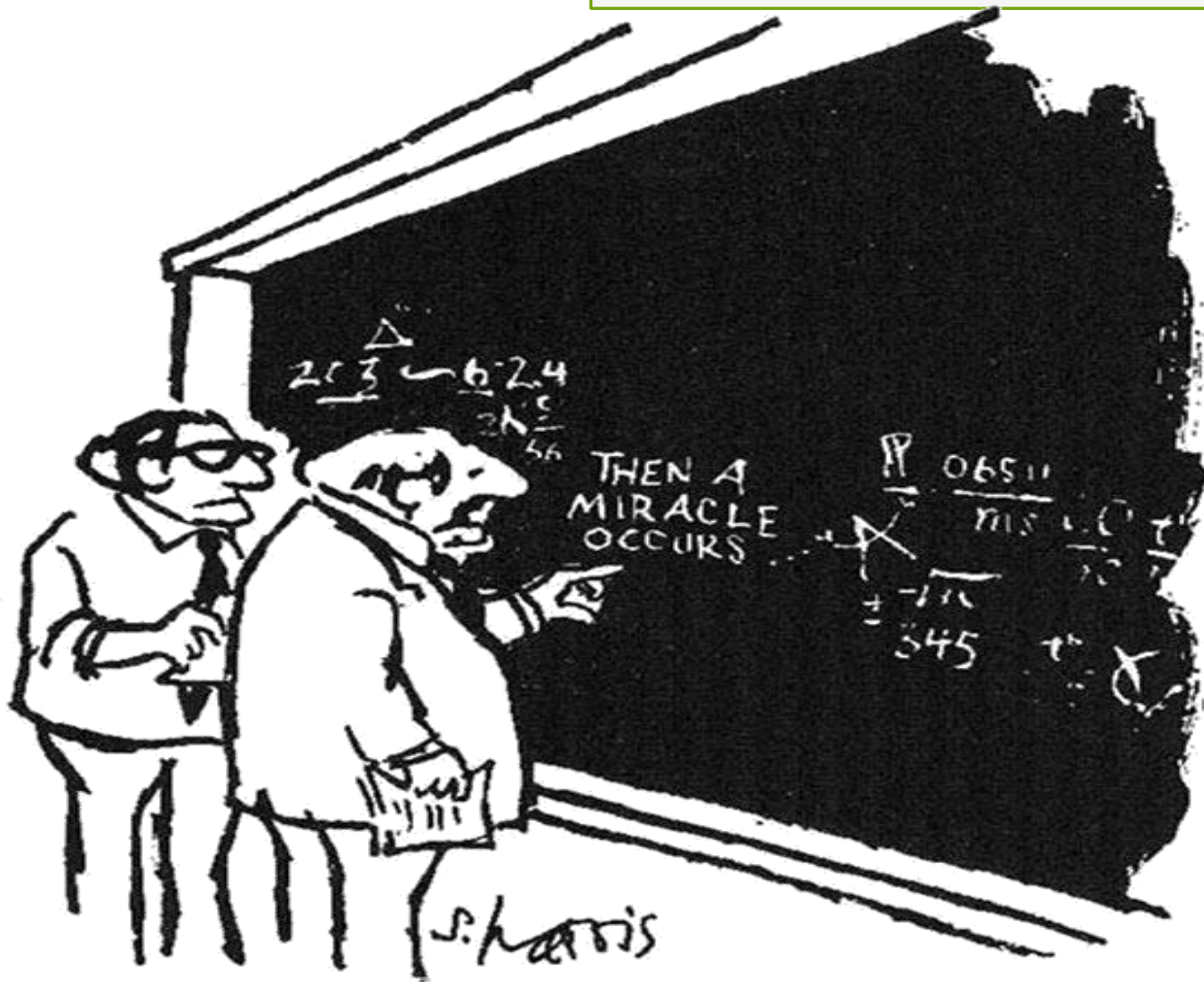
Your Intended Results

SOURCE: W.K. Kellogg Foundation <http://www.wkcf.org/resource-directory/resource/2006/02/wk-kellogg-foundation-logic-model-development-guide>

Theory of change map



SOURCE: R. Davies <http://mandenews.blogspot.com.au/2013/10/complex-theories-of-change-recipes-for.html>



"I think you should be more explicit here in step two."

2. Data collection & analysis

- a. Data collection
- b. Data analysis

a. Data collection

Gather sound and complete information

Common data collection methods

Questionnaires	Quantitative
Tests	
Website traffic	
Interviews	Qualitative
Focus group discussions	
Observations	
Case studies	

b. Data analysis

- Statistics and thematic analysis
- Triangulation
- Verification

3. Reporting and follow-up

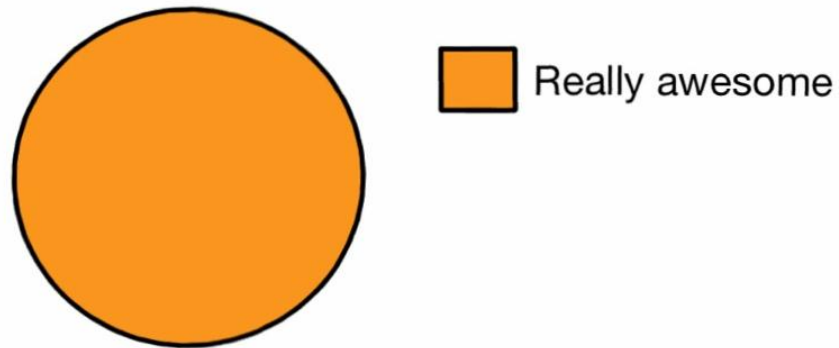
- a. Produce evaluation report
- b. Utilise findings
- c. Disseminate findings

a. Produce evaluation report

Report fairly, accurately & comprehensively

Write "reports" using "data"

Figure 1. How awesome we are



SOURCE: Because we said so

b. Utilise findings

- Inform project/strategy re-design
- Increase potential for winning grants
- Educate and engage community
- Educate and engage funders
- Enhance credibility
- Motivate staff
- Secure new partnerships
- Contribute to evidence based practice in CLC sector

c. Disseminate findings

- Evaluation report
- Conference presentations
- Seminars
- Website
- Annual report
- Other media

3 stages of evaluation



Ideas for building CLC evaluation capacity

- Participatory evaluations
- On-line resources
- M&E training opportunities
- M&E mentoring
- M&E point person and CLC M&E network
 - Share evaluation findings
 - Share evaluation learnings and resources
 - Peer support



Questions?

Contact details

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Evaluation resources

Guides and tools

- <http://betterevaluation.org/>
- <http://evaluationtoolbox.net.au/>
- <http://www.aes.asn.au/resources/useful-links-to-evaluation-resources/other-useful-websites.html>

Training opportunities

- <http://www.aes.asn.au/professional-learning/calendar-of-events.html>
- <http://www.clearhorizon.com.au/training-mentoring/courses/>