



EVALUATION



PERFORMANCE MEASURES



THEORY OF CHANGE
(Logic Model)

Questions?

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Logic Model in Two Parts

Activity → Output → Outcome → Impact

Effort

What we do...

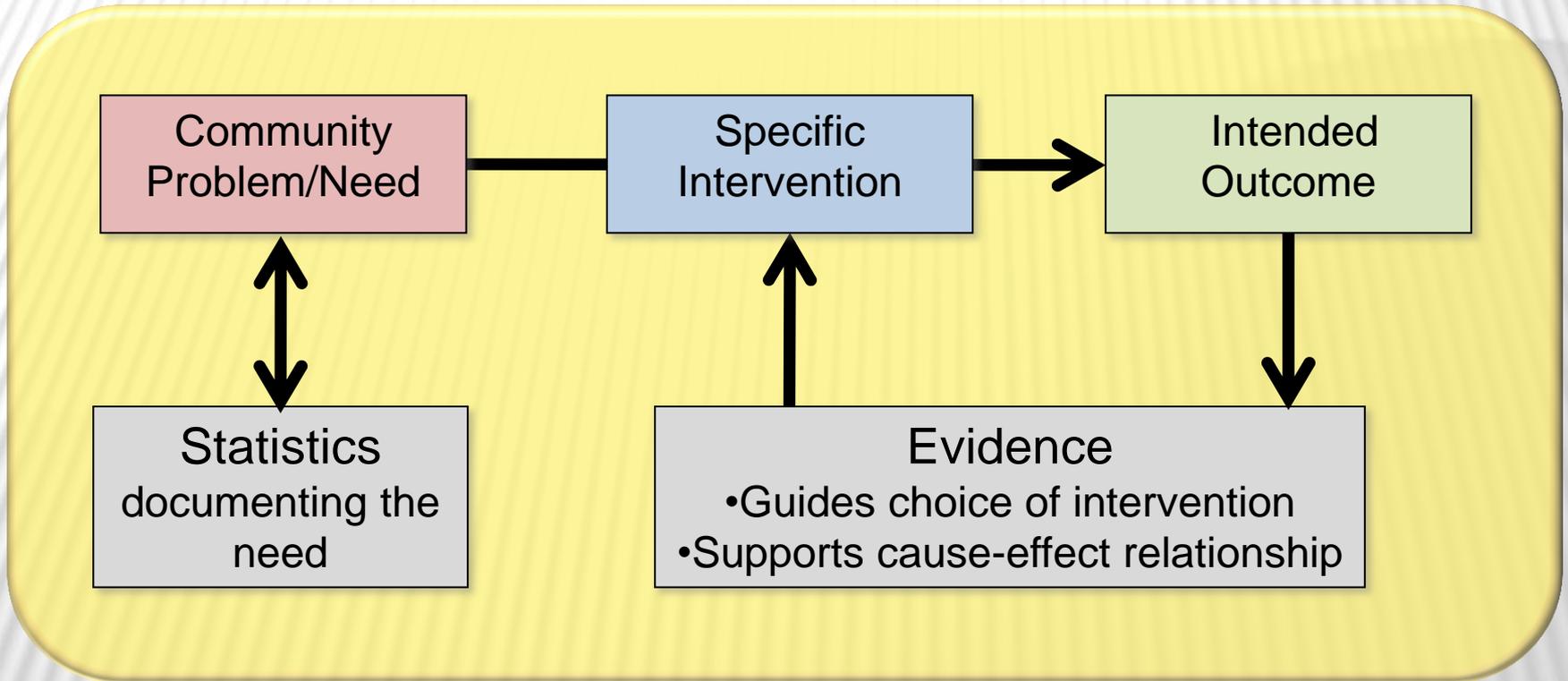
How we are doing...

Effect

What we achieve...

What has changed in them...

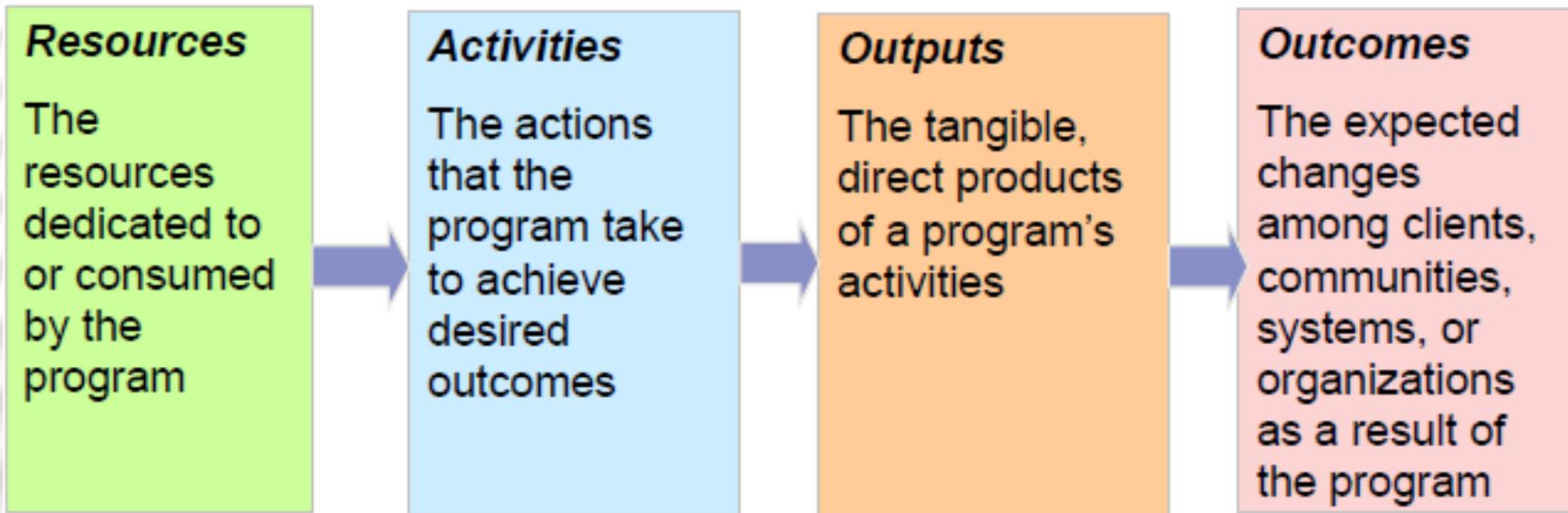
Basic Theory of Change



Comprehensive Theory of Change

Problem: The issue being addressed by the program

Goal(s): intended aims or impacts over life of the program



Rationale and Assumptions: What are your underlying assumptions and rationale around the intervention and how it works

External Factors: what else might affect the program

Performance measurement is the ongoing and systematic monitoring and reporting of program accomplishments, particularly progress towards pre-established targets.

May address:

- the type or level of program activities conducted (process);
- the direct products and services delivered by a program (outputs); and/or
- the results of those products and services (outcomes)

Evaluation

Evaluation is the use of social science research methods to assess program design, implementation, and effectiveness.

- Focuses on the goals of policy, program, or practice
- Examines how well the policy, program, or practice is implemented
- Assesses and measures the differences the program, policy, or practice makes for its beneficiaries

Steps in Cycle



Performance Measurement vs. Evaluation

	Performance Measurement	Evaluation
Why is it typically used?	To gauge program delivery, quality, participant satisfaction and engagement; to improve products, services, and efficiency; to inform/enhance decision making, and support planning and program development	To assess program effectiveness and determine whether the program is responsible for changes found
How does it work?	Monitors a few vital signs related to program performance objectives, outputs, and/or outcomes	Comprehensively examines programs using systematic, objective, and unbiased procedures in accordance with social science research methods and research designs
Who typically does it?	Program staff	An experienced researcher (often external to the program)
When is it done?	Ongoing Basis	Annually

1. Process (Implementation)

–What did you do and how well did you do it?

2. Outcome (Short, Intermediate, and Long-Term)

–What difference did you make?

***As much as possible ServeNebraska wants
to focus on outcomes***

Process Evaluation Questions

- Who receives/participates in the program?
- Is the program being implemented the same way at each site (e.g., according to a central model)?
- Is the program being implemented as it was designed?
- Do participants have a consistent understanding of the program's goals and objectives?
- Are participants satisfied?
- How is the program's quality of services?
- What is working well?
- What aspects of the program do not seem to be working as well as intended and why? Are there any challenges or misconceptions about the program?
- Do program staff need additional training to implement the program correctly?

Outcome Evaluation Questions

- What did the program accomplish?
- What impact did the program have on its participants?
- Was the benefit greater with this program as compared with another program?
- Did all types of participant benefit from the program or specific subgroups?
- Did the program increase participants' awareness, knowledge and skills?
- Did program increase competencies or positive behaviors (or decrease negative ones) in a measurable way?
- Does the benefit of the program warrant the cost?

Evaluation Design & Causal Attribution

Evaluation Study Designs	Comparison	Ability to make statements about causal attribution
Experimental Design Studies	Randomly Assigned Groups	
Quasi-Experimental Design Studies	Statistically Matched Groups	
Non-Experimental Design Studies	Not Statistically Matched Groups or Group Compared to Itself	

All current Nebraska AmeriCorps programs are classified as “small grantees” by the Corporation for National & Community Service. Thus Non-Experimental Design Studies are permissible.

- Lack of neutrality
 - Bias resulting from:
 - halo effect (being too close to the project)
 - selection of groups
 - measurement/method approach
 - desire to please funding source
- Under analyzing
- Lack of use
 - Not using results to inform future action

Evaluation 101: Overview for AmeriCorps Grantees

Corporation for National & Community Service
Office of Research & Evaluation

Designing Effective Action for Change

Developed by JBS International for the
Corporation for National & Community Service

Getting to What Matters: How to Design & Develop Evaluation

Steve Patty, PhD – Presented January 7, 2014

Key Elements of Successful Evaluation

Nancy Franz, Iowa State University Extension & Outreach
Presented February 4, 2014