



**CalTrin Presents**  
**Measuring Success:  
Program Evaluation Basics**

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# Key Terms

## Goals, Objectives, and Outcomes

A  is a broad, easily understood aspirational statement about what you want to achieve. It does not include a specific service or program.

An  provides the detail for HOW you will achieve a goal.

If a goal tells you where you are headed, an  tells you how you will get there.

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## 3 Types of Outcomes

*Select from the following choices: Process, Outcomes, and Satisfaction*

outcomes assess whether the program has achieved its intended objectives and the extent to which participants have benefited. They can include changes in knowledge, attitudes, behaviors, skills, or practices. For example, improvements in parenting practices, increased awareness of child abuse prevention strategies, or enhanced social support networks among families.

outcomes focus on participant satisfaction with the activities and services they participated in. These are subjective indications of how well participant expectations are met.

outcomes focus on the activities and outputs of a program. They measure the extent to which a program is being implemented as intended and assess the quality, quantity, and reach of program activities. Metrics might include number of classes conducted, the number of participants reached, and program retention rates.

# **Practical Application: Write an existing or new goal for your organization or program**

## **Goals:**

- Broad
- General intentions
- Often intangible
- Abstract
- Generally difficult to measure

## **Examples:**

- Increase community education and awareness about child abuse, including strategies for prevention, intervention, and treatment
- Improve access for families, ensuring that children receive the services that they need and deserve
- Help vulnerable families, including immigrant families, access needed services, develop self-sufficiency, and participate fully as members of the community

# SMART OBJECTIVES

<b>GOAL</b>	
<b>INITIAL OBJECTIVE</b>	Write the objective you have in mind:
<b>S</b>	What do you want to accomplish? Who needs to be included? Why is this an objective?
<b>SPECIFIC</b>	
<b>M</b>	How can you measure progress? How will you know if you have met your objective?
<b>MEASUREABLE</b>	
<b>A</b>	How will you achieve the objective? Do you have the resources required? If not, can you obtain them? Is the amount of effort required reasonable for what the objective will achieve?
<b>ATTAINABLE</b>	
<b>R</b>	Why are we setting this objective now? Will it contribute to achieving the goal?
<b>RELEVANT</b>	
<b>T</b>	What is the timeframe and is it realistic?
<b>TIME-BOUND</b>	
<b>SMART OBJECTIVE</b>	Revise your initial objective based on your responses. If you are having difficulty, use this format as a guide: By [when], [who] will [do what] resulting in [measure].

# My Notes:

## SMART Objectives Discussion



More examples:

Parents will have better relationships with their children →

*Parents will improve their relationships with their children by participating in weekly facilitated family gatherings over the next 3 months.*

To foster stronger connections between community members, the team will strengthen and expand our existing outreach program by attending community events →

*To foster stronger connections between community members, the team will strengthen and expand our existing outreach program by attending 5 community events within the next 6 months.*

Parents will complete weekly group sessions for 12 weeks to complete the parenting education curriculum. →

*85% of enrolled parents will complete at least 10 sessions in the 12-week parenting education curriculum*

# My Notes: Measuring your Objectives

	Pros	Cons
Assessment Tools		
Administrative data		
Billing data		
Visit records		
Satisfaction surveys		

Additional Notes:

# Practical Application: Measuring your SMART objective

Objective you developed:

Outcome type: (Select one "x")  Process  Outcomes  Satisfaction

Measurement #1:

• Pros:

• Cons:

Measurement #2:

• Pros:

• Cons:

Measurement #3:

• Pros:

• Cons:

# BUILDING EVALUATION INTO YOUR WORK

Notes:

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What are the current challenges to adding or improving evaluation at your agency?

What are some concrete steps that you can take to overcome these challenges? Who needs to be involved? When can you do them by? (See what we did there? 😊 )



# What's Next?

**Organizational Assessment:** Review what you're currently doing

Select one (x)	Yes	Yes, but Could be Better	Nope
Goals			
SMART objectives			
Measurement identified			
Measurement being collected			
Data being analyzed			
Results being communicated			

**Determine who needs to be involved as you move forward**

# Resources

[Developing an Evidence Base for Your Program: A Resource Guide](#)  
(CEBC)

[Setting Goals and Developing Specific, Measurable, Achievable, Relevant, and Time-bound Objectives](#) (SAMHSA)

[Successful Evaluation: Creating SMART Goals & Objectives](#) (First Nations Development Institute Grantseeker Resource)

[Writing Meaningful Goals and SMART Objectives](#) (MN Dept of Health)

CEBC Assessment tools <https://www.cebc4cw.org/assessment-tools/>

FRIENDS compendium of annotated tools

<https://friendsnrc.org/evaluation/logic-models/compendium-of-annotated-tools/>

[Data Playbook](#) (Chapter 3: Telling the Story) (Safe & Sound)

[CalTrin Training Archive: The Data Playbook for Prevention Action Planning](#)

[Storytelling with Data](#)

[Stephanie Evergreen's Data Visualization Blog](#) (Templates & Handouts)