Welcome to

Measuring Success: Program Evaluation Basics

1:00pm – 3:00pm PST

THE TRAINING WILL BEGIN SHORTLY

While you're waiting...

Icebreaker Question (answer in the chat)

What do you think when you hear "program evaluation"?

Survey & Certificate of Completion

Available following the training.

CONNECT WITH US!

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Hi. We're CalTrin!

CALTRIN
California Training Institute

Who we are

- The California Training Institute
- Funded by the State of California, Dept. of Social Services, Office of Child Abuse Prevention (OCAP) to provide training to FRCs and CAPCs
- We support child abuse prevention in California through professional development and extended learning.

What we offer

- Live webinars & small group training
- Virtual, self-paced courses
- Job aids & other resources

This training was made possible with funding from the California Department of Social Services, Office of Child Abuse Prevention. Any opinions, findings, conclusions, and/or recommendations expressed are those of the CEBC/CalTrin and do not necessarily reflect the views of the California Department of Social Services.

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UPCOMING TRAININGS

mark your calendars!

Visit caltrin.org to view and register for upcoming Protective Factor of the Month webinars or workshops

- **7/21 |** Diversity, Equity, & Inclusion through the Lens of Culture
- **7/25 |** Introduction to Motivational Interviewing
- **9/26 |** How about Dad? Father Engagement Basics
- **8/03 |** Understanding Your Role in Creating a Trauma-Informed Environment
- **8/08 |** Protective Factor: Parental Resilience
- **8/09 |** More than 'Si Se Puede': Tackling the Mental Health Needs of Latinx Teens

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Before We Begin...

DURING

Access the presentation slides & participant guide now! The links can be found in the chat.

This presentation is being recorded.

DURING

Review interactive features for today's session. Locate the controls on the toolbar at the bottom of your screen.

- Chat
- Raise Hand & Thumbs Up/Down
- Breakouts

AFTER

Complete the survey at the end of this webinar to receive your Certificate of Attendance.

A follow-up email will be sent to all participants within 2 days.

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CALTRIN
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Measuring Success: Program Evaluation Basics

Presenters:

Jennifer Rolls-Reutz, MPH
Dana Jarzynka, MA

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CALTRIN
California Training Institute

Speakers SPOTLIGHT

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RCHSD is not responsible for the creation of content and any views expressed in its materials and programing.

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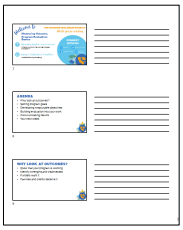
Workbook Page #

WORKSHOP RESOURCES



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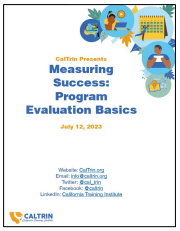

Fillable PDF Participant Guide

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AGENDA

- Why look at outcomes?
- Setting program goals
- Developing measurable objectives
- Building evaluation into your work
- Communicating results
- Your next steps

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Poll

What is your role in Program Evaluation?

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WHY LOOK AT OUTCOMES?

- Show that your program is working
- Identify strengths and weaknesses
- Funders want it
- Families and clients deserve it

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THREE TYPES OF OUTCOMES

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- Process
- Outcomes
- Satisfaction

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GOALS VS. OBJECTIVES

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• Broad	• Narrow
• General intentions	• Precise
• Often intangible	• Tangible
• Abstract	• Concrete
• Generally difficult to measure	• Measurable

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SETTING PROGRAM GOALS

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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

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SETTING PROGRAM GOALS

- Does your program already have an established goal (or goals)?
  - Pick one to focus on today
- Starting from scratch? Brainstorm - what are you trying to accomplish?

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Practical Application:
Write a goal for your organization or program

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PROGRAM OBJECTIVES

- How will you accomplish your goal?
- SMART Objectives
  - Specific
  - Measurable
  - Attainable
  - Relevant
  - Time-bound

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PROGRAM OBJECTIVES

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

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PROGRAM OBJECTIVES

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

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Is this a SMART objective?

- Decrease new client wait times by 10% by June 30, 2024
- Increase family satisfaction with our services
- Recruit two new members for our Advisory board who have lived expertise by January 1, 2024.

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WHAT'S MISSING?

- Mothers who were smoking/vaping/using tobacco at enrollment are referred to smoking cessation services within 3 months
- Staff will be trained on cultural competency
- Parents will have reduced stress after participating in our parent support group.

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Practical Application:
Write a SMART objective
for the goal you created earlier

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Breakout:
SMART Objectives

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MEASURING YOUR OBJECTIVES

- Assessment Tools
- Administrative data
- Billing data
- Visit records
- Satisfaction surveys

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MEASURING YOUR OBJECTIVES

- Assessment Tools
  - MANY different tools exist
  - EBPs may have required fidelity and outcome measures
  - Funder / RFP may specify
  - CEBC https://www.cebc4cw.org/assessment-tools/
  - FRIENDS lists of tools https://friendsnrc.org/evaluation/logic-models/compendium-of-annotated-tools/

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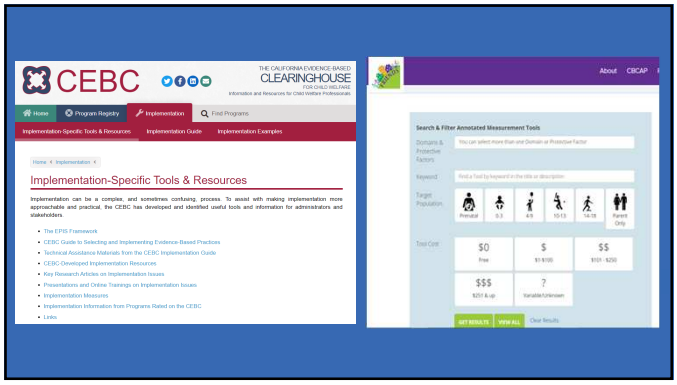

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MEASURING YOUR OBJECTIVES

- Administrative data
  - Attendance counts, sign in sheets, phone logs, etc.
  - Retention rates, referrals, no shows, etc.
- Billing data
  - What was billed, specific codes, etc.
- Visit records
  - What occurred in each visit?
- Satisfaction surveys
  - Paper, electronic, phone, etc.

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WHAT TYPE OF MEASURE IS BEST?

Process - Administrative data, Billing data, Visit records

Outcomes – Assessment tools

Satisfaction – Surveys

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MEASUREMENT EXAMPLES

- **Recruit two new members for our Advisory board who have lived expertise by January 1, 2024.**
  - Administrative data
  - Advisory Board rosters
  - Meeting minutes with attendance records
  - Email from the meeting chair or secretary

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MEASUREMENT EXAMPLES

- **95% of families attending our parenting program will report being satisfied or very satisfied with services after the 5th group session.**
  - Satisfaction survey
  - Anonymous paper survey during 5th session
  - Web survey sent to everyone who attends the 5th session
  - Zoom poll for virtual groups

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MEASUREMENT EXAMPLES

- **90% of parents will report reduced stress after participating in 6 sessions of our parent support group.**
  - Assessment tool
  - Parenting Stress Index
  - Parental Stress Scale
  - Parenting Sense of Competence Scale
  - Many other options…

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Practical Application:
List three ways you could measure your SMART objective

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Breakout:
Measuring SMART Objectives

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BUILDING EVALUATION INTO YOUR WORK

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WHAT IS CURRENTLY IN PLACE?

- Do you currently conduct any evaluation of your program? Yes/No
- If Yes, which do you evaluate currently? Select all that apply.
  - Process
  - Outcome
  - Satisfaction

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BUILDING EVALUATION INTO YOUR WORK

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Starting from Scratch

- How to get started
- What does your funder require?
  - Look at SOW, grant proposal requirements, EBP requirements, etc.
- How big to go?
  - Start with 1 Goal and 1-2 SMART objectives

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BUILDING EVALUATION INTO YOUR WORK

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Already doing some Evaluation

- What are your goal(s) and SMART objectives(s)?
- What are you currently collecting and why?
- Are you using all the data you currently collect?
- Can you streamline existing forms?
  - What can you stop measuring?

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USING THE DATA YOU COLLECT

- Pick objectives and measurements that fit your capacity
  - Satisfaction:
    - 95% of families attending our parenting program will report being satisfied or very satisfied with services after the 5th group session.
    - 80% of families who start our parenting program will attend at least 5 sessions

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USING THE DATA YOU COLLECT

- Process the data:
  - Database, Excel spreadsheet, pen and pencil, etc.
- Review the data

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MJ0

What challenges do agencies face when adding or improving evaluation?

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Slide 39

MJ0 Do you want to turn this slide into a question - like we do for the poll slides? It can mirror the workbook: "What challenges do agencies face when adding or improving evaluation?" Or "What are the current challenges to adding or improving evaluation at your agency?"
Mattly, Jessica, 2023-07-11T00:19:03.147

RRJ0 0 Good idea - I like this wording: "What challenges do agencies face when adding or improving evaluation?
Rolls-Reutz, Jennifer, 2023-07-11T03:29:21.028

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Practical Application:
What do you see as the challenges to adding or improving evaluation at your agency?

How can you overcome those challenges?

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COMMUNICATING RESULTS

Internal – data-driven decision making
- Staff meetings
- Service plan development

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COMMUNICATING RESULTS

External
- Program-wide results
- Annual reports – funders, partners, etc.
  - Focus on key data, don't try to present everything
  - Build your team's story telling and data visualization skills – what does this mean?

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NEXT STEPS

- Takeaways
- Organizational assessment
- CEBC technical assistance

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Thanks for joining us!

WHAT'S NEXT?

- Survey and certificate in the chat now
- Follow-up email with resources within two days
- Watch your inbox for the next issue of *CalTrin Connect*

STAY CONNECTED FOR MORE FREE TRAINING & RESOURCES!

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