Welcome to

Measuring Success:
Program Evaluation Basics

1:00pm – 3:00pm PDT

? Icebreaker Question (answer in the chat)

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

Survey & Certificate of Completion

Available following the training.

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Hi, We're CalTrin!

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

CALTRIN
California Training Institute

UPCOMING TRAININGS
mark your calendars!

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

7/21 I Diversity, Equity, & Inclusion through the Lens of Culture

7/25 I Introduction to Motivational Interviewing

9/26 I How about Dad? Father Engagement Basics

8/03 I Understanding Your Role in Creating a Trauma-Informed Environment

8/08 I Protective Factor: Parental Resilience

8/09 I More than 'Si Se Puede': Tackling the Mental Health Needs of Latinx Teens

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.

Measuring Success:
Program Evaluation Basics

Presenters:

Jennifer Rolls-Reutz, MPH
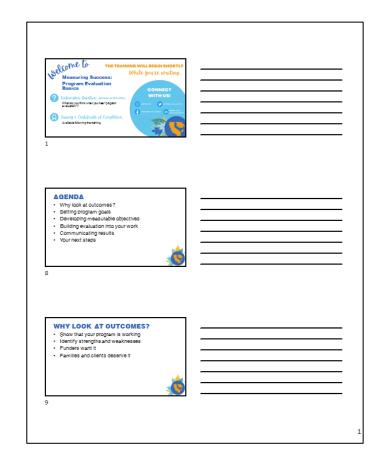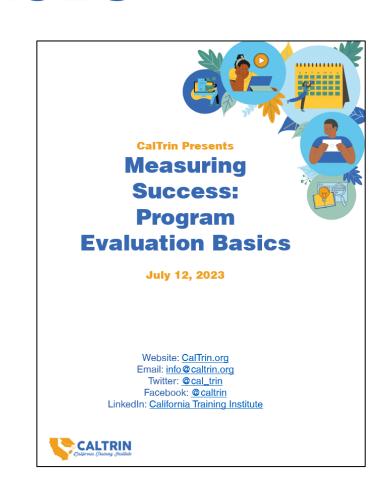
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CalTrin

WORKSHOP RESOURCES

Notetaking Slides

Fillable PDF Participant Guide

AGENDA

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

Poll

What is your role in Program Evaluation?

WHY LOOK AT OUTCOMES?

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

THREE TYPES OF OUTCOMES

- Process
- Outcomes
- Satisfaction

GOALS   VS.   OBJECTIVES

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

- Narrow
- Precise
- Tangible
- Concrete
- Measurable

SETTING PROGRAM GOALS

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

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?

Practical Application: Write a goal for your organization or program

PROGRAM OBJECTIVES

- How will you accomplish your goal?

- SMART Objectives
  - Specific
  - Measurable
  - Attainable
  - Relevant
  - Time-bound

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

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

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.

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.

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

Breakout:
SMART Objectives

MEASURING YOUR OBJECTIVES

- Assessment Tools

- Administrative data

- Billing data

- Visit records

- Satisfaction surveys

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/

THE CALIFORNIA EVIDENCE-BASED
CLEARINGHOUSE
FOR CHILD WELFARE
Information and Resources for Child Welfare Professionals

Home | **Program Registry** | **Implementation** | **Find Programs**

Implementation-Specific Tools & Resources | Implementation Guide | Implementation Examples

Home < Implementation <
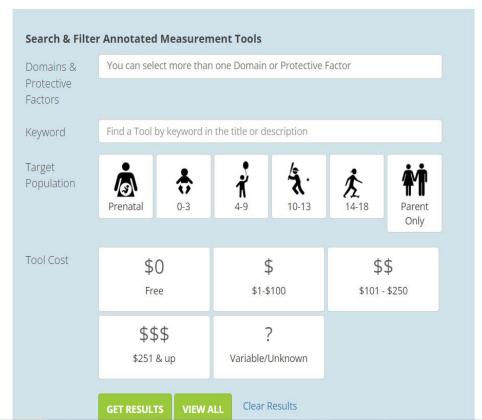
Implementation-Specific Tools & Resources

Implementation can be a complex, and sometimes confusing, process. To assist with making implementation more approachable and practical, the CEBC has developed and identified useful tools and information for administrators and stakeholders.

- The EPIS Framework
- CEBC Guide to Selecting and Implementing Evidence-Based Practices
- Technical Assistance Materials from the CEBC Implementation Guide
- CEBC-Developed Implementation Resources
- Key Research Articles on Implementation Issues
- Presentations and Online Trainings on Implementation Issues
- Implementation Measures
- Implementation Information from Programs Rated on the CEBC
- Links

About | **CBCAP**

Search & Filter Annotated Measurement Tools

Domains & Protective Factors — You can select more than one Domain or Protective Factor

Keyword — Find a Tool by keyword in the title or description

Target Population:
- Prenatal
- 0-3
- 4-9
- 10-13
- 14-18
- Parent Only

Tool Cost:
- $0 Free
- $ $1-$100
- $$ $101 - $250
- $$$ $251 & up
- ? Variable/Unknown

GET RESULTS | **VIEW ALL** | Clear Results

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.

WHAT TYPE OF MEASURE IS BEST?

Process - Administrative data, Billing data, Visit records

Outcomes – Assessment tools

Satisfaction – Surveys

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

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

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…

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

Breakout:
Measuring SMART Objectives

BUILDING EVALUATION INTO YOUR WORK

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

BUILDING EVALUATION INTO YOUR WORK

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

BUILDING EVALUATION INTO YOUR WORK

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?

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

USING THE DATA YOU COLLECT

- Process the data:

  - Database, Excel spreadsheet, pen and pencil, etc.

- Review the data

What challenges do agencies face when adding or improving evaluation?

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

How can you overcome those challenges?

COMMUNICATING RESULTS

Internal – data-driven decision making

- Staff meetings
- Service plan development

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?

NEXT STEPS

- Takeaways
- Organizational assessment
- CEBC technical assistance

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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