

When I think of evaluation, I think of...

Was it done properly?

Who is accountable or responsible?

What was the bang for your buck?

What happened?

What can we improve next time?

What were your successes?





Things you need to know about evaluation

- Evaluation is not...
 - a precise science
 - going to fit all situations perfectly
 - perfect
 - only about measurement
- Evaluation is...
 - about knowing where you' re going and where you want to be
 - used
- Evaluation uses many methods and responds to needs of your stakeholders

Please keep in mind...

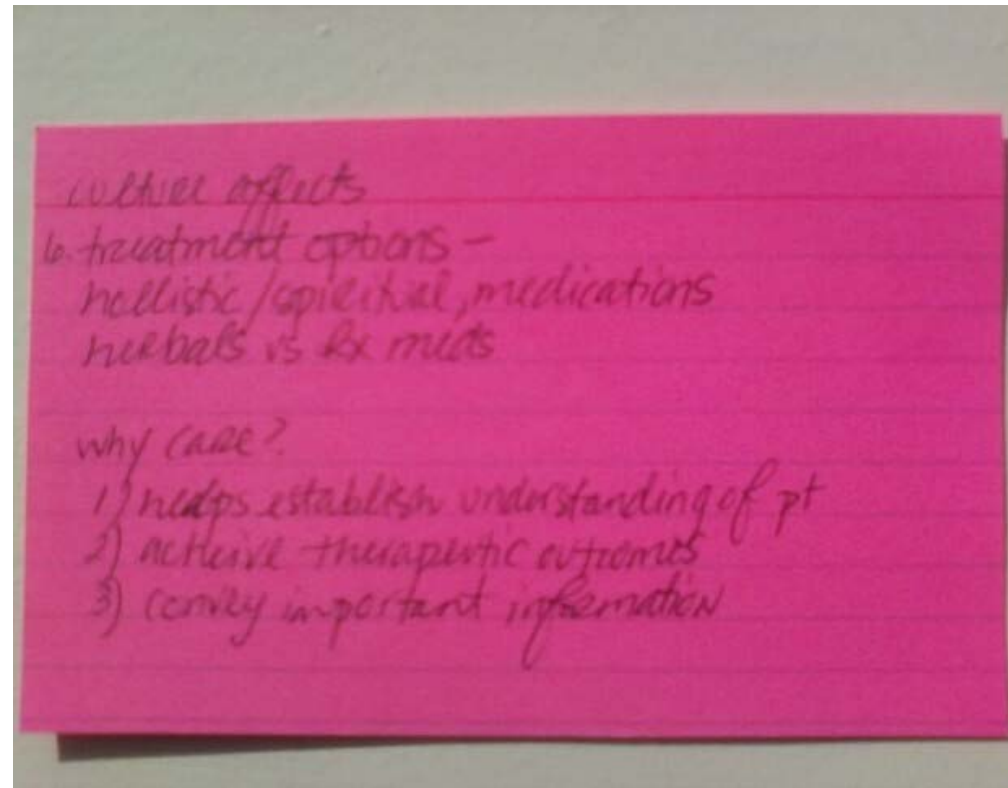


- Know what you want to know
- Keep it as simple as possible
- You have to satisfy your stakeholders
- Never let the perfect get in the way of the good

- Using activities in the training as your evaluation
- Videography
- Digital storytelling
- Photovoice

Using your training as your evaluation

- Asking questions about the importance or application of information
- Collect and record the information
 - Audio record
 - Type up responses



Using your training as your evaluation

Cons

- Requires audience engagement
- Timing
- Capturing qualitative data
- May have to deal with large amounts of data

Pros

- Low cost (note cards anyone?)
- Obtaining information beyond knowledge
- Capturing qualitative data

Cons

- Consent
- Expense of video equipment
- Time and expertise for video editing
- Capturing qualitative data

Pros

- The miracle of mobile devices
- Capturing the “A-ha” moments
- Information can be used for multiple purposes
- Capturing qualitative data

- First person narratives
- Combines narrative recordings with pictures and moving images, music, and other sounds



Cons

- Time
- Effort
- Expense of equipment
- Capturing qualitative data
- Need to engage people

Pros

- Information can be used for multiple purposes
- Capturing qualitative data
- Rewarding for project team and audience
- Powerful messages—personal stories, testimonials
- Process can lead to strong relationships

- Healthy Kids, Healthy Communities—
Louisville, KY
- “What’s good in the hood?”

- Developed in early 1990s by Dr. Caroline Wang
- Merging photos with words
- Participatory approach to research
- **Key: What do you do with information you gather?**

Cons

- Time commitment
- Planning
- Cost
- Considerable community engagement component
- Need to do something with it

Pros

- Trainers/facilitators
 - Develop strong relationships
 - Gain valuable insight
 - Momentum
- Community members/trainees
 - Developing skills
 - Participation in decision making

The sign has been tagged on; it is a sign in the park. It's a challenge. People will not want to show up to the park because they don't want to encounter the gangsters. Not going to the park prevents me from playing sports and spending time with my family. My parents won't let me go to the park and be active because they're afraid that someone will hurt me. More and more tagging is made by people and no one cleans it up. It seems that no one cares about our community. We need more cops to patrol the park. I feel mad because people can't use the park and be active and spend time with their family and friends.

Mona; Madera County, CA; age 12



It's Like You're Handicapped Elaine Gamble, 2006



This is a picture of my daughter's prosthetic limb. It helps her overcome her limitations. When you're living in poverty it is like you are handicapped because there are so many restrictions, so many limitations.

Someone can go in the store and buy a magazine or a shirt that they need for their kid. They can go ahead and buy it, but you can't, because you have to think about other things. You have to think, 'Well, if I buy that, then I can't pay my phone bill. If I buy that, then I can't get this for my kid.' You're always shortchanging. Sometimes my daughter needs something at school—a book fair or school function. She can't go or participate because I had to buy Pampers or wipes for the baby instead.

- Most evaluations include...
 - Interviews
 - Questionnaires/surveys
- Nothing wrong with these at all
- Don't be afraid to create hybrids
- Don't be afraid to contact people months later, if possible

- Know what you want to know
- Keep it as simple as possible
- You have to satisfy your stakeholders
- Never let the perfect get in the way of the good

