Program Evaluation, Performance Measurement, and Data Collection

CSR, Incorporated
Tribal Youth Program Regional Training
March 26, 2007

Session Objectives

- Explain purpose and importance of evaluation
- Discuss "nuts and bolts" of performance measurement and data collection
- Discuss the link between data collection, performance measurement and evaluation

Purpose and Importance of Evaluation: Formal Definition

- Objective measurement and systematic analysis to determine the <u>manner</u> and <u>extent</u> to which a program achieves its intended goal.

Purpose and Importance of Evaluation: Practical Definition

- Determine whether and how your program works
  - □ Are clients getting what they deserve?
  - □ Are funders getting their money's worth?
  - □ Are those served better off?
  - □ Can you improve the program?
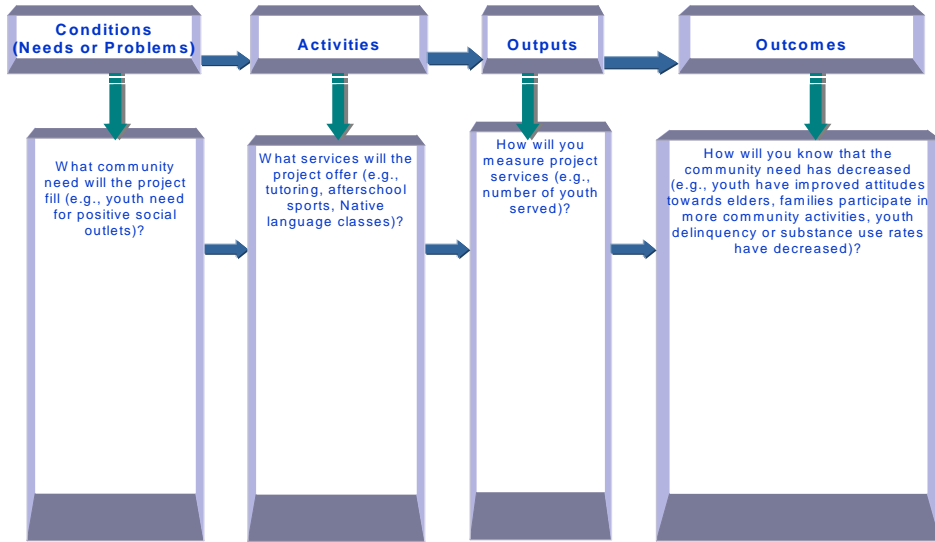
Why Evaluation? The Federal Climate

- Government-wide move towards accountability
- Government Performance and Results Act
- President's Management Agenda
- Office of Management and Budget
  - Program Assessment Rating Tool

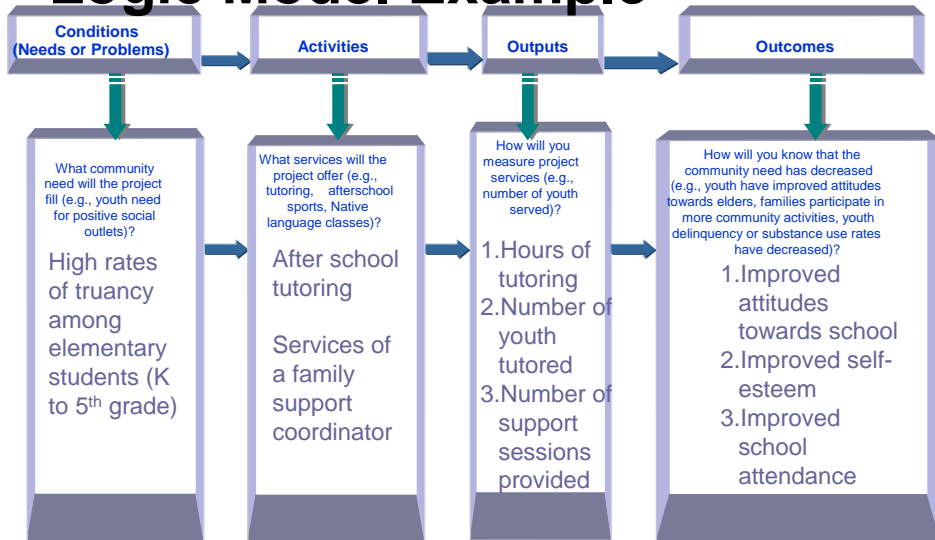 **Programs need to show effectiveness to justify funding.**

First Steps in Evaluation

- Define clear, measurable goals and objectives

- Construct a program logic model

- Identify specific measures for outputs, and short and long-term outcomes

- Identify data sources

Logic Model

Conditions (Needs or Problems)	Activities	Outputs	Outcomes
What community need will the project fill (e.g., youth need for positive social outlets)?	What services will the project offer (e.g., tutoring, afterschool sports, Native language classes)?	How will you measure project services (e.g., number of youth served)?	How will you know that the community need has decreased (e.g., youth have improved attitudes towards elders, families participate in more community activities, youth delinquency or substance use rates have decreased)?

Logic Model Example

Conditions (Needs or Problems)	Activities	Outputs	Outcomes
What community need will the project fill (e.g., youth need for positive social outlets)?	What services will the project offer (e.g., tutoring, afterschool sports, Native language classes)?	How will you measure project services (e.g., number of youth served)?	How will you know that the community need has decreased (e.g., youth have improved attitudes towards elders, families participate in more community activities, youth delinquency or substance use rates have decreased)?
High rates of truancy among elementary students (K to 5th grade)	After school tutoring Services of a family support coordinator	1. Hours of tutoring 2. Number of youth tutored 3. Number of support sessions provided	1. Improved attitudes towards school 2. Improved self-esteem 3. Improved school attendance

Benefits of a Logic Model

- Clearly identifies program goals, objectives, activities, and desired results
- Clarifies assumptions and relationships between program efforts and expected results
- Communicates key elements of the program
- Helps specify what to measure in an evaluation
- Guides assessment of underlying assumptions and self-correction

Performance Measurement

Is directly related to program goals and objectives

1. Measures progress quantitatively
2. Is not exhaustive
3. Should be practical and direct

It requires thought and planning but…

It is not rocket science

Performance Measurement vs. Evaluation

Feature	Performance Measurement	Evaluation
Question	How much?	What does it mean?
Example	Game score	Game analysis
Offers	A tally	Causality
Timeframe	Continuous (Ongoing)	Interval (Discrete)
Cost	Less expensive	More expensive

Performance measurement is necessary, but not sufficient, for evaluation.

Steps in Building Capacity to Conduct Performance Measurement and Evaluation

Develop:
- A partnership with a qualified individual or organization to assist in evaluating program
- Forms, instruments, or procedures for collecting needed data
- A client tracking system that permits tracking client identification, enrollment, service delivery, exits/terminations, referrals at exit, and follow-up

Pilot test your procedures!

OJJDP's Indicators for Prevention Programs

Program Goal	Performance Measures	Data That Grantees Will Provide
To prevent and control delinquency and improve the juvenile justice system.		
Category 1: **Provide prevention services to impact risk factors for delinquency,** including risk factor identification, antigang education, youth gun violence reduction programs, truancy prevention programs, school dropout prevention programs, afterschool programs, and/or parenting education programs.	**Prevention (Direct Service Program)** Number of program youth and/or families served. Number of service hours that program youth and/or families have completed. Number of program youth who offend or reoffend. Percentage of program youth and/or families exhibiting desired change in targeted behaviors (i.e. antisocial behavior, truancy, gang involvement, etc.).	**Prevention (Direct Service Program)** • Number of program youth and/or families served. • Number of service hours that program youth and/or families have completed. • Number of program youth who offend or reoffend (arrested/rearrested). • Number of program youth and/or families exhibiting desired change in targeted behaviors (i.e. antisocial behavior, truancy, gang involvement, etc.) compared to the total number of program youth and/or families involved.

Data Collection as a Process

- Need up-front planning
- Need a sense of what you are trying to accomplish
- What data will you collect and why?

Types of Data

- <u>Quantitative</u>: data that are generally counted or assigned a number and are often used to measure the extent and direction of changes as a result of program participation
- <u>Qualitative</u>: data that include information from interviews, focus groups, written documents, observations, and open-ended survey questions

Data Sources

- **Written questionnaires**: systematically gather information about a particular phenomenon from a population of people.

- **Interviews**: gather richer detail about participants' perspectives.

- **Observation:** describes the setting, activities, and participants of the program under study.

- **Records Review:** makes use of information that exists or is already being collected by a program as part of its regular operation.

Keeping Track of Data

- Identify staff member to coordinate and monitor data collection
- Create data collection checklists
- Create data collection forms with due dates synchronized to reporting deadlines

Example of Data Checklist

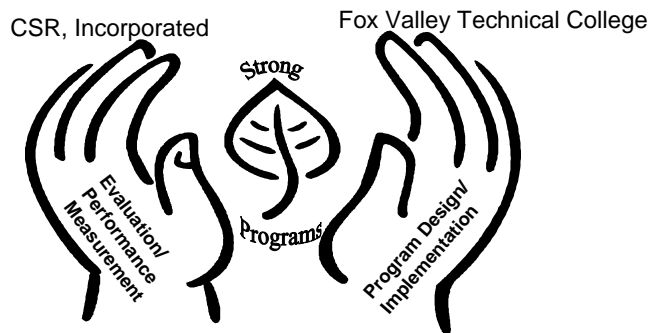| Output and Outcome Measure	Instrument/ Data Source	Location of Data	Frequency of Collection	How Processed or Retrieved
Number of youth served	Session attendance sheets	Program files	Weekly	Gathered from event facilitators
Hours of program staff training	Personnel Files	Personnel Office Files	Semi-annually	Taken from Personnel Reports
Number of youth who offend or re-offend	Juvenile Court Docket	Juvenile Probation Office	Monthly	Monthly summaries compiled counting cases involving program youth
Number of youth completing program requirements	Case file review	Program files	Monthly	Taken from program database

Example of Data Collection Form

- Information on one sheet
- Gathers intake and exit information
- Focus on quantitative data

Uses of Performance Measurement and Data Collection in Evaluation

- Performance measures and data collection are building blocks of evaluation
- Hard proof of what/how/when/why your program is doing
- Documentation supports sustainability
- Building the framework for promising and effective programs in Indian Country

Role of CSR, Inc.

- National Process Evaluation of the Tribal Youth Program
- Technical Assistance to Tribes

CSR, Incorporated   Fox Valley Technical College

Strong

Evaluation/ Performance Measurement

Programs

Program Design/ Implementation

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