**Hello, Evaluation Mini-series Participants!**

This homework assignment has three parts. **Complete at least parts 1 and 2 before our second session on May 21, 2024.**

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| **Part 1:** Come up with evaluation question(s) you could answer, how you could answer them, your existing available information (data), and your future data collection efforts in Part 1. Before you move on to the next part, collect and organize your existing data.  **Part 2:** Design a focus group or interview protocol to accompany your existing data and answer your evaluation question(s).  **Part 3:** Collect some data! If it makes sense for your question(s), go ahead and start interviewing and/or running your focus groups. If you have some data before our next session, you can apply the analysis activities more directly. |

Work with others from your organization who attended the workshop to **complete one homework assignment** for your team. You can also invite others to work with you on this, even if they did not attend. Make sure to give them a good overview of the material as a starting point for the assignment.

Reference the session materials as needed, and reach out with additional questions ([elena@driveevaluation.com](mailto:elena@driveevaluation.com)).



Evaluation Data Collection: Initial Thoughts

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| **Name of organization** |  |
| **Individuals working on this assignment** |  |

**PART 1:**

**Evaluation Questions and Methods**

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| **EVALUATION QUESTION**  (Use a separate row for each evaluation question) | **PROPOSED APPROACH**  (List all data collection methods you could use to answer that question) |
| *Example:*  *To what extent are participants satisfied with their experience in our program?* | *Example:*  *Surveys, focus groups* |
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**Review your list above, and select one question you want to pursue. Mark it with an asterisk (\*).**

*Consider what question will give you the most valuable information for program improvement and casemaking, what feels reasonable and feasible for your team, what questions could benefit from interviews and/or focus groups, and what data you already have. These variables can inform what evaluation question you choose to pursue.*

**What You Already Have**

**What data do you already have that can begin to answer this question?***Consider things like partner or client emails, attendance and participation records, knowledge or experience assessments, and stories or testimonials.*

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**Collect all of the information above and organize it in one place (e.g., an electronic folder on your computer or a file on your desk).** *If you need time to access it, begin that process immediately. You may also consider asking staff what they might have that you are not already familiar with.*

**Fill In The Gaps**

**To supplement any data you already have, decide whether you want to do interviews, focus groups, both, or neither.** Fill in the table below for the method(s) you plan to use. For example, if you plan to do interviews, complete the interview table. If you plan to do focus groups, complete the focus group table. If you plan to do both, complete both tables. If you plan to do neither, explain why in the designated space.

**INTERVIEWS**

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| **What population will you interview? How many total participants are you aiming for?** *(Sample)* | **When?** *(Timeframe)* | **Why?** *(How will interviewing these individuals help you answer your evaluation question?)* | **How?** *(Consider structure, selection, and format on slide 26)* |
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**FOCUS GROUPS**

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| **What population will you include in your focus group(s)? How many total participants are you aiming for?** *(Sample)* | **When?** *(Timeframe)* | **Why?** *(How will discussions with this group help you answer your evaluation question?)* | **In what format?** *(See “format” on slide 26)* |
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**Use this space for other thoughts about data collection, including why you do not intend to do interviews or focus groups, if that is the case for your organization:**

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**PART 2: Design Your Protocol**

**Complete each of the sections below.**

*If planning on both interviews and focus groups, you should complete part 2 twice - once for your interview protocol and once for your focus group protocol. This is also the case if planning one method but with different groups (e.g., interviews with parents AND interviews with youth, as each group will have different questions).*

**Interview or Focus Group Introduction** *(See slides 30 and 31 for sample language)*

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**Opening Questions**

*Develop 1-2 questions to set the stage, make your respondent(s) comfortable, and collect any necessary identifying or classifying information, such as how often they attend your programming. Opening questions should be easy for the respondent to answer.*

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**Content Questions**

*These questions are the core of your interview or focus group. What is it that you really want to know? Remember that these questions should be truly open-ended and not leading.*

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**Closing Questions**

*Develop 1-2 questions to wrap up the discussion. This can include their biggest impact or takeaway and whether there is anything else they want to share with you.*

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**Interviewer/Facilitator Notes**

*Use this space to take notes about the discussion right after it has concluded. Write down anything you think is important that won’t be captured by the question notes.*

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**Once you have filled in all of the questions in the spaces above, copy/paste them into a protocol that you can use on the day of the interview(s) or focus group(s). Include space for notes, facilitator tips, or anything else that will help ensure you have a successful discussion. See the sample protocol on the last page for an example.**

**PART 3:**

Now comes the fun part. Begin collecting data! Keep a file of your completed interviews, and keep an overarching list of your participants here.

Method (interview/focus group): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Target number of participants: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Data collection time frame (from when to when): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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| Participant Number | Interviewer(s) | Scheduled date/time | Completed (X when done) | Cleaned notes (X when done) | Saved file (location) |
| *Example:*  *1* | *Elena Ragusa* | *May 1, 3 pm* | *X* | *X* | *Team shared folder on S drive* |
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***Sample Interview or Focus Group Protocol***

**Intended Length: 5-10 minutes**

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| **Respondent Name:** | **Title:** |
| **Interviewer:** | **Interview Date:** |

***Introduction (1 minute):***

*Thanks so much for taking the time to talk with me today. I am speaking with leaders at nonprofit agencies and organizations to understand their experience with program evaluation and how it impacts their funding. This interview is one of many we are doing and will inform the design of future workshop opportunities.*

*Our conversation will last no more than 10 minutes and is confidential. That means your name will not be associated with your responses in any way. There is no right or wrong answer to anything I am asking. I am just interested in your perspective and your experience.*

*Do you have questions for me before we get started?*

1. Tell me something about yourself and your background. How did you end up as [role] at [organization]? (*Probe for: relevant experience, credentials, tenure)*

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1. Who are your different funders, and what requirements/demands does your organization have to face with them regarding evaluation? *(Probe for reporting requirements, evaluation planning/approval, outcome or indicator identification)*

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1. What types of challenges has your organization faced with funders regarding evaluation?

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1. Is there anything else you think I should know about your evaluation at your organization?

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***Interview notes*** *(to fill in immediately after the interview is over)*

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