Community of Practice on Traumatic Brain Injury

Fifth Meeting
January 8th, 2014
Today’s Agenda

Making Evaluation Work for You

Arizona Governor’s Council on Spinal and Head Injuries
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Presenters

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Desired Results for Today’s Webinar

• Identify how program staff can work more effectively with their evaluators in designing, planning, implementing, and using program evaluation

• Gain new ideas for engaging key stakeholders in the program evaluation process

• Be able to take concrete steps to leverage the evaluation of your program

• Demonstrate how you can evaluate your work even if you have a limited budget
Designing and Planning Your Evaluation

• Guiding Principles
  – Develop a culture of evaluation
  – Think about evaluation in all aspects of your work, not just programs
  – Be clear about the desired results of your program (and make sure these outcomes are reasonable to achieve in the designated time frame with available resources and that you have control over them)
  – Take an active role in defining how to assess whether the desired results have been achieved (don’t leave this to your evaluators, although they can help you a lot)
  – Engage key stakeholders in defining how to assess whether the desired results have been achieved (you need their wisdom and buy-in)
Designing and Planning Your Evaluation

• Initial Questions to Ask Your Team
  – What are we going to evaluate?
  – How are we going to use the results to improve policy and/or practice?
  – Who else needs to be involved to provide the wisdom and buy-in we need to evaluate this?
  – What resources do we have to do this?
  – Do we need an external evaluator?

• Next Step
  – Convene the team and develop your program evaluation model
Designing and Planning Your Evaluation

• Working with Evaluators
  – Assess pros and cons of internal versus external evaluators
  – Select evaluators who understand the program/organizational culture, values, context, etc.
  – Clearly define roles and responsibilities early and often
  – Engage the evaluators as a part of your evaluation team

• Engaging Stakeholders
  – Identify who is needed to provide the comprehensive knowledge you need to develop the program evaluation model
  – Identify who is needed to provide the buy-in you need to identify acceptable measures of success
  – Clearly define roles and responsibilities early and often
  – Engage key stakeholder reps as part of your evaluation team
Any Questions?
Implementing and Using Evaluation

• Guiding Principles
  – Be sure to develop an action plan for your evaluation (who needs to do what and when) and monitor progress to make sure the evaluation is on track
  – Make sure the data you need are available and that the data sources are reliable
  – Identify any implementation challenges early (don’t wait until it is too late to make mid-course corrections)
  – Look at results along the way; provide feedback to those who have an interest (implementers, supporters, etc.)
Implementing and Using Evaluation

• Questions to Ask Your Team
  • Is the program being carried out as planned? If not, why not?
  • Do we need to make any mid-course modifications in order to achieve the outcomes we expect?
  • Are we achieving the desired results? If not, why not?
  • What can we learn from our experience with this program? What will we do differently in the future?
  • How are we going to use results to improve policy and/or practice?
  • What should we be sharing with our stakeholders and in what format?

• Next Step
  – Use results to recommend changes in policy and/or practice
Implementing and Using Evaluation

• Working with Evaluators
  – Continue to work with evaluators as part of your evaluation team
  – Monitor progress toward the evaluation action plan
  – Develop a reporting schedule
  – Work with evaluators to identify reporting formats for various audiences

• Engaging Stakeholders
  – Engage key stakeholders in interpreting evaluation results
  – Engage key stakeholders in developing recommendations and plans for implementing recommendations
  – Involve key stakeholders in defining what to share with their constituencies and the best way to present it
Any Questions?
Leveraging Your Evaluation

• Guiding Principles
  – Have a defined process for using results to improve policy and/or practice
  – There are many ways to “mine” your evaluation data; consider all the possibilities

• Questions to Ask Your Team
  – How can we ensure that the recommendations are built into the program planning process?
  – Whose buy-in is needed and how can we get it?
  – Are we going to need new resources to implement the recommendations?
  – Can we use evaluation data to garner support? Resources?
  – Can we use evaluation data for educational purposes?
  – How else might we use evaluation data?
Leveraging Your Evaluation

• Next Step
  – Build the action steps required to implement recommendations into your program plan

• Working with Evaluators
  – Ask evaluators to make tailored presentations to key stakeholder groups
  – Work with evaluators to develop collateral materials that highlight key findings

• Engaging Stakeholders
  – Offer to present evaluation data to their constituencies
  – Have them brainstorm how they can help ensure implementation of the recommendations
  – Engage them in monitoring progress toward implementation of recommendations
Any Questions?
Evaluation with a Limited Budget

• Guiding Principles
  – Limit the focus but at minimum explore lessons learned about program implementation—what worked and what did not
  – Ask key stakeholders for feedback
  – Employ evidence-based programs that have been proven effective and ensure fidelity of implementation
  – Collaborate with a partner who has evaluation resources to share
  – Study examples of success—what factors contributed to success; compare these to less successful approaches to see if there is a difference
  – Use existing data sources, but make sure they are reliable
Tools and Resources

- Program Evaluation Lessons Learned: A Program Manager’s Perspective (2013)
Any Questions?
Collaborators

National Collaborative on Children’s Brain Injury
Judy Dettmer, Facilitator
Thank you for your participation

Please take a moment to complete our short evaluation:

https://www.surveymonkey.com/s/tbi_cop_010814

Questions or Comments? Contact:

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