



# Professional Development Webinar Series: Evaluation 101

September 27, 2018



# Roll Call

**Bakersfield  
Channel Islands  
Chico  
Dominguez Hills  
East Bay  
Fresno  
Fullerton  
Humboldt  
Long Beach  
Los Angeles  
Maritime  
Monterey Bay**

**Northridge  
Pomona  
Sacramento  
San Bernardino  
San Diego  
San Francisco  
San Jose  
San Luis Obispo  
San Marcos  
Sonoma  
Stanislaus**

# Meeting Agenda

- ~~Roll Call~~
- **Speaker Introduction**
- **Presenter: Dawn Arledge**
  - CA Center for Rural Policy
  - Q & A
- **CO Updates**

## Speaker: Dawn Arledge

# California Center of Rural Policy (CCRP)

*CCRP conducts research and evaluation to inform policy, build community, and promote the health and well-being of rural people and environments.*

### Currently serves as the Director of Health Research

- Work has focused on several areas, including: tobacco and other drug prevention, suicide prevention, building healthy communities, access to healthy food and physical activity, preventing adverse childhood experiences, promoting resilience, and improving service delivery to vulnerable populations



# Evaluation 101: Understanding the Basics

**Presented by Dawn Arledge, Director of Health**

*California Center for Rural Policy at Humboldt State University*

# Evaluation Myths

- It will take too much time and resources
  - It will interfere with delivering the service and/or program
  - It will result in my service and/or program being eliminated
- We will collect data that is unnecessary
  - It will overly complicate our service and/or program
  - Our program is unique and should not be compared with other programs

# Evaluation Benefits



- It provides a logical, focused framework to guide activities
- It will generate useful information to help us make real-time changes to improve our service/program
- It will provide documentation that we can show to others
- It can help us to leverage future funding for our service/program
- It can help us determine if our service/program is effective in achieving its' goals
- It can help us with strategic planning for the future

# Possible Domains to Assess

- The need for the program
- How the program was designed
- Program implementation & service delivery
- Program outcomes and impact
- Efficiency of the program



# Evaluation Steps

Develop a plan

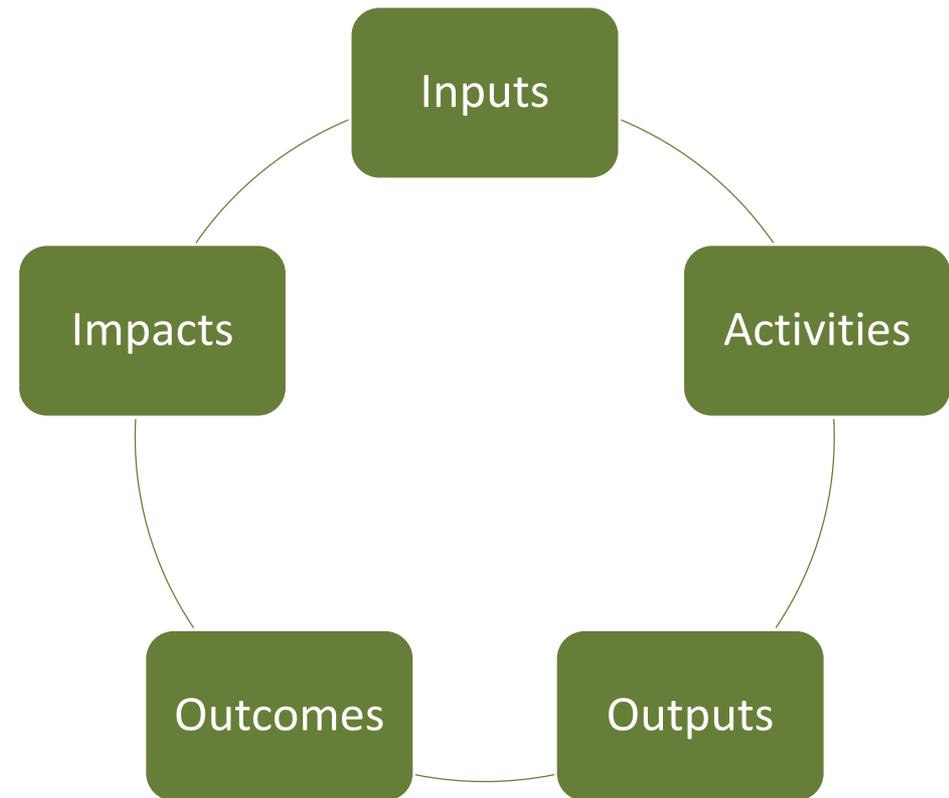
Collect data

Analyze data

Share results and make improvements

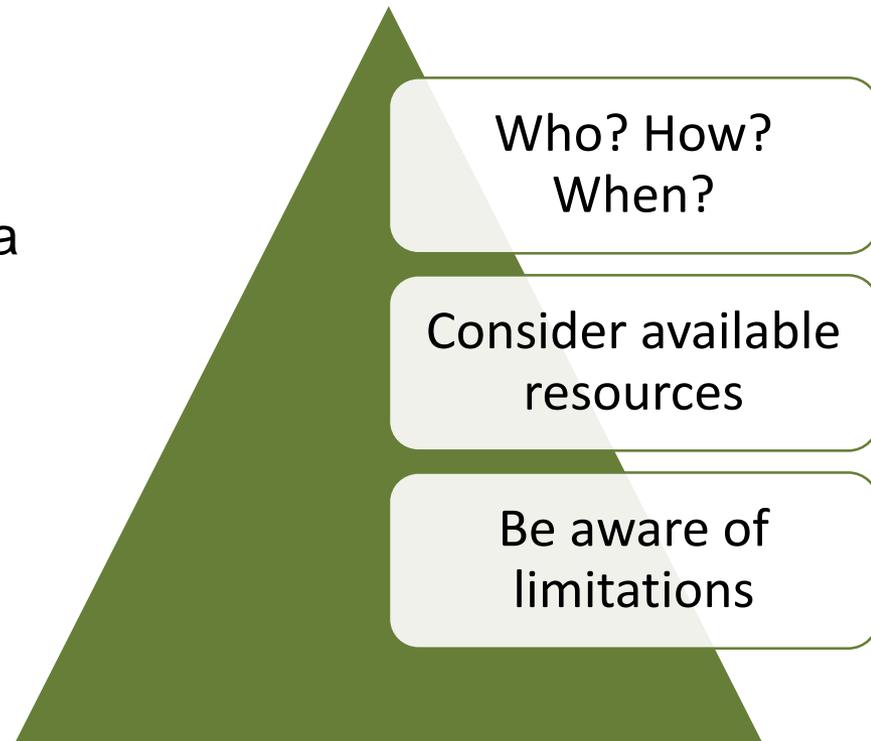
# Develop a Plan

- Creation of evaluation questions
- Formation of logic model
- Identification evaluation methods



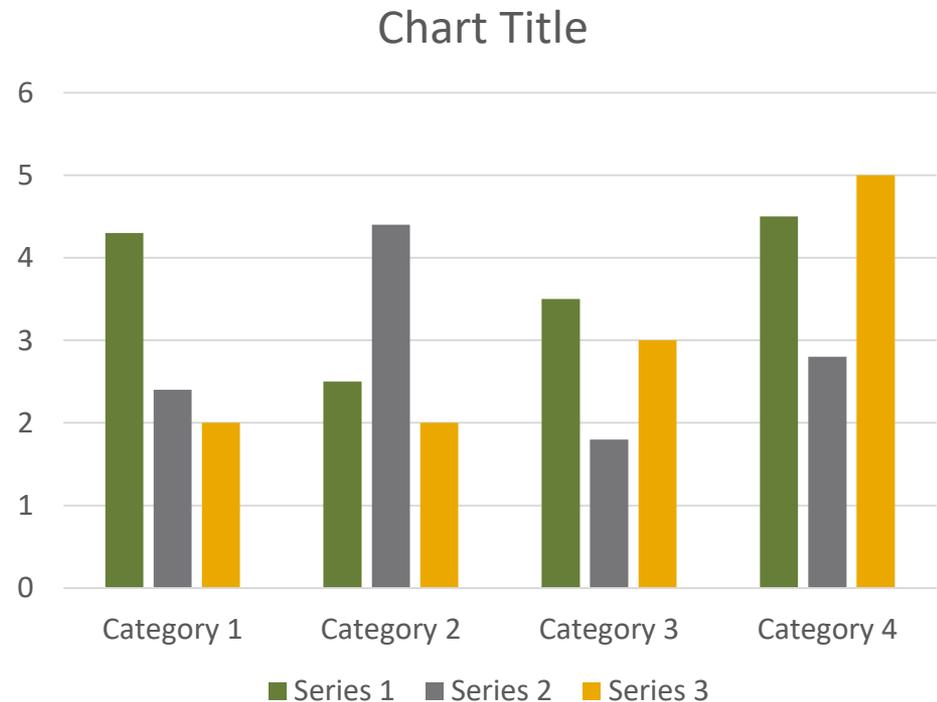
# Collect Data

- Develop data indicators to measure progress
- Select methods to capture data
  - Review of program records
  - Surveys/questionnaires
  - Focus groups
  - Interviews
  - Observation



# Analyze Data

- Enter, organize and clean data
- Analyze quantitative data
- Analyze qualitative data



# Communicate Results

- Contextualize data
  - *Discuss and explain findings to help readers understand the context in which the work is occurring*
- Present findings in a clear and concise format
- Share findings with appropriate audiences
- Identify and discuss program strengths, weaknesses and areas for improvement



# SB 85 Campus Proposal Example

**Project: Improve food pantry services**



# SB 85 Campus Proposal Example

- **Inputs:** Elements or ingredients that constitute the program
  - What resources (staff, equipment) do you have to devote to this project?
- **Activities:** Methods for providing the service or program
  - What will you do to improve food pantry services?
  - Examples: Purchase fresh food for pantry, add refrigeration for perishable items, provide more staff at pantry

# SB 85 Campus Proposal Example

**Outputs:** Units of service you will provide. How often, over what duration.

- What specifically are you going to provide?
  - ***Example: How much fresh food, how often, and to how many students?***
- How are you going to track this?
- Who will track it and how often?



# SB 85 Campus Proposal Example

**Outcomes:** Short, intermediate or long-term anticipated changes you expect to see.

- What do you expect to happen for someone who participates in the program?
  - ***Example: Students will report increased consumption of fresh food from the pantry***
- How are you going to track this? Survey students who utilize pantry?

# SB 85 Campus Proposal Example



**Impact:** Ultimate impact you expect to occur.

- What is your overall goal?
- Example: Students will have improved overall health.
- How are you going to track this? Survey that assesses if students that utilize pantry report a **perception** that their overall health has improved? Focus group that asks students to reflect on how fresh food at the pantry influences their overall health?

# SB 85 Campus Proposals: Housing

**Project: Improve services for homeless and displaced students**

- **Inputs:** Staff, materials, space
- **Activities:** Assist students in applying for temporary and permanent housing, Link students to housing resources in community
- **Outputs:** 100 students will receive assistance in applying for housing, 150 students will receive referrals to housing resources in community
- **Outcomes:** 25-50 students will find temporary or permanent housing
- **Impacts:** Students will stay at the university until they graduate.

# Humboldt State University's Oh SNAP Program Evaluation

- Students fill out form when they access the pantry to track who uses services
- Student focus groups with pantry utilizers
- Interviews with students that do not use pantry
- Interviews with key staff



# Humboldt State University's Potential Housing Program Evaluation

- Track number of students who receive service and type of service they receive
- Student surveys: How helpful were the services? Were you able to find housing? Do you feel more connected to the campus after accessing these services?
- Student interviews and/or focus groups: Is housing important to your academic success? What did you like/not like about the services you received?
- Staff interviews: What were the phases of implementation? What successes and challenges did you encounter?



## Contact Information

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# Discussion / Q&A

# CO Updates

- Post-webinar Evaluation
- Hunger & Homelessness Awareness Week
  - **November 10 – 17**
- Next SB 85 Reporting
  - **January 31, 2019**
- CalFresh Outreach Day
  - **February 27, 2019**
- Taskforce Meetings
  - **3 meetings minimum**
- CSU BNI Facebook Group



# CO Updates

*The next webinar is scheduled for:*

**Thursday, November 15<sup>th</sup>**

**@ 2:00pm**

*Topic:*

Submitting Proposals that Get  
Funded – Grant Writing 101





# Thank You!

[www.calstate.edu/basicneeds](http://www.calstate.edu/basicneeds)