



# Basic Data Important to Every Social Change/ Social Service Organization

FRIDAY, JANUARY 13th, 12PM – 1:00PM | FACILITATOR: Graig Eric



The NonProfit HelpDesk invites small and emerging nonprofits to **FREE ONLINE** workshops and consultative support, funded by the New York City Council and NYC Department of Youth and Community Development.

This new workshop series will focus on key skills, operating areas, and best practices to help groups work smarter. One-on-one assistance will be available on a limited basis to workshop participants following the presentations.

In addition, organizations can apply for short consultations in the areas of governance (by-laws, non-profit tax exemption, corporate policies, employee handbooks), executive coaching, fundraising and financial management.

To register for a workshop or apply for consultative support:

[bit.ly/NPHD\\_Workshops](https://bit.ly/NPHD_Workshops)

**SCHEDULE**

<p><b>TUESDAY, NOVEMBER 29, 2022.</b> 12-1:15 PM <i>Picking the Fundraising Fruit and Sowing Seeds for the Future</i></p> <p><b>Two-Part Series on Storytelling</b> <b>TUESDAY, DECEMBER 6, 2022.</b> 12-1 PM <i>The Power of Effective Storytelling: the Oprah of Opera</i></p> <p><b>TUESDAY, JANUARY 10, 2023.</b> 12-1 PM <i>Storytelling Workshop, "SHARK TANK" Style</i></p> <p><b>WEDNESDAY, DECEMBER 14, 2022.</b> 12-1 PM <i>Feedback for Performance</i></p>	<p><b>Three-Part Series on Collecting the Right Data to Advance Your Organization's Goals</b> <b>FRIDAY, JANUARY 6, 2023.</b> 12-1 PM <i>Basic Data Important to Every Social Change/Social Service Organization</i></p> <p><b>FRIDAY, JANUARY 13, 2023.</b> 12-1 PM <i>Tools for Framing Data Collection and Analysis</i></p> <p><b>FRIDAY, JANUARY 20, 2023.</b> 12-1:30 PM <i>Follow-up Consultations</i></p>	<p><b>Three-Part Series on Developing a Road Map for Future Success</b> <b>THURSDAY, JANUARY 12, 2023.</b> 12-1 PM <i>Where Are We Now?</i></p> <p><b>THURSDAY, JANUARY 26, 2023.</b> 12-1 PM <i>Where Are We Going?</i></p> <p><b>THURSDAY, FEBRUARY 2, 2023.</b> 12-1 PM <i>How Are We Going to Get There?</i></p> <p><b>WEDNESDAY, FEBRUARY 8, 2023.</b> 12-1 PM <i>Software Selection and Workflow Design - Making a Home for Your Data</i></p>
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These workshops are funded by generous allocations from NYC Department of Youth and Community Development (DYCD), Brooklyn Delegation of NYC Council and the Department of Citywide Administrative Services (DCAS). NPHD is a project of the Jewish Community Council of Greater Coney Island. [www.JCCGCI.org](http://www.JCCGCI.org)

# Evaluation Defined

Evaluation normally involves the identification of relevant standards of merit, worth, or value; the investigation of the **performance** of an evaluand [program] on those standards; and some integration of the results of this investigation.

*Adapted from Scrivern (1991)  
"The Evaluation Thesaurus"*

# Evaluation Defined

Program evaluation is the use of social research methods to **systematically investigate** the effectiveness of social programs. It draws on the techniques and concepts of the social sciences and is intended to be useful for **improving** programs and informing social action aimed at ameliorating social problems.

*Adapted from Rossi, et. Al. (2004)  
"Evaluation: A systematic approach"*

# Evaluation Defined

Evaluation is an **ongoing process** for investigating and understanding critical organizational issues. It is an approach to learning that is **fully integrated** within an organization's work practices and as such, it engenders stakeholder's interest and ability in exploring critical issues, their involvement in evaluative processes, and their personal and professional growth.

*Adapted from Preskill and Torres (1999)  
"Evaluative Inquiry for Learning in Organizations"*

# In Summary

Evaluation is about the systematic investigation of a program's performance aimed at improving that performance. It should be conceived as something that is ongoing and that is fully integrated into an organization's work practices.

# What Drives Program Evaluation?

- Funders drive most evaluation
- They are interested in:
  - ❖ Outputs
  - ❖ Outcomes

# Putting NPs in the Driver's Seat

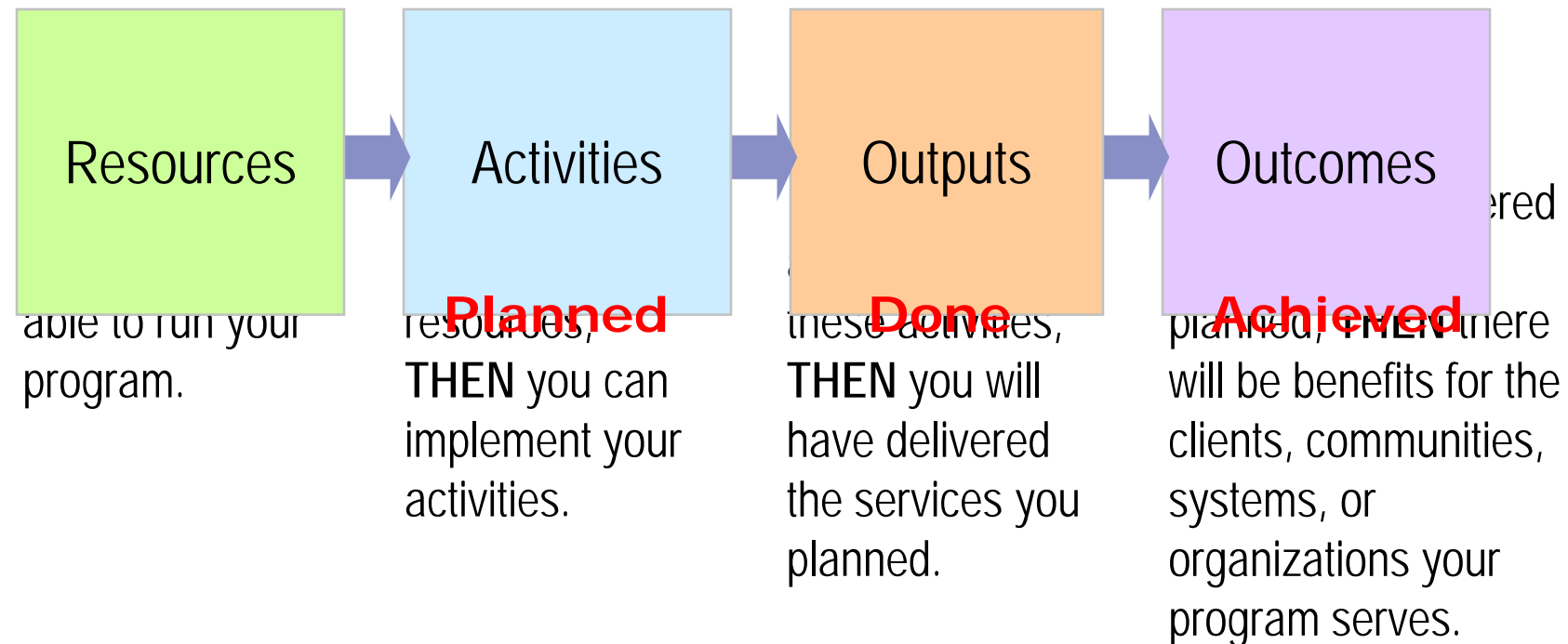
- Places the focus on program process
- Emphasizes usable knowledge
- Empowers the nonprofit to 'talk back' to the funder
- Contributes to the fund-raising effort



# What is a logic model?

- A logic model provides a picture of your program, what you're trying to achieve, how you are going about it, what resources you are putting into it.
- Logic models build common understandings
- Logic models can serve as the basis for subsequent evaluation

# A Logic Model is a Series of If-Then Statements



# Resources and Activities

- Were the required resources in place?
- Did the program's activities take place as planned?
- What worked? What didn't?

# Outputs

- How many people participated in program activities?
- Who are they?
- Where are they coming from?
- What did they think of the program?

# Outcomes

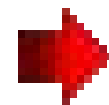
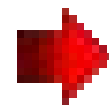
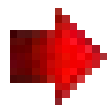
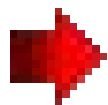
- New: Knowledge / Insights / Relationships
- New: Behaviors / Ideas / Capacities
- New Opportunities
- Improved Life Chances
- Stronger Communities

# Factors Driving Outcomes

- Program theory
- Program implementation
- Environmental influences
  - ❖ Client background
  - ❖ Social context

# A Sample Logic Models

Inputs	Activities	Outputs	ST Outcomes	MT Outcomes	LT Outcomes
<ul style="list-style-type: none"> <li>▪ Marriage educator</li> <li>▪ Grant Funding</li> <li>▪ Existing program to support participants</li> </ul>	<ul style="list-style-type: none"> <li>▪ Outreach in prison and community</li> <li>▪ Screening, intake and assessment for service</li> <li>▪ Eight session PREP training</li> <li>▪ Two session workshop on child development</li> </ul>	<ul style="list-style-type: none"> <li>▪ Presentations to potential clients, prison staff, internal agency staff and partners</li> <li>▪ 50 intake and assessment visits</li> <li>▪ 40 clients complete marriage and child development training</li> </ul>	<ul style="list-style-type: none"> <li>▪ Increased knowledge of communication skills especially, around conflict issues</li> <li>▪ Increased knowledge of child development</li> <li>▪ Ability to identify different parenting attitudes</li> </ul>	<ul style="list-style-type: none"> <li>▪ Improved ability to handle conflict</li> <li>▪ Fewer conflicts</li> <li>▪ Enhanced family functioning</li> <li>▪ Enhanced ability to nurture children</li> </ul>	<ul style="list-style-type: none"> <li>▪ Less divorce or separation</li> <li>▪ Stronger marriages</li> <li>▪ Fewer children placed in foster care system</li> <li>▪ Lowered recidivism</li> </ul>



# Using the Model For Evaluation

- Resources**
- Was the relationship with the Department of Corrections helpful?
  - Were existing programs utilized to support the new initiative?
- Outputs**
- How many intakes were completed? Were the assessments done?
  - How many presentations took place in each venue? How well were they received?



# Using the Model For Evaluation

## Inputs

- Marriage educator
- Grant Funding
- Existing program to support participants
- On going relationship with department of corrections
- Overall agency infrastructure

- Was the marriage educator properly trained?
- Were existing programs utilized to support the new initiative?
- Was relationship with Department of Corrections helpful?
- How well did the existing infrastructure support the project?

# Using the Model For Evaluation

## Outputs

- Presentations to potential clients, prison staff, internal agency staff and partners
- 50 intake and assessment visits
- 40 clients complete marriage and child development training

- How many presentations took place in each venue? How well were they received? Which venues worked the best?
- How many intakes were completed? Were the assessments done correctly? Were they valuable?
- What kinds of clients completed the training? Who dropped out?

# Using the Model For Evaluation

## Short Term Outcomes

- Increased knowledge of communication skills especially, around conflict issues
- Increased knowledge of child development
- Ability to identify different parenting attitudes

- Were clients satisfied with the program (training, counselor, arrangements)?
- Did clients show an increase in knowledge about child rearing and communication issues in marriage?
- What accounted for differences?

# Using the Model For Evaluation

## Medium Term Outcomes

- Improved ability to handle conflict
- Fewer conflicts
- Enhanced family functioning
- Enhanced ability to nurture children

- Do client's show an improved ability to handle conflict?
- Has family functioning been improved?
- Have clients' child rearing practices improved?
- What account for any observed differences?

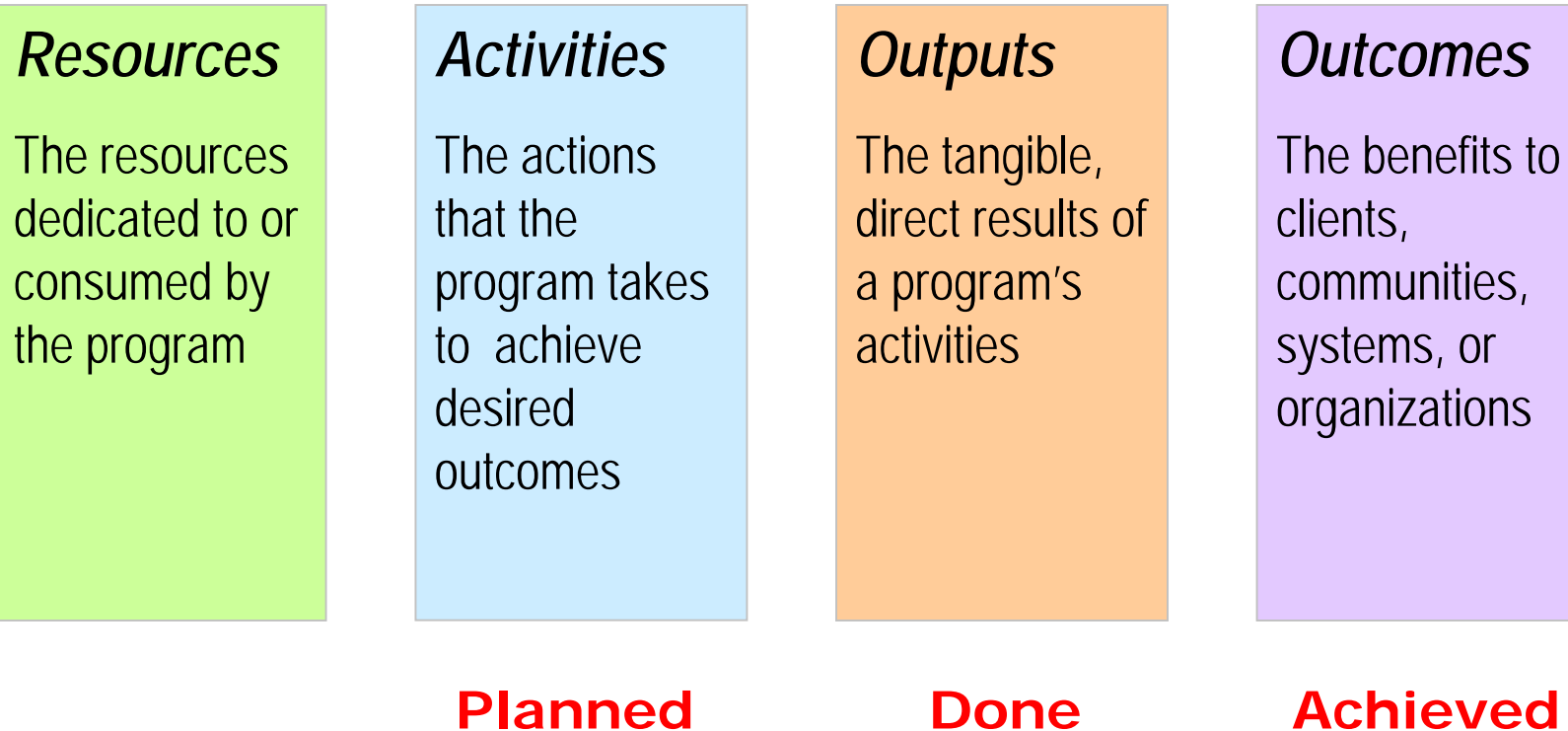
# Using the Model For Evaluation

## Long Term Outcomes

- Less divorce or separation
- Stronger marriages
- Fewer children placed in foster care system
- Lowered recidivism

- Are clients less likely to divorce?
- Have foster care placements been reduced?
- What account for any observed differences in these outcomes?

# To Recap...



# Collecting Data for Evaluation

- Objective Metrics
  - ❖ Validated instruments
  - ❖ Observed behavior
  - ❖ Observed outcomes
- Self Reports
  - ❖ Surveys
  - ❖ Focus Groups
  - ❖ Individual Interviews

# Analyzing Data for Evaluation

- Basic descriptors
- Targets and benchmarks
- Cross group comparisons
  - *Demographics*
  - *Providers*
  - *Sites*
  - *Dosage*



# Five Questions about Evaluation Readiness

- Has your organization articulated a set of questions?
- Do you have enough participants?
- Do you have the resources necessary to get started?
- Do you have a staff member able to drive the work?
- Is your organization able to use the answers you receive to the questions you would like to answer?

# Five Simple Rules for Getting Started

- Conduct an evaluation audit
- Involve ALL your stakeholders
- Focus on actionable knowledge
- Focus on incremental improvements

# Five Keys to Success

- Be realistic about costs
- Get support from the top
- Be prepared to solicit help from experts
- Mine your data deeply
- Share findings widely

# Your Thoughts & Questions

