Evaluation 101:
The Building Blocks of Success

National Council

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LWV **LEAGUE OF WOMEN VOTERS®**

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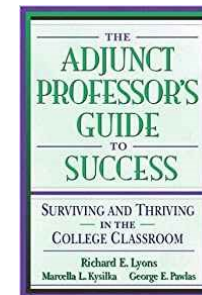
AGENDA + OBJECTIVES

- About me

- What is evaluation?

- Why does evaluation matter?

- How do we define evaluation?

- Small group discussion

- *Providing the fundamental building blocks to understand the importance of evaluation and frequently used terminology.*

About Me

- **Policy and research experience**
- Worked on Capitol Hill.
- Taught at numerous colleges and universities.
- Currently pursuing my Ph.D. in Higher Education at the University of Maryland. I study the civic engagement of diverse communities.

- **Creating a culture of effective data use**
- Shifted the culture at CASA de Maryland to focus on data and outcomes.
- Conducted research, elevated data systems, and developed internal process to track outputs and outcomes.
- Worked with Urban Institute on federal grants, launched data ambassadors and Faculty Learning Circle.

What is Evaluation?

- Measuring the success of our programs and initiatives.

- How do you define the success of your programs or initiatives?
  - Take 10 minutes to discuss with a partner.

Evaluation matters

- Tells the organization's story through factual information
  - Documents the IMPACT
  - Demonstrates the RELEVANCE
  - Builds our BRAND

- Shapes the culture

- Informs strategic decision-making

- Helps to raise money!

How do we define evaluation?

Qualitative Methods: data are in the form of quotes, observation notes or interview transcripts. Interviews, focus groups are used to capture qualitative data.

Quantitative Methods: data in the form of numbers, statistics, charts or tables and can be based on a larger sample. Questionnaires and computer software are used to capture quantitative data.

Evaluation Terminology

<u>Outcome:</u> The ultimate impact of the body of work. Outcomes are not numeric and instead help expand our thinking of how our work makes a difference.

Example: Ensuring that all eligible voters in our state vote during state, local and national elections.

Evaluation Terminology

<u>Strategy:</u> The body of work that will help us reach the intend outcomes.

Example: Mobilize voters in our state (California, Florida, New York, etc.) through X. Not numeric-it narrows the scope of the work.

<u>Tactic:</u> Numeric targets that will allow us to implement sound strategies and reach intended outcomes.

Example: Increase voter turnout by X in 2019 Virginia elections. Over 50,000 voters vote in Virginia during the 2019 elections.

Small Group Discussion

- X League holds a debate with two local candidates prior to an election.
  - What does success look like for that League?
  - How would you measure it?

- X League conducts a voter registration in a high school during an election year
  - What does success look like for that League?
  - How would you measure it?

Thank you and contact me, anytime!

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