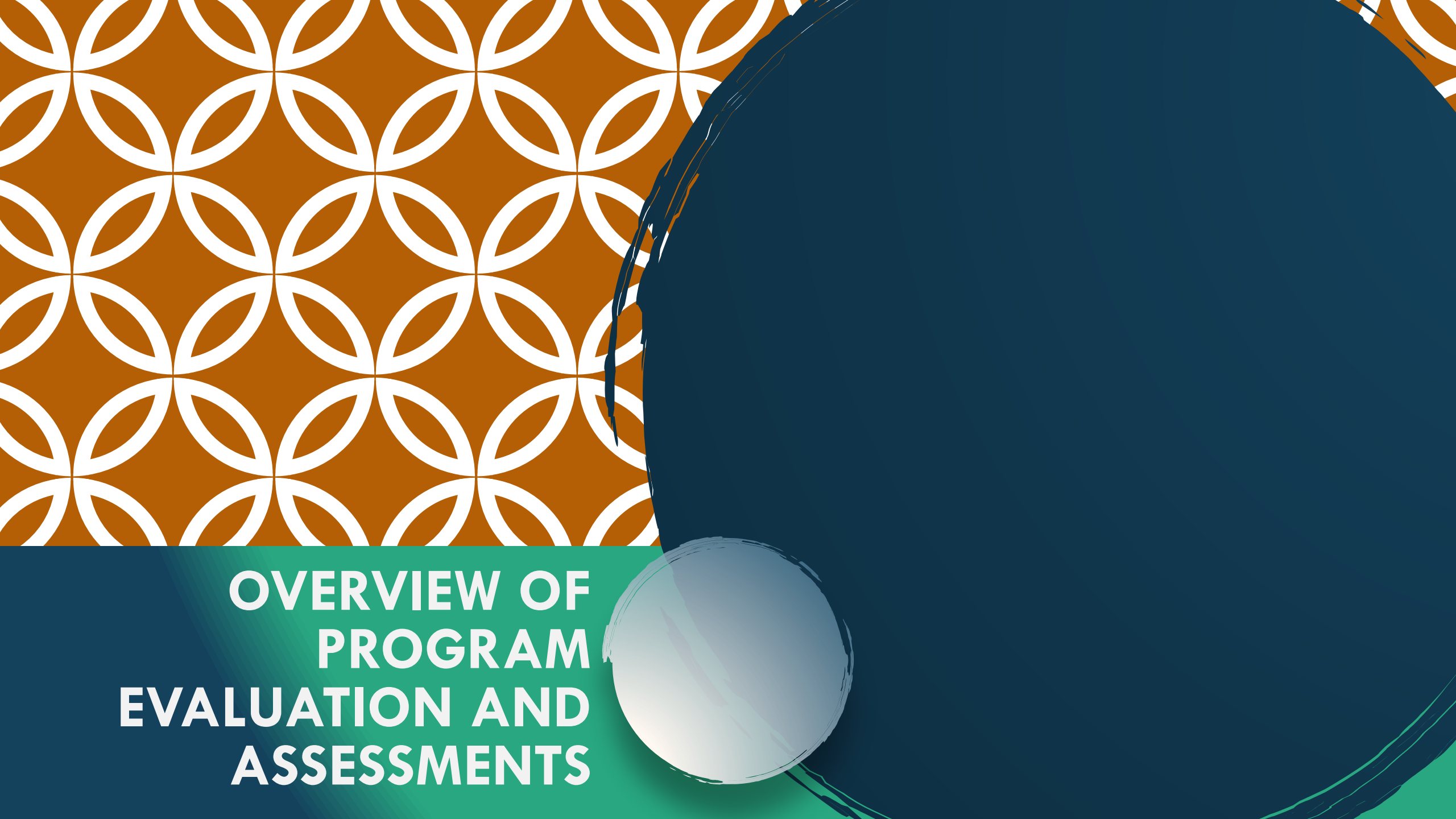


A woman with long brown hair is seen from behind, sitting on a rooftop. She is looking out over a city skyline at sunset or sunrise. The sky is a mix of yellow and orange, and the buildings are silhouetted against it. The woman is wearing a dark top. The rooftop has some equipment, possibly for photography or videography, in the foreground.

**Collaborating
with
Communities to
Transform
Programming
and Practice**

TELLING YOUR STORY WITH DATA



**OVERVIEW OF
PROGRAM
EVALUATION AND
ASSESSMENTS**

WHY EVALUATE?



Identify what is working well and where gaps/barriers exist – monitor implementation and outcomes.

Exploration



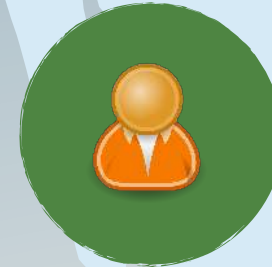
Identify need for additional or new funding – Use findings for grant writing, fund-raising, etc.

Funding



Strengthen response systems, create new partnerships, etc.

Partnerships



Develop and/or improve services, policies, or practices for the benefit of the community.

Programming



Provide documentation and data to funders (i.e., federal/state reporting requirements, etc.)

Reporting



TELLING A STORY

When working in community, evaluators must (at a minimum):

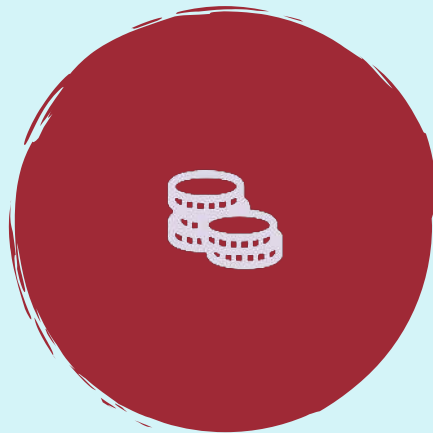
- Understand the cultural history, views and beliefs of the community members;
- Demonstrate a desire to listen and learn;
- Understand that embracing culture improves the evaluation process; and
- Create space for all voices to be heard and be open to their own bias.

- Culture is a collective body of behaviors, values, beliefs, and customs shared by a specific group of people.
- Culturally relevant evaluations require a comprehensive understanding that culture is not homogenous and that within groups, there is considerable diversity. Evaluations cannot be free of culture.



Strategize

Engage stakeholders – they will assist with choosing methods, developing instruments, contextualizing findings, and establishing next steps.



Prioritize

Is this a Program or Project Evaluation? Evaluation should be woven into the beginning of the project.



Monetize

Ensure ample resources including staff time, funding for outside assistance, incentives, etc.

WHERE TO BEGIN

- What *Story* are we trying to tell?

ENGAGING STAKEHOLDERS

Who are the Stakeholders?

Anyone with influence, power, or a vested interest in the information and outcome and who reflects the diversity of the community.



Community
Leaders

Community
Programs

Community
members



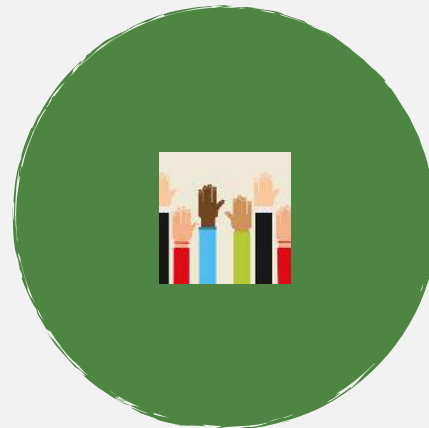
What is the community's history?



What traditions and norms exist in the community?



What are the community demographics and trends?



What are the community's specific interests, needs, and assets?

STAKEHOLDER S

□ What is their role?

TYPES OF EVALUATIONS & ASSESSMENTS



Process

Focuses on **Activities and Outputs**

- **Activity** = what we do or provide (Services, Training, Comm. Ed).
- **Output** = specific statement about what was produced.

Questions:

- What are we doing?
- How are we doing it?
- Who is or isn't receiving our services?
- Are they satisfied?



Outcome

Focuses on **Outcomes and Impact**

- **Output** = specific statement about what was produced.
- **Outcome** = intended result (learned a specific skill).

Questions:

- What did participants learn?
- What changes occurred as a result of services, training, etc.?



Process Evaluation

Number of people served

Types of services provided

How services were received - liked

Frequency and duration of services

Policies developed

Outcome Evaluation

Increase in knowledge, skills, and ability

**Change in awareness, attitude,
behaviors, or conditions**

Intentionality

Collecting data and telling a story requires thoughtful consideration

Asking the Right Questions – Remember your “why”

Instrument Development

Numbers vs. Narratives

Qualitative and Quantitative data

Surveys

Focus Groups

Interviews

Pre-Post Tests

**METHODS
AND TOOLS
FOR DATA
COLLECTION**

Gaps in services

Emerging challenges

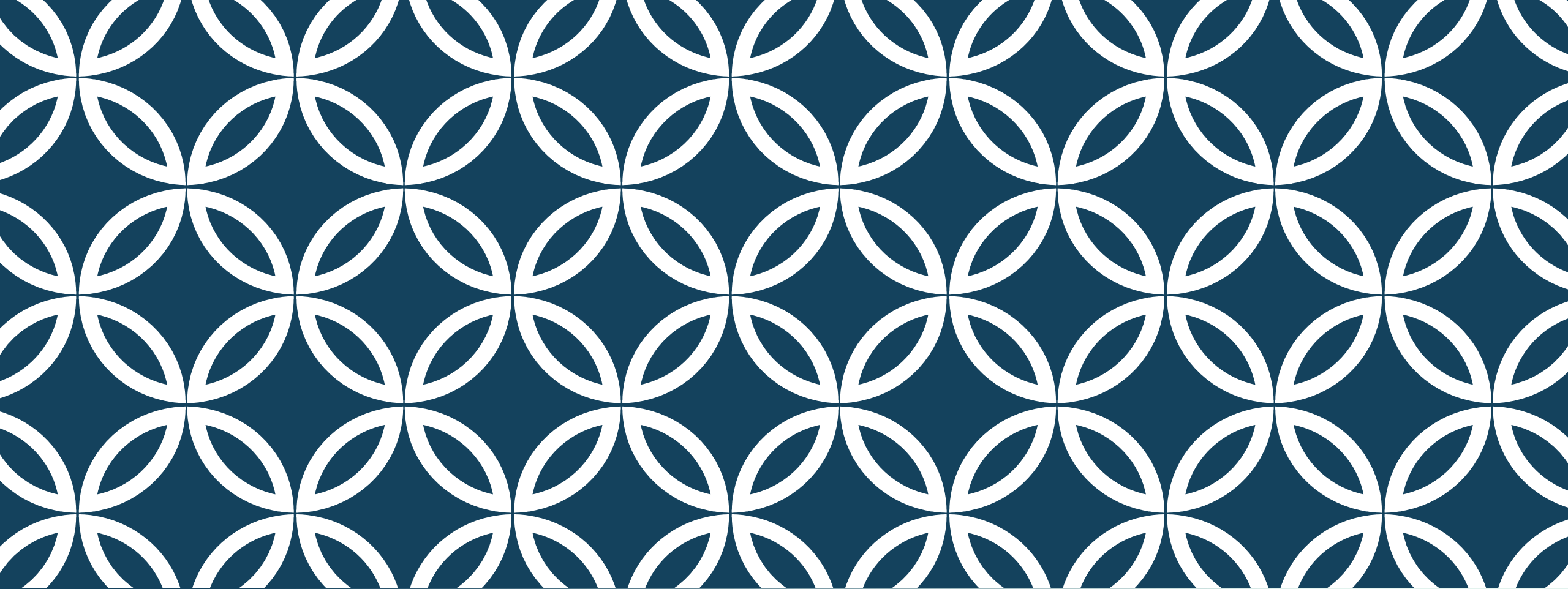
Recurring challenges

WHAT'S EFFECTIVE?

Where can we improve?



Asking the Right Questions!



REMINDERS



INFORMED CONSENT

Example: *Participation in this survey is completely voluntary and anonymous; the data will be collected to assist in the planning of future education events and to improve services to address the needs of survivors of sexual assault and the community. No identifying information will be collected.*

YOU HAVE THE OPTION TO SKIP ANY QUESTIONS THAT MAKE YOU FEEL UNCOMFORTABLE.



CONFIDENTIALITY/PRIVACY PROTECTION

Reported data must not contain Personally Identifying Information (PII)

- Names
- Addresses
- Phone Numbers
- Email Addresses
- Social Security Numbers

Confidentiality

- Refers to actions of keeping documents, files, and other **data** away from people or entities that are not meant to see/ hear them



Privacy

- Refers to actions of honoring an **individual's** right to control who has access to him/herself and how their information is shared publicly



ANALYSIS

Step 1

☐ **Involve diverse group of Stakeholders**

- ☐ Consider implications in how categories are defined.
- ☐ Balances and ensures accuracy in the interpretations and findings.
- ☐ Assists with recommendations.



Step 2

☐ **Share and communicate the findings**

- ☐ Share the findings, recommendations, and lessons learned with the stakeholders and participants.
- ☐ Follow-up to ensure that the recommendations are being implemented and if not, find out what additional assistance is needed.



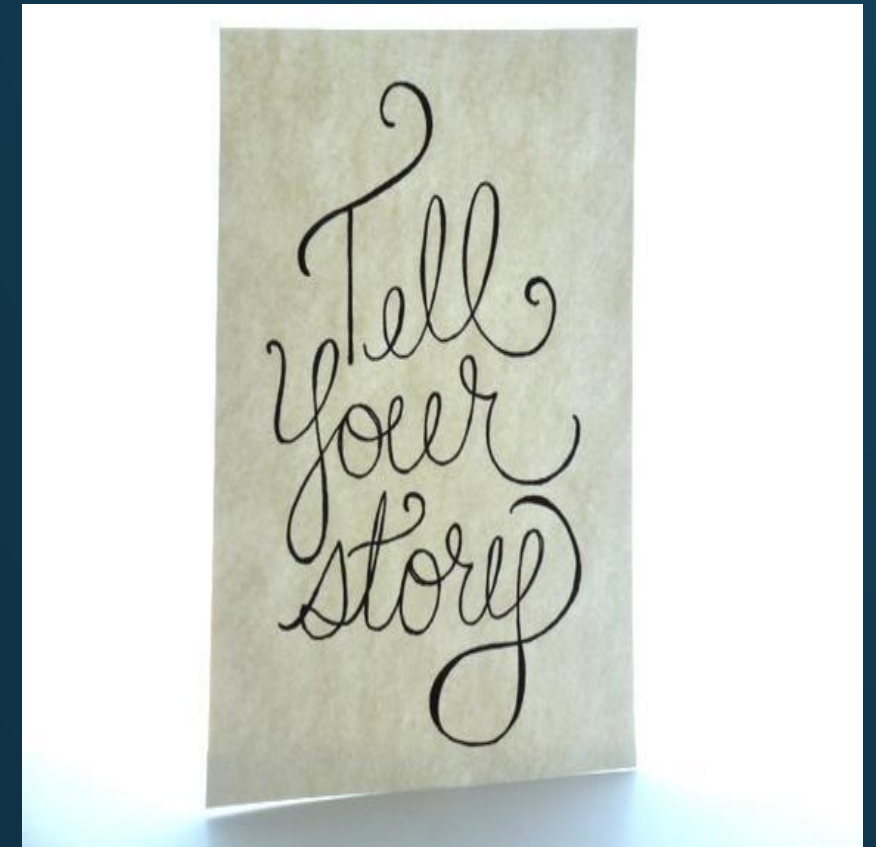
Step 3

☐ **Wrap-up the Evaluation**

- ☐ Check in with the community to see how the process felt to them.
- ☐ Highlight the benefits and lessons learned, including any challenges, and how they were addressed.
- ☐ Tailor dissemination to the needs of the program/community.

SUMMARY

- **A culturally and community responsive evaluation should include**
 - Engagement of a diverse pool of stakeholders
 - Understanding of potential biases
 - Consideration of how aspects of the tribal community history, beliefs and practices may influence the design and methods of the evaluation
 - Ensuring that multiple perspectives are represented
 - Promotion of the use of the information to the benefit of the community.



THANK YOU!

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