Evaluative Thinking and #EvalHacks for Nonprofits

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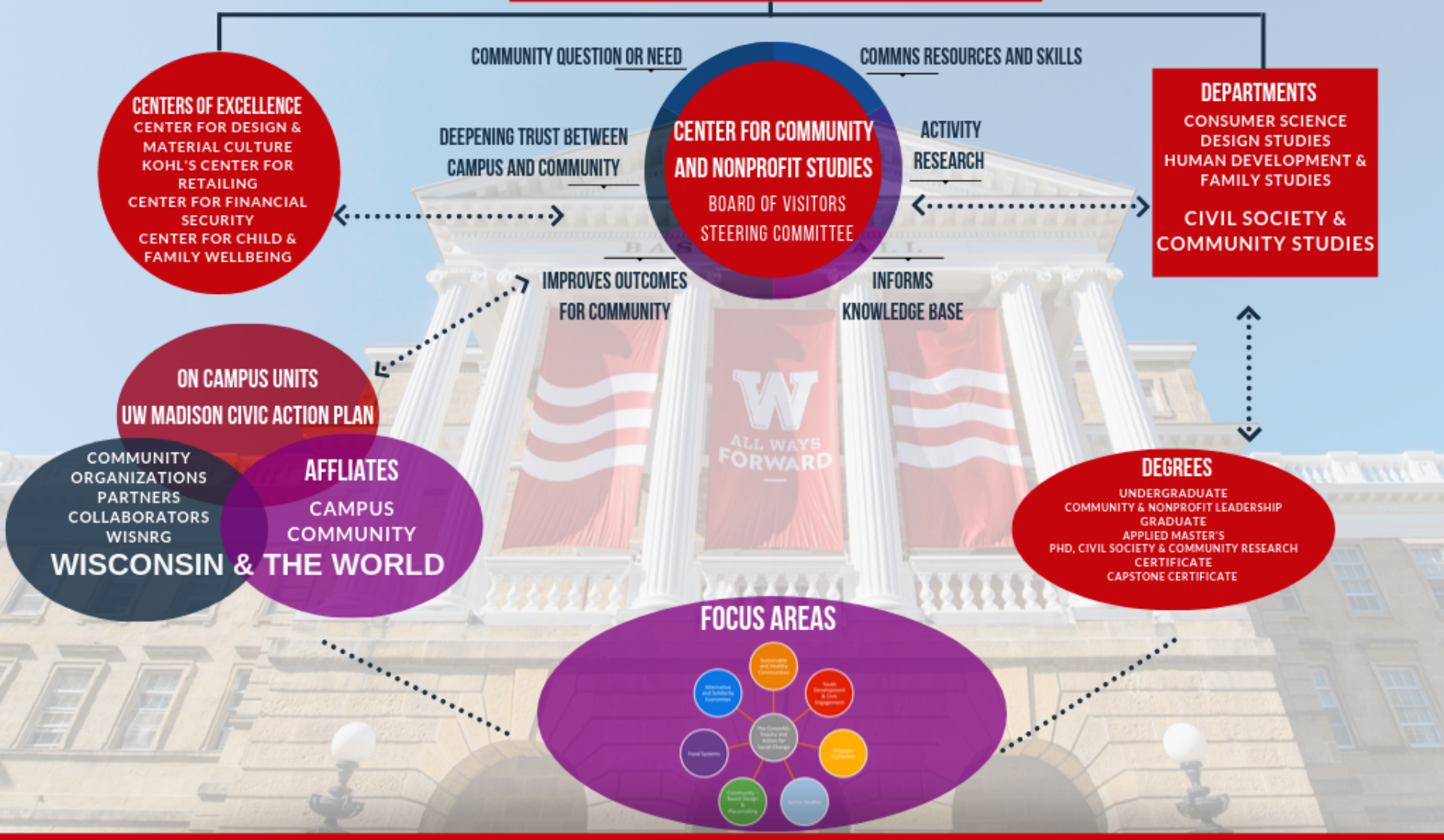
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THE COMMNS AT A GLANCE

SCHOOL OF HUMAN ECOLOGY

COMMUNITY QUESTION OR NEED

COMMNS RESOURCES AND SKILLS

CENTERS OF EXCELLENCE
CENTER FOR DESIGN & MATERIAL CULTURE
KOHL'S CENTER FOR RETAILING
CENTER FOR FINANCIAL SECURITY
CENTER FOR CHILD & FAMILY WELLBEING

DEEPENING TRUST BETWEEN CAMPUS AND COMMUNITY

CENTER FOR COMMUNITY AND NONPROFIT STUDIES
BOARD OF VISITORS
STEERING COMMITTEE

ACTIVITY RESEARCH

DEPARTMENTS
CONSUMER SCIENCE
DESIGN STUDIES
HUMAN DEVELOPMENT & FAMILY STUDIES

CIVIL SOCIETY & COMMUNITY STUDIES

IMPROVES OUTCOMES FOR COMMUNITY

INFORMS KNOWLEDGE BASE

ON CAMPUS UNITS
UW MADISON CIVIC ACTION PLAN

COMMUNITY ORGANIZATIONS
PARTNERS
COLLABORATORS
WISNRG
WISCONSIN & THE WORLD

AFFILIATES
CAMPUS
COMMUNITY

DEGREES
UNDERGRADUATE
COMMUNITY & NONPROFIT LEADERSHIP
GRADUATE
APPLIED MASTER'S
PHD, CIVIL SOCIETY & COMMUNITY RESEARCH
CERTIFICATE
CAPSTONE CERTIFICATE

FOCUS AREAS

Amy Hilgendorf, PhD
Associate Director for Engaged Research
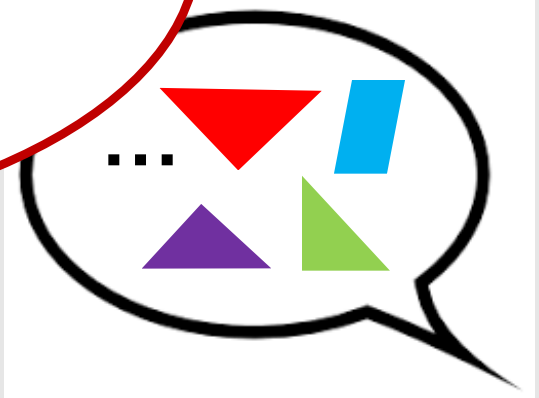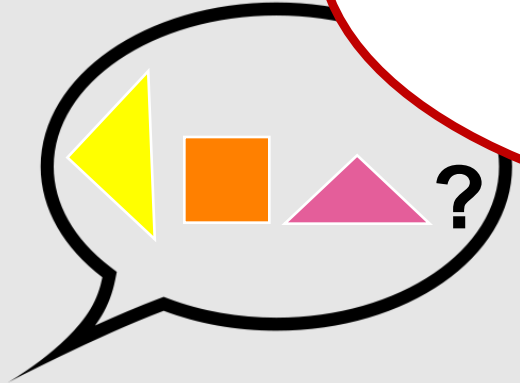
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What to know about me…

- I'm a human ecologist
- I'm a local
- I'm a parent
- I'm committed to social justice
- I'm energized by creativity, pragmatism, and community-weaving solutions *(and, yes, these can all go together!)*
- I'm a lover of Venn diagrams (see bullet above)

Evaluation and Evaluative Thinking in ONE Minute…

Evaluation is:

*"the **systematic** acquisition and assessment of **information** to **provide useful feedback** about some object"* – Trochim 2006

In other words….

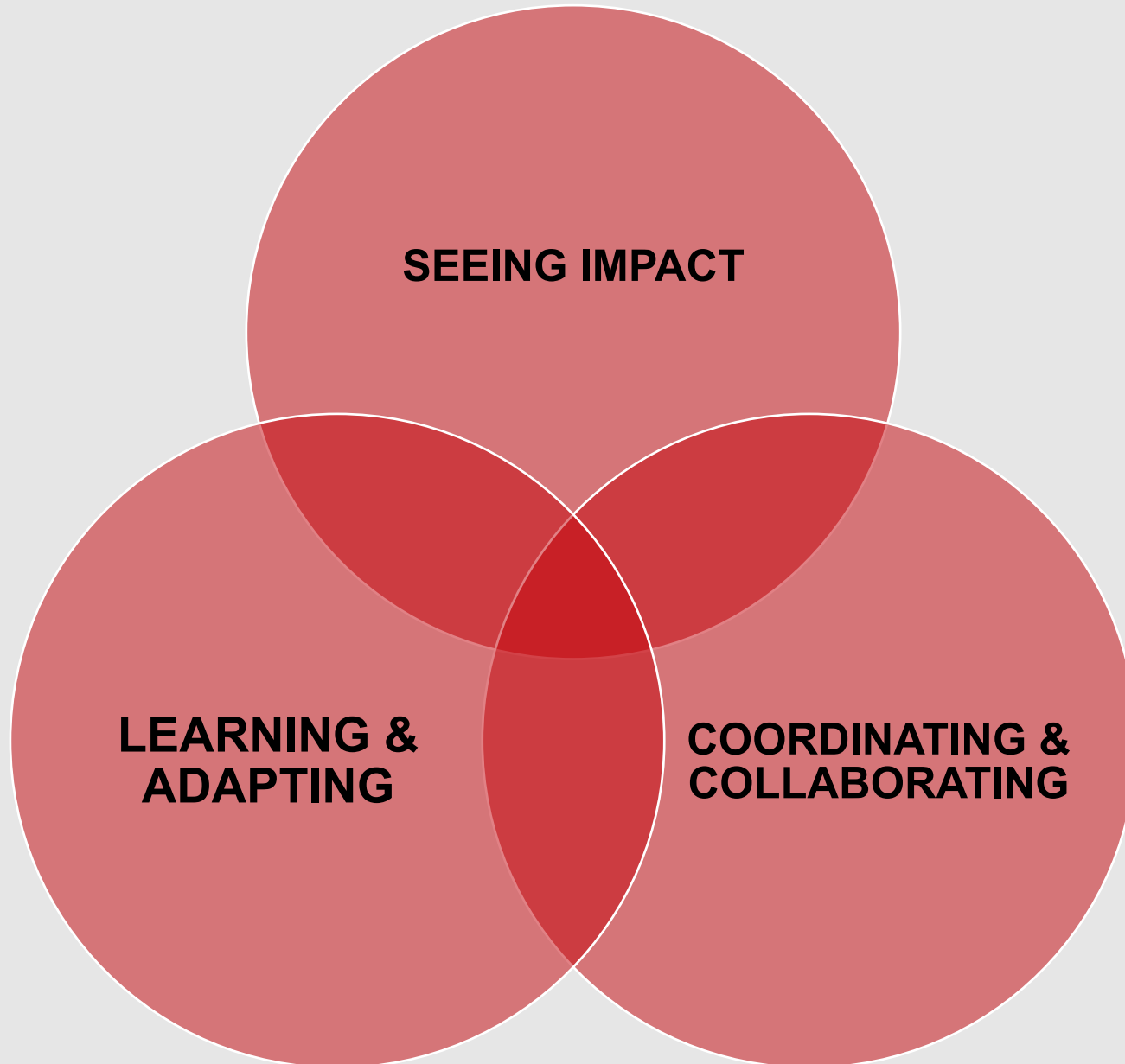Bringing more information to a question, so you can answer it and use it!

*"**Evaluative Thinking**… involves skills such as identifying assumptions, posing thoughtful questions, pursuing deeper understanding through reflection and perspective taking and making informed decisions in preparation for action."* - Tom Archibald

*So… **who** evaluates?*

How evaluation serves your nonprofit

The Nonprofit Evaluation Roadmap

ONE: What do we want to know?

What do we want to know…?

Logic models can be helpful!

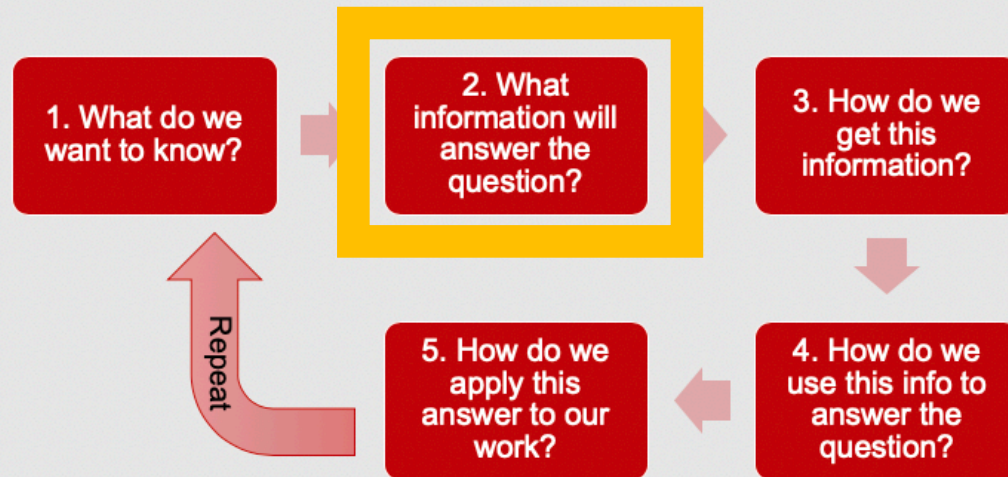| Inputs	Outputs	Outcomes
What we need to do the work	What the work looks like	What we want to see happen
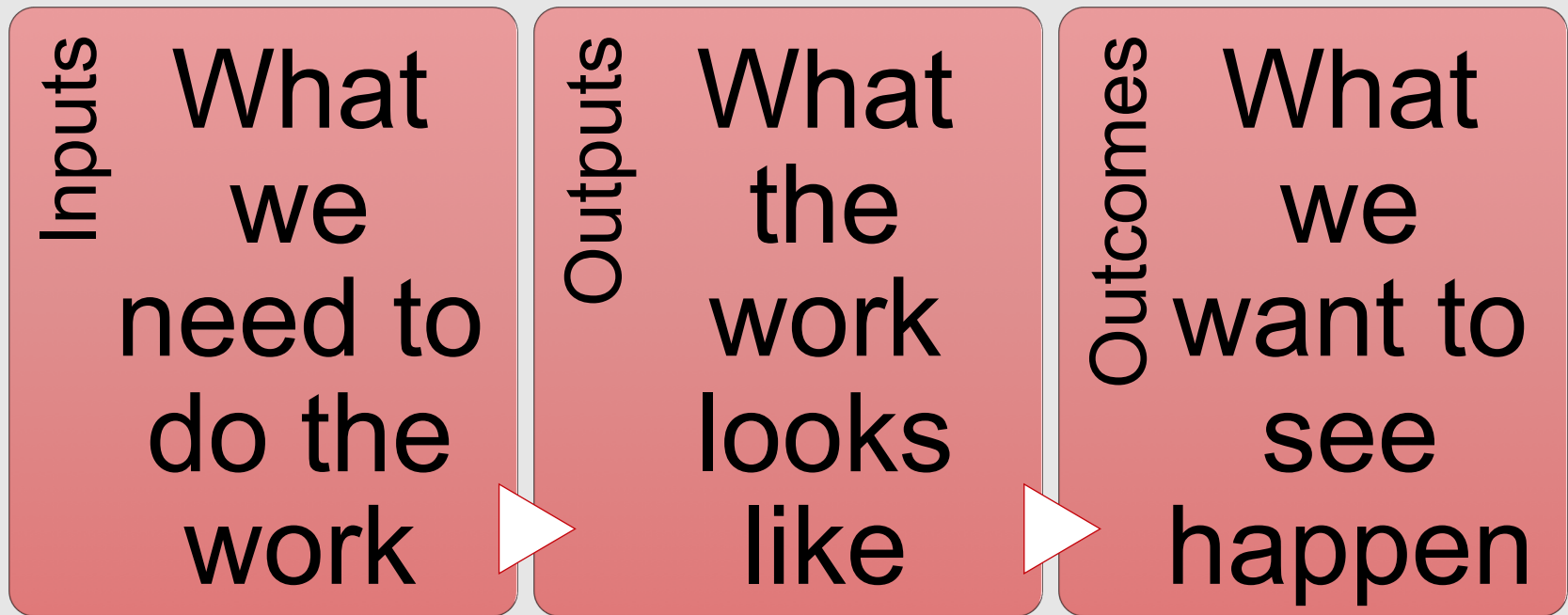
But keep in mind…

What's <u>feasible</u> and valuable?
Where can we start?

TWO: *What information will answer the question?*

Consider….

1. *What does "success" look like when we've achieved it?*
   - *OR: How have we recognized success in the past? What tells us we're making a difference?*
2. *How do we know we're making progress?*
   - *OR: How do we know when we're on the right path?*

→ Engage Stakeholders
→ Think #s AND Stories

#EVALHACK:

Where and when are people thinking about this program already? How it's doing and how it could improve?

- *Staff or volunteer meetings?*
- *Program celebrations? Kick-off or wrap-up activities?*

→ Embed a discussion in a meeting

→ Facilitate a group activity --- *we love post-its!*

→ Have some "sidebar" conversations
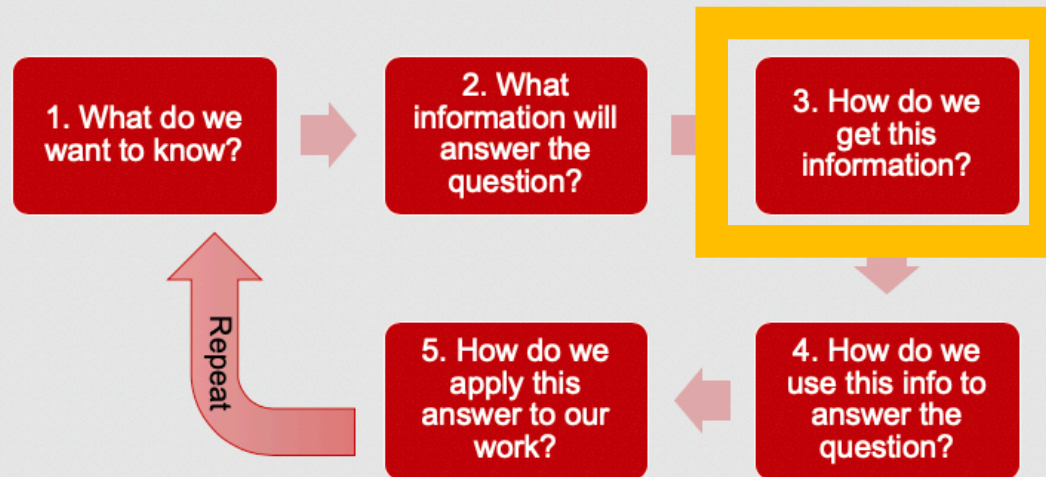
*THREE: How do we get this information?**

*And not disrupt everything in the process or miss opportunities!

The Usual Toolkit

✓Surveys

✓Focus groups

✓Interviews

✓Observation

#EVALHACK: LEVERAGE

Where does information (data) already live in our organization?
- Participant records or registrations
- Budgets and financial records
- Sign-in or attendance sheets
- Meeting agenda and minutes
- Google Analytics, email marketing data
- *???*

#*EVALHACK:* ALIGN

What are we already doing that could connect to information-gathering?

- Meetings, celebrations, gatherings of stakeholders
- Debriefing, reflection activities
- Planning, calendaring
- Communication activities
- Asking participants to apply their learning
- *???*

#EVALHACK: ENGAGE

Who is also involved in this effort and how do we engage with them (or want to)?
- Meeting topics
- Group process
- Asking for input and insights --- *Can I take you to coffee?*
- *How are you evaluating this?* (ENGAGE + ALIGN)
- *???*
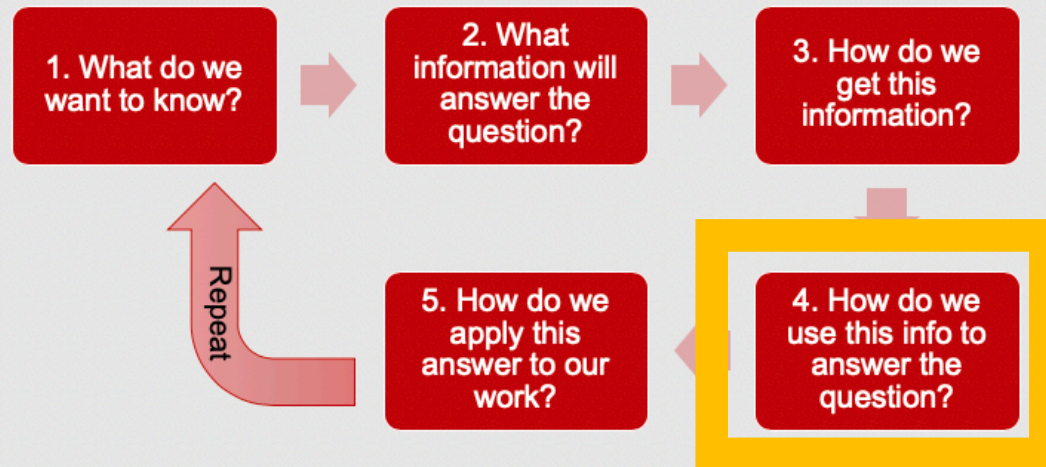
FOUR: How do we use this info to answer the question?

The Usual Toolkit

✓Spreadsheets

✓Statistical software

✓Transcribing
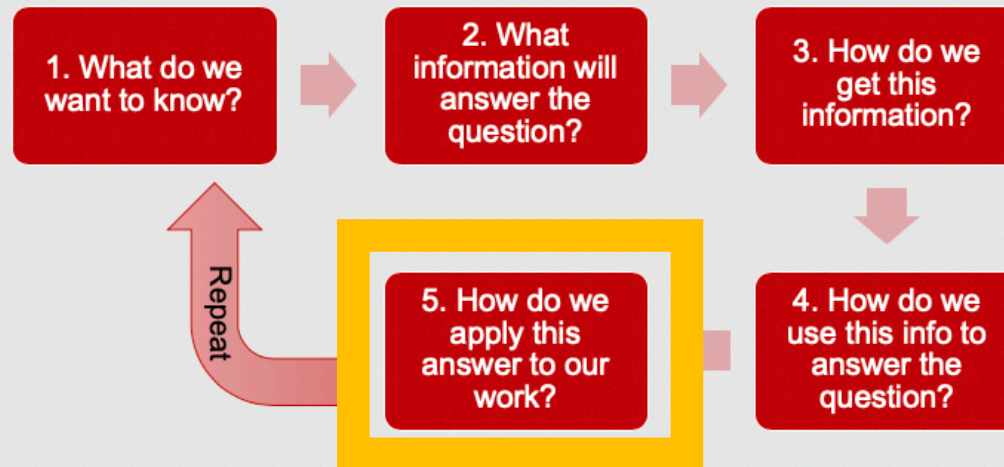
✓Qualitative analysis software

(And lots of time, energy, frustration…)

#*EVALHACKS* FOR DATA ENTRY AND ANALYSIS

- Online survey tools (e.g., SurveyMonkey, Google Forms)
- Word Cloud generators
- Group information-gathering + analysis
- "Data parties"

Lapham–Marquette Parent Teacher Group – 2019 Family Survey

Hello! The Lapham-Marquette Parent Teacher Group (PTG) is a group for all parents, caregivers, and teachers of Lapham and Marquette students. The PTG helps provide for enriching events and activities for students, gives families a forum for learning about school-related matters, promotes community building, and offers other kinds of support to school staff and families.

This year, the PTG is making a special effort to hear from as many families as possible about who you are, what matters to you, and how the PTG can be most valuable to families. To help us in this effort, please answer this 5-minute survey. You can contact David Staple at dwstaple@gmail.com with any questions.

Thank you for your time and your thoughts! We will share the compiled results from this survey and how we will use them in an upcoming PTG communication.

When you think about what you want for your child's (or ch
Lapham-Marquette, what are your priorities? List up to TH

Your answer

In its efforts to support students, families, and school staff
Marquette PTG engages in various activities. Of the follow
which THREE do you think are most important?
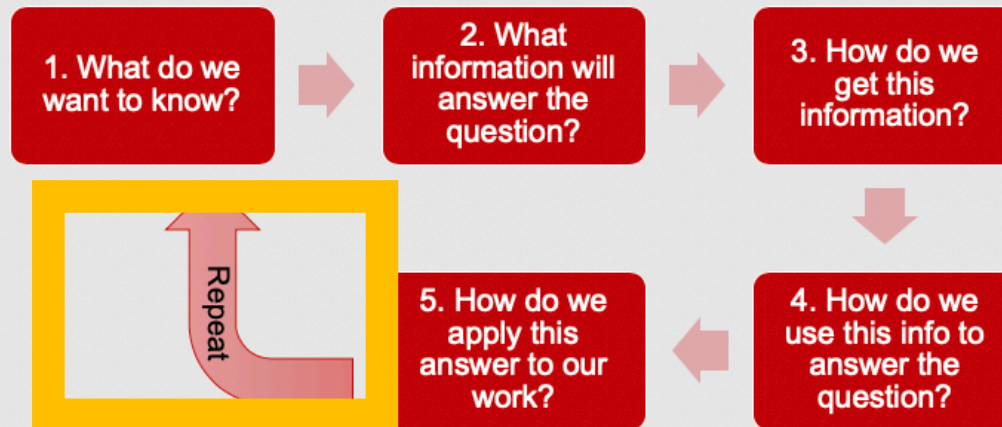
FIVE: How do we apply this answer to our work?

Let's go back to TWO's #EVALHACK:

Where and when are people thinking about this program already? How it's doing and how it could improve?

Then, bring your answers and talk together:

- *What have we learned?*
- *What does that mean for what we do?*
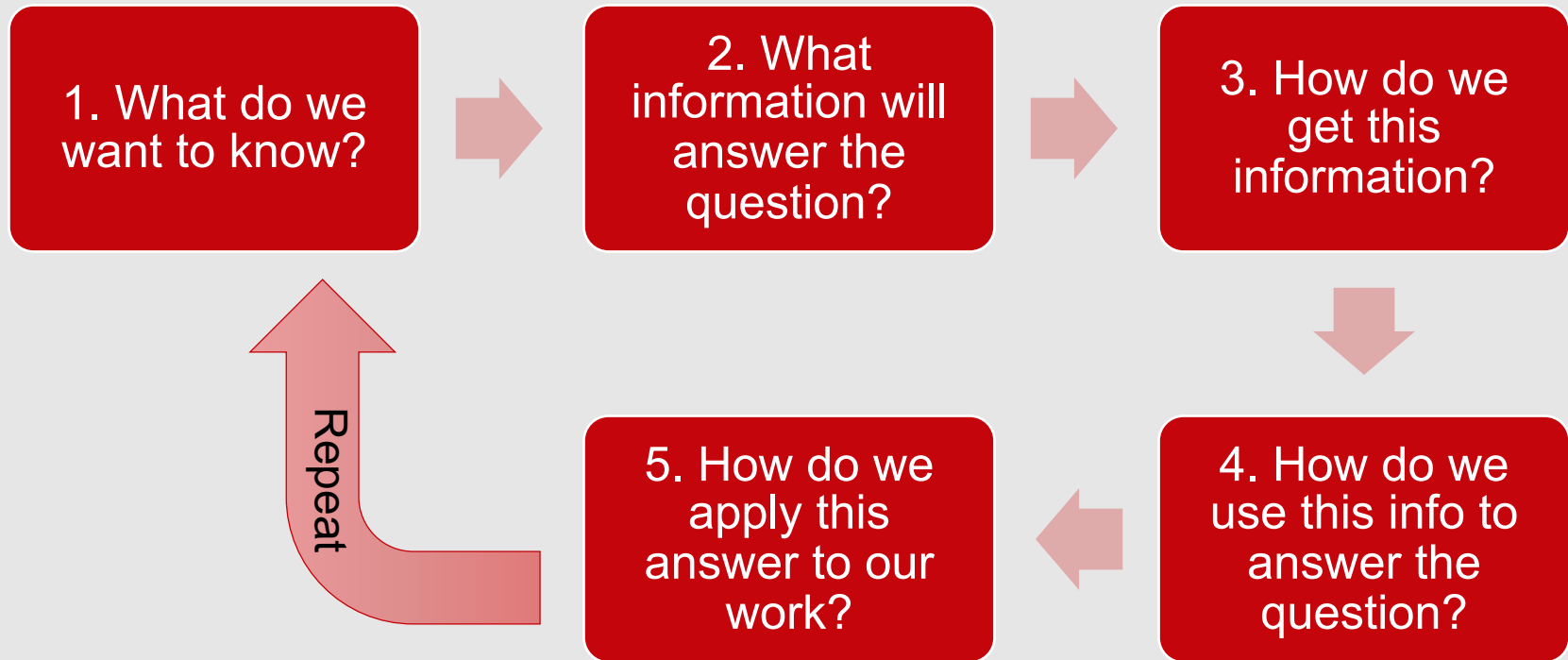 - *Keep doing? Stop doing? Start doing?*
- *What questions do we have now….?*

And... repeat!

Let's think about an example….

The Nonprofit Evaluation Roadmap

Think Creatively. Solve Professionally. Act Compassionately.

Center for Community and Nonprofit Studies

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