



Outcome Measures

What are they now and what should they be?

[Know what you are measuring]

- Inventory what you are currently measuring
- Inventory the tools you are currently using.
- What computer systems are being utilized
- Who has the data

[Who must you report to]

- What funding sources are requiring information
- What internal requirements exist
- Who are you giving this information to
- Do you know if you have accomplished what you set out to

What do you really want to measure?

- Who do you want to tell – the community, a specific organization within the school, fundors, ???
- What is the purpose of the program or group or activity

[WHY]

- Develop baseline data
- Justify your budget to all
- Increase your accountability
- Evaluate the use of your resources
- Develop support for your programs and potentially increase funding

[WHAT]

- Mission
- Program Outcomes
- Departmental Outcomes

[Who]

- Direct Service Staff
- Clinical Supervisors
- Managers

[Types of Outcomes]

- Quantitative
 - Numbers
 - How many
 - Tracking
 - Comparing
- Qualitative
 - How will you know you have successful
 - How will you know “it” worked

Putting Your Outcome Plan into Motion

- Does everyone know about the outcomes
- Has responsibility for implementing the outcomes been assigned
- Have staff been given the time to complete these tasks

[OMNI Youth Services]

- Conscious shift
- Increase in numbers of outcomes
- Increase in types of outcomes

[Agency Wide Measures]

- Client Satisfaction
- Accident, Injury and Incident Reporting
- Client Grievances
- Community Satisfaction
 - Police
 - Schools
 - courts

[Counseling]

- Substance Abuse
- Re-arrest
- Incarceration
- School
- % of Treatment Goals achieved
- Specific hours/clients per funding source

[Specific Goals Of Counseling]

- % of youth who state they will not bully again as a result
- Group goals
 - Chica's participants will gain a better understanding of how to seek help in cases of domestic violence.
 - Reduce anger scores on a standardized test for youth who participate in Anger Management Groups

[Staff Evaluations]

- Hour/client goal
- UR goal
- Key Impact UR Policy

[CCT Research Grant]

Youth Asset Survey and Youth Self Report being utilize to illustrate for our program a baseline of youth who are decrease their clinical symptoms while increasing their assets.

[Fear]

- Do not be afraid to fail.
- Examine what you have
- Evaluate, change and re-evaluate

Another Important Analytical Tool

- **Program evaluation** is the use of social research methods to systematically investigate the effectiveness of social intervention programs over time.
 - Intended to be used for improving programs and informing social action aimed at ameliorating social problems.
 - Helps answer questions about effectiveness of a given program compared to other alternatives.



Evaluation foci

- The need for the program.
- The design of the program.
- The program implementation and service delivery.
- The program impact or outcomes.
- Program efficiency.
- Accurate description of program performance and assessment against relevant standards or in comparison with other alternatives.

Challenges

- Program evaluation presents many challenges to the evaluator.
 - Changes in circumstances and activities during an evaluation.
 - Appropriate balance between science and pragmatism.
 - Diversity of perspectives and approaches.

A few words about *tailoring evaluations*

- The evaluation must be responsive to:
 - How new or open to change the program is.
 - The degree of consensus or conflict among stakeholders about the nature and mission of the program.
 - The values and concepts inherent in the program rationale and design.

Tailoring Evaluations

- Evaluation planning must also accommodate limitations on resources.
- Resources include:
 - Funding;
 - Time for completion;
 - Pertinent technical expertise;
 - Program and stakeholder cooperation;
 - Access to important records and program material.
- Balance between what is desirable and what is feasible.

Tailoring Evaluations

- Evaluation design is structured around three issues.
 - The questions the evaluation is to answer;
 - The methods and procedures to be used to answer these questions;
 - The nature of the evaluator-stakeholder interactions during the course of the evaluation.

Identifying Issues and Formulating Questions

- A critical phase in evaluation planning is the identification and formulation of the questions that the evaluation will address.
- Good evaluation questions must identify:
 - clear, observable dimensions of program performance that are relevant to the program's goals and
 - represent domains in which the program can realistically be expected to have accomplishments.

Identifying Issues and Formulating Questions

- What most distinguishes evaluation questions, however, is that they involve criteria by which the identified dimensions of program performance can be judged.

Choices Facing Evaluators

- Evaluation design
 - What are the evaluation questions?
 - What comparisons are needed?
 - What measurements are needed?
 - How will the resulting information be used?
 - What “breakouts” (disaggregations of data) are needed, such as by facility or type of client?

Choices Facing Evaluators

- Data analysis
 - What analytical techniques are available (given the data)?
 - Which analytical tools will be most appropriate?
 - Surveys
 - Forecasting
 - ??
 - In what format will the data be most useful?
 - Graphics
 - Statistics
 - Brief summaries?

Choices Facing Evaluators

- Getting evaluation information used
 - How should evaluation findings be packaged for different audiences?
 - Should specific recommendations accompany evaluation reports to encourage action?
 - What mechanisms can be used to check on implementation of recommendations?

In closing

- Program evaluation is an important tool in the program development process.
 - Provides unbiased detailed assessment
 - Addresses core questions central to program development
 - Builds on monitoring data
 - Can provide meaningful recommendations that influence program evolution