

# Importance of Evaluation

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# Overview

- Why should I evaluate my program?
- How do I create an evaluation plan?
- What do I evaluate?
- What do I share from my evaluation?
- Resources
- Your questions...

# Why should I evaluate my program?

- Understand the gaps
- Create an effective plan
- Stay on the plan
- Answer the question: did my plan work?
- Increase effectiveness/improve
- Share your results and get (more) funding!



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# Types of Evaluation

## Formative

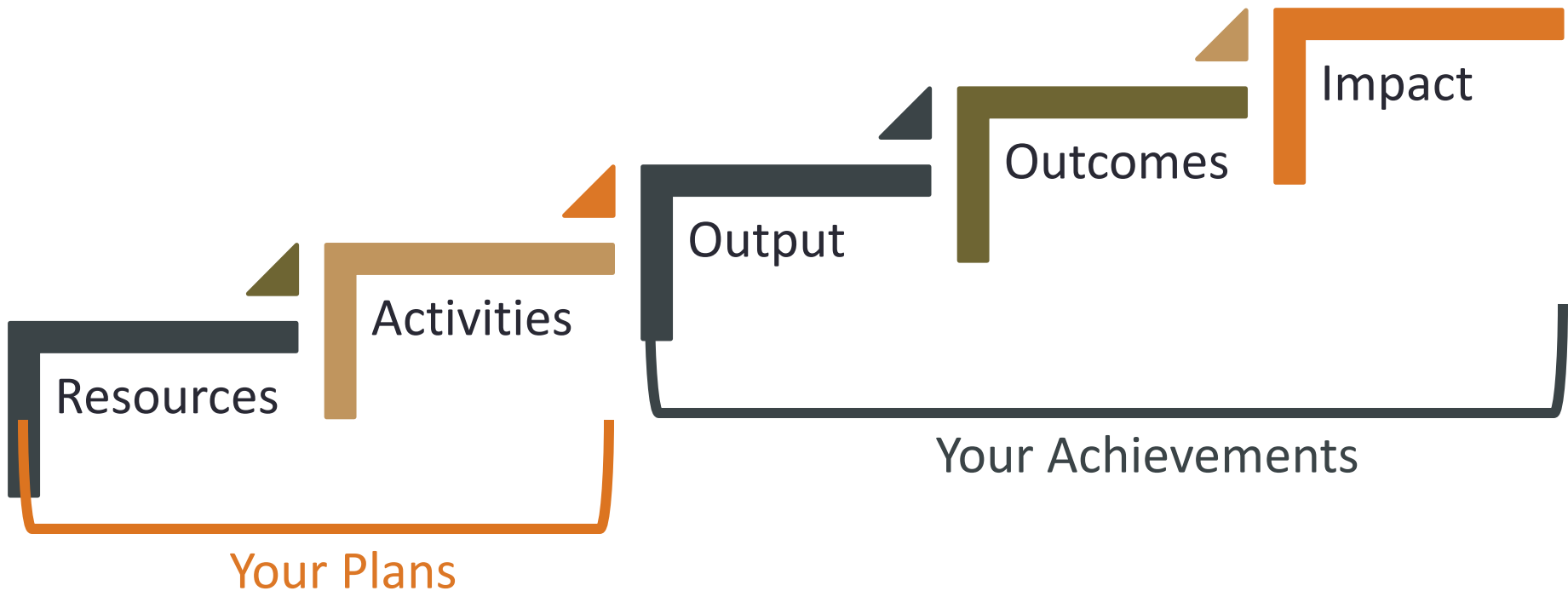
- Needs Assessment
- Process Implementation

## Summative

- Outcome
- Impact

# How do I create an evaluation plan?

## Logic Models/Road Maps



# Example Logic Model: STEM Certificate

Resources	Activities	Outputs	Outcomes	Impact
<ul style="list-style-type: none"> <li>Existing Montessori Education program</li> <li>Existing faculty</li> <li>Classroom &amp; STEM materials infrastructure</li> <li>Admissions/ Recruiting reps</li> </ul>	<ul style="list-style-type: none"> <li>4 weekend hybrid courses, each on a different STEM field</li> <li>Practicum</li> </ul>	<ul style="list-style-type: none"> <li>4 courses delivered</li> <li>16 students earned the certificate from 6 Montessori schools</li> </ul>	Teachers: <ul style="list-style-type: none"> <li>More positive STEM attitudes</li> <li>Increased knowledge of how and ability to integrate STEM into curriculum PreK – 5<sup>th</sup> grade</li> <li>Established certificate program</li> </ul>	<ul style="list-style-type: none"> <li>Children gain more knowledge and experience with STEM</li> <li>More students enter the “STEM pipeline”</li> <li>Schools integrate STEM activities into <i>all</i> classes.</li> </ul>

# What do I evaluate?

- Based upon activities, outputs and outcomes
- What do your funders need/want to know?
- What do your stakeholders need/want to know?
- Best practices:
  - Inclusive
  - Rigorous (reliable & valid measures when possible)
  - Meaningful
- Quantitative & Qualitative data

# What do I share from my evaluation?

- Tell a story – what did you learn?
  - What do your funders need/want to know?
  - What do your stakeholders need/want to know?
- Best practices:
  - Inclusive
  - Rigorous (describe the goal, methods, measures, analyses, etc.)
  - Meaningful



# Resources

- WK Kellogg Foundation Logic Model Guide:  
<https://www.aacu.org/sites/default/files/LogicModel.pdf>
- CDC Approach to Evaluation:  
<https://www.cdc.gov/eval/approach/index.htm>
- Minnesota Evaluation Association:  
<https://www.mneval.org/>
- Better Evaluation:  
<https://www.betterevaluation.org/en>

Questions?

