

### Session Worksheet

1. **What is the program?** Think about your program, project, or activity. What is IT? What is the purpose, goals, location(s)? Who is the audience?
2. **What do you want to measure?** Are you interested in outcomes (change in participant beliefs, behaviors, or status); experience (satisfaction, engagement, cultural responsiveness); reach (attendance, demographics, marketing); or other things? What are some questions that would help you measure achievement of your desired outcomes?
3. **What type of tool do you need?** Is what you want to measure quantitative or qualitative? Can you answer your question with closed-ended questions rather than open ended? Who (or what) will have the answer to the information you need and is a survey the best way to get the information from them?
4. **Where can you find a tool to adapt?** What partner or organization doing similar work can you ask for examples? What online resource are you most curious about exploring?
5. **Who should you involve?** Who should be involved in shaping the evaluation tool, both inside and outside your organization? How will you include them? Fill in the worksheet on the back of this page. Then, choose a partner and describe the program or activity and what you want to measure.

## Key Stakeholder Involvement Plan

Who?	...specifically (who you would involve)	How & Why	Are	Offer
<b>Program audience</b> (Program participants, respondents)			<input type="checkbox"/> Users <input type="checkbox"/> Doers <input type="checkbox"/> Stewards	<input type="checkbox"/> Validity <input type="checkbox"/> Justice <input type="checkbox"/> Utilization
<b>Providers</b> (People who provide direct service or administer tools)			<input type="checkbox"/> Users <input type="checkbox"/> Doers <input type="checkbox"/> Stewards	<input type="checkbox"/> Validity <input type="checkbox"/> Justice <input type="checkbox"/> Utilization
<b>Decision Makers</b> (Administrators, policy makers, funders)			<input type="checkbox"/> Users <input type="checkbox"/> Doers <input type="checkbox"/> Stewards	<input type="checkbox"/> Validity <input type="checkbox"/> Justice <input type="checkbox"/> Utilization
<b>Experts</b> (Program content experts, survey design & content experts)			<input type="checkbox"/> Users <input type="checkbox"/> Doers <input type="checkbox"/> Stewards	<input type="checkbox"/> Validity <input type="checkbox"/> Justice <input type="checkbox"/> Utilization
<b>Other</b>			<input type="checkbox"/> Users <input type="checkbox"/> Doers <input type="checkbox"/> Stewards	<input type="checkbox"/> Validity <input type="checkbox"/> Justice <input type="checkbox"/> Utilization

1. **What is the program** I want to learn about? (What is the “IT?” activities, settings, people, timing)
2. **What do I need to measure?** What is it I want to learn or know about this program?
3. **What kind of tool will I need?** (e.g., survey, focus group protocol, interview questions, observation rubric)
4. **Is there an existing tool** that I can use or adapt?
5. **Who would I need to involve**, in what, and for what purposes?

<b>KEY STAKEHOLDERS</b> Help make your evaluation tools better and bring credibility to your work	
<b>People Who Are...</b>	<b>Offer</b>
<b>Users:</b> direct participants, program beneficiaries	<b>Validity:</b> whether it’s measuring what we think it’s measuring
<b>Doers:</b> people who make it happen (e.g., program staff, operations, budgeters...)	<b>Justice:</b> a right to be there
<b>Stewards:</b> those with buy-in and commitment to the program (e.g., funders and decision-makers)	<b>Utilization:</b> perspective on how the findings of the evaluation will be used

## PFS-MF Key Stakeholder Involvement

WHO & WHY?	Who we involved & how	What we learned	ARE	OFFER
<p><b>Program audience</b> (Program participants, respondents)</p> <ul style="list-style-type: none"> <li>• Experts in their own lives – needs, realities, priorities, culture, language</li> <li>• “Nothing about us without us.”</li> </ul>	<p><i>Focus groups &amp; survey field testing with:</i></p> <p><b>Military families at JBLM</b> <b>FRIENDS Parent Advisors</b> <b>P2L &amp; CMT families</b></p>	<ul style="list-style-type: none"> <li>• <i>User experience of the survey &amp; interpretation of survey items</i></li> <li>• <i>Reliability of the tool when tested</i></li> </ul>	<ul style="list-style-type: none"> <li>✓ <b>Users</b></li> <li>☐ Doers</li> <li>☐ Stewards</li> </ul>	<ul style="list-style-type: none"> <li>✓ <b>Validity</b></li> <li>✓ <b>Justice</b></li> <li>☐ Utilization</li> </ul>
<p><b>Providers</b> (People who provide direct service or administer tools)</p> <ul style="list-style-type: none"> <li>• Whether the tool will yield useful information without unnecessary drains on time &amp; resources</li> </ul>	<p><i>Interviews &amp; informal conversation with:</i></p> <p><b>GT P2L &amp; CM@JBLM staff</b> <b>JBLM family program staff</b> <b>Staff of other CMs &amp; CBOs</b></p>	<ul style="list-style-type: none"> <li>• <i>Information needs &amp; current practices with data collection</i></li> <li>• <i>Issues &amp; lessons learned about collecting data from families on a military installation</i></li> </ul>	<ul style="list-style-type: none"> <li>☐ Users</li> <li>✓ <b>Doers</b></li> <li>✓ <b>Stewards</b></li> </ul>	<ul style="list-style-type: none"> <li>✓ <b>Validity</b></li> <li>✓ <b>Justice</b></li> <li>☐ Utilization</li> </ul>
<p><b>Decision Makers</b> (Administrators, policy makers, funders)</p> <ul style="list-style-type: none"> <li>• Whether the tool will yield information useful for planning &amp; advocacy</li> <li>• Share guidelines &amp; limitations around data collection</li> <li>• Power over use of tool &amp; data</li> </ul>	<p><i>On our team:</i></p> <p><b>GT program leadership</b></p> <p><i>Conversations with:</i></p> <p><b>JBLM program administrators</b></p>	<ul style="list-style-type: none"> <li>• <i>Ensured tool usefulness to GT &amp; other CMs</i></li> <li>• <i>Shared survey culture, opportunities &amp; challenges in the DOD context</i></li> <li>• <i>Offered insight into how DOD programs might use the data</i></li> </ul>	<ul style="list-style-type: none"> <li>☐ Users</li> <li>☐ Doers</li> <li>✓ <b>Stewards</b></li> </ul>	<ul style="list-style-type: none"> <li>✓ <b>Validity</b></li> <li>☐ Justice</li> <li>✓ <b>Utilization</b></li> </ul>
<p><b>Experts</b> (Program content experts, survey design &amp; content experts)</p> <ul style="list-style-type: none"> <li>• Whether the tool reliably measures what it is intended to measure</li> <li>• Share other relevant research</li> </ul>	<p><i>On our team:</i></p> <p><b>KU &amp; FRIEND</b></p> <p><i>Conversations with:</i></p> <p><b>DOD military family life researchers</b></p>	<ul style="list-style-type: none"> <li>• <i>Led development of modified questions &amp; tool design</i></li> <li>• <i>Analyzed &amp; interpreted field testing data</i></li> <li>• <i>Recommended administration, data management &amp; technical support strategies</i></li> <li>• <i>DOD concept of “military family readiness”</i></li> <li>• <i>Related research on challenges for military families</i></li> <li>• <i>Current research &amp; evaluation agendas &amp; tools</i></li> </ul>	<ul style="list-style-type: none"> <li>☐ Users</li> <li>☐ Doers</li> <li>☐ Stewards</li> </ul>	<ul style="list-style-type: none"> <li>✓ <b>Validity</b></li> <li>☐ Justice</li> <li>✓ <b>Utilization</b></li> </ul>

**JBLM:** Joint Base Lewis McChord—**FRIENDS:** FRIENDS National Center for Community Based Child Abuse Prevention—**P2L:** Play to Learn—**CMT:** Children’s Museum of Tacoma (downtown flagship)—**GT:** Greentrike—**CM:** children’s museum—**CBO:** community based organization—**DOD:** Dept of Defense—**KU:** University of Kansas Center for Public Partnerships & Research

### **EVALUATIONS**

- Peer organizations with strong evaluations
- Websites and conferences, such as American Evaluation Association and local affiliates, Visitor Studies Association, Association of Children’s Museums
- Could funders connect you with others who are reporting on similar data?

### **PEER-REVIEWED LITERATURE**

- Google Scholar: [scholar.google.com](https://scholar.google.com)
  - Easy & accessible; Frequent access to full-text articles for free; Articles may include the survey items themselves.
- Authors are also often happy to share articles and surveys
- Don’t sleep on the “Cited by” link

### **CLEARING HOUSES, GUIDES, PROFESSIONAL ORGANIZATIONS**

#### ***FRIENDS National Center***

##### **Logic Model Builder**

<https://friendsnrc.org/evaluation/logic-models/logic-model-builder/>

FRIENDS has a wealth of resources that can assist in logic model construction including: a blank logic model template, a searchable database of outcomes and indicators, a compendium of annotated measurement tools that is searchable and linked to potential outcomes/indicators, detailed information on logic model construction including a breakdown of various components and in-depth resources, and online learning course in logic models.

##### **Compendium of Annotated Measurement Tools**

<https://friendsnrc.org/evaluation/logic-models/compendium-of-annotated-tools/>

“FRIENDS has created annotations of some commonly used tools that can measure outcomes in prevention programs. The majority of tools included have been tested for reliability and validity. Some have not been rigorously tested but are included because of their utility and face-validity.”

##### **Menu of Outcomes and Indicators**

<https://friendsnrc.org/evaluation/logic-models/menu-of-outcomes-and-indicators/>

The menu of outcomes and indicators is a listing of potential items for programs to use in creating their logic model. The menu can be accessed below through an interactive search.

<https://friendsnrc.org/evaluation/logic-models/compendium-of-annotated-tools/>

[www.friendsnrc.org](https://friendsnrc.org), <https://friendsnrc.org/evaluation/logic-models/>

<https://friendsnrc.org/evaluation/logic-models/menu-of-outcomes-and-indicators/>

***California Evidence-Based Clearinghouse***

<https://www.cebc4cw.org/assessment-tools/>

“The CEBC provides information on tools that are commonly used in the child welfare system. In order to help agencies evaluate tools, the research evidence for each tool was assessed and a rating is provided.” Includes such topics as family attributes and parenting.

***ERIC Clearinghouse on Assessment and Evaluation***

<http://ericae.net/>

“We provide balanced information concerning educational assessment, evaluation and research methodology. We provide resources to encourage the responsible use of educational data. We promote the best resources within our scope.”

Steps	Few Resources	Some Resources	Many Resources	\$\$\$\$
<b>Defining the Programs and Measures</b> <i>Purpose, goals, activities, audience</i> <i>What are you measuring: outcomes, experience, reach, etc?</i>	Draft a program description that could be used for promotion and/or a grant proposal	Create program logic model, listing short- and long-term outcomes	Create program evaluation plan	Hire an Expert to Help
<b>Identifying the Tool</b> <i>Is there an existing tool that I can use or adapt?</i>	Ask partners what tools they use. Can you get a copy?	Search clearinghouses and literature	Professional organizations & conferences	Hire an Expert to Help
<b>Involving Stakeholders</b> <i>What is important to them?</i>	Meet with program providers Interview some program participants	Interview administrators, policy makers, funders, and other advisors	Focus groups with program audience Consult with evaluation expert	Hire an Expert to Help
<b>Involving Stakeholders</b> <i>How can I invite their feedback?</i>	Share refined tool with program providers Interview some program participants about your refined tool	Share your refined tool with advisors and ask for their input	Conduct additional focus groups with program audience using the refined tool Consult with evaluation expert	Hire an Expert to Help
<b>Testing Adapted Tool</b> <i>What worked? What didn't?</i>	Pilot adapted tool with sample of program participants	Ask a partner to pilot your adapted tool, share data, and offer feedback &/or incentivize participation	Enlist contacts, partners, etc. to share with their audiences and cast a broader net. Incentivize participation.	Hire an Expert to Help