Identify Measure Plan Collaborate Transition

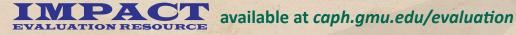












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This guide will help you begin the process of evaluating your program and serves as a navigation tool to the INCE ACT Evaluation Resource.

QUICK START GUIDE

EVALUATION RESOURCE

Developed for the NCAA CHOICES Program

QUESTIONS		
1. Why is evaluation importa	ant? How is the evaluation linked to tl	ne program?

ANSWERS and IMPACT REFERENCES

The evaluation should document and measure things related to the program in order to make improvements. Figure 3 and pages 28-30 can be helpful.

Start with what you want your program to accomplish, and what you want to see different as a result of your strategies. See Milestone Charts 1, 2, 3, 4 and 5.

Generally, you want to measure your achievements, as well as audience reactions to your efforts. Milestone Charts 2 and 4 can help, as you can think about measuring the achievement of these.

This often happens when individuals from different perspectives or offices join together for a project. Have members complete Milestone Charts 1-5 and compare results; then plan a needs assessment. See Charts 6 and 7.

Goals are overall statements, and objectives are the specific areas of focus that can be measured. Pages 30 – 36 describe this with examples, and Milestone Charts 9 and 10 will help.

Both are important – one describes what steps you took and one measures your results or accomplishments. See the "Plan" chapter, especially Milestone Chart 13, starting on page 43.

Each one of these are important; as they offer different types of information. See pages 45 – 52 and Milestone Chart 11.

Try to get as much as you can to learn what is working and not working while staying within your constraints. See Examples 1-6 (pages 58-60) to illustrate various evaluation approaches for individual strategies.

Incorporate a range of approaches and instruments for different project parts; then blend your information. See pages 46 and 52, and Figure 4.

Getting individuals to participate with evaluation often requires incentives. Check out pages 68-69 to identify ways of increasing participation.

Honoring the intent and specifics with human subjects protection efforts is essential to evaluation planning. See page 67 for some highlights.

Evaluation design and instrumentation is best done by qualified individuals who have your program's best interests in mind. Go to the "Collaborate" chapter (page 75), and look specifically at Figure 5.

Document your efforts with process and outcome results; also, blend quantitative and qualitative findings. See the beginning of the "Transition" chapter on page 87 for tips on this.

Gathering results can help with documenting your program, refining it, and sharing it with others. Look at Milestone Chart 8, which is something that, ideally, is done near the beginning of the program.

Many resources exist and it is important to keep a good focus that links to your program and your needs. See the Resources section, including "Planning Guide for Needs Assessment" and "Step-By-Step Model."

2. How do I begin my evaluation plan? I'm not sure where to start.

3. What types of things should I measure with my evaluation?

4. Our planning group can't agree on an evaluation plan; are there tools that can help us focus?

5. Developing goals and objectives is confusing; what is the difference between a goal and an objective?

6. What's the difference between a process measure and an outcome measure?

7. Which approach should I take, qualitative or quantitative?

8. How much information do I need for evaluation?

9. What instrument should I use to get my information? Is one instrument enough?

10. What are some simple steps for recruiting participants?

11. I'm concerned about the human subjects review board. How do I navigate this?

12. How do I ask for help from others, and who can I ask?

13. I'm not sure how to write up our results, and to get others to read them.

14. How will evaluation help me as I think about my program in the future?

15. What other resources are available to help me with my evaluation?