



CENTRE FOR
COMMUNITY
BASED RESEARCH



EVALUATION
CAPACITY
NETWORK



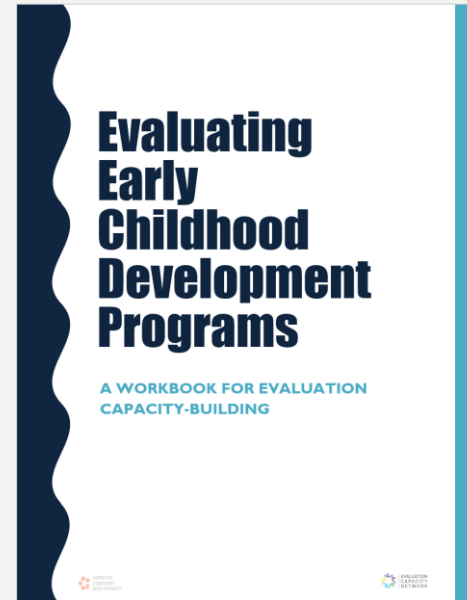
Social Sciences and Humanities
Research Council of Canada

EVALUATING EARLY CHILDHOOD DEVELOPMENT PROGRAMS

Slide Deck #3:
Community-Based Evaluation Planning

How To Use These Slide Decks

Review the **slides** and practice on the **evaluation workbook**.

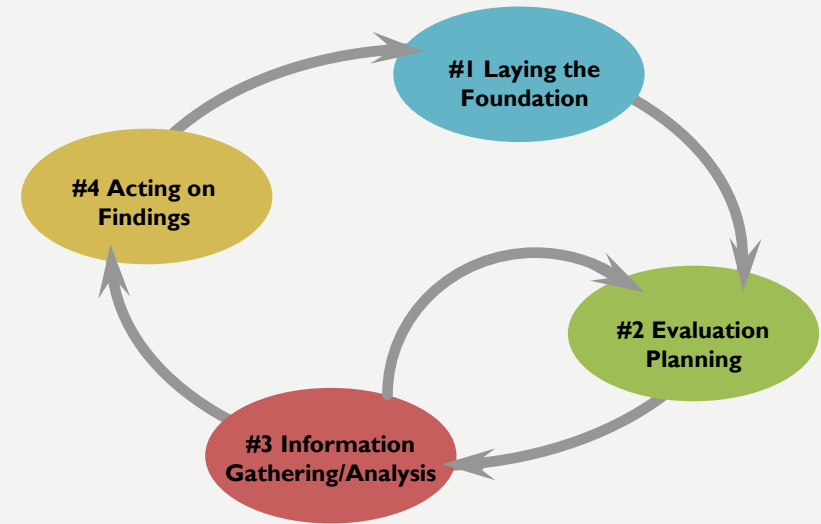


look for  to find the corresponding exercise page on the workbook!

Visit www.evaluationcapacitynetwork.com to access

- The complimentary evaluation workbook
- Complimentary live webinars' recordings

Welcome Back!



Slide deck #1: Introduction to community-based evaluation

Slide deck #2: Laying the foundation in community-based evaluation

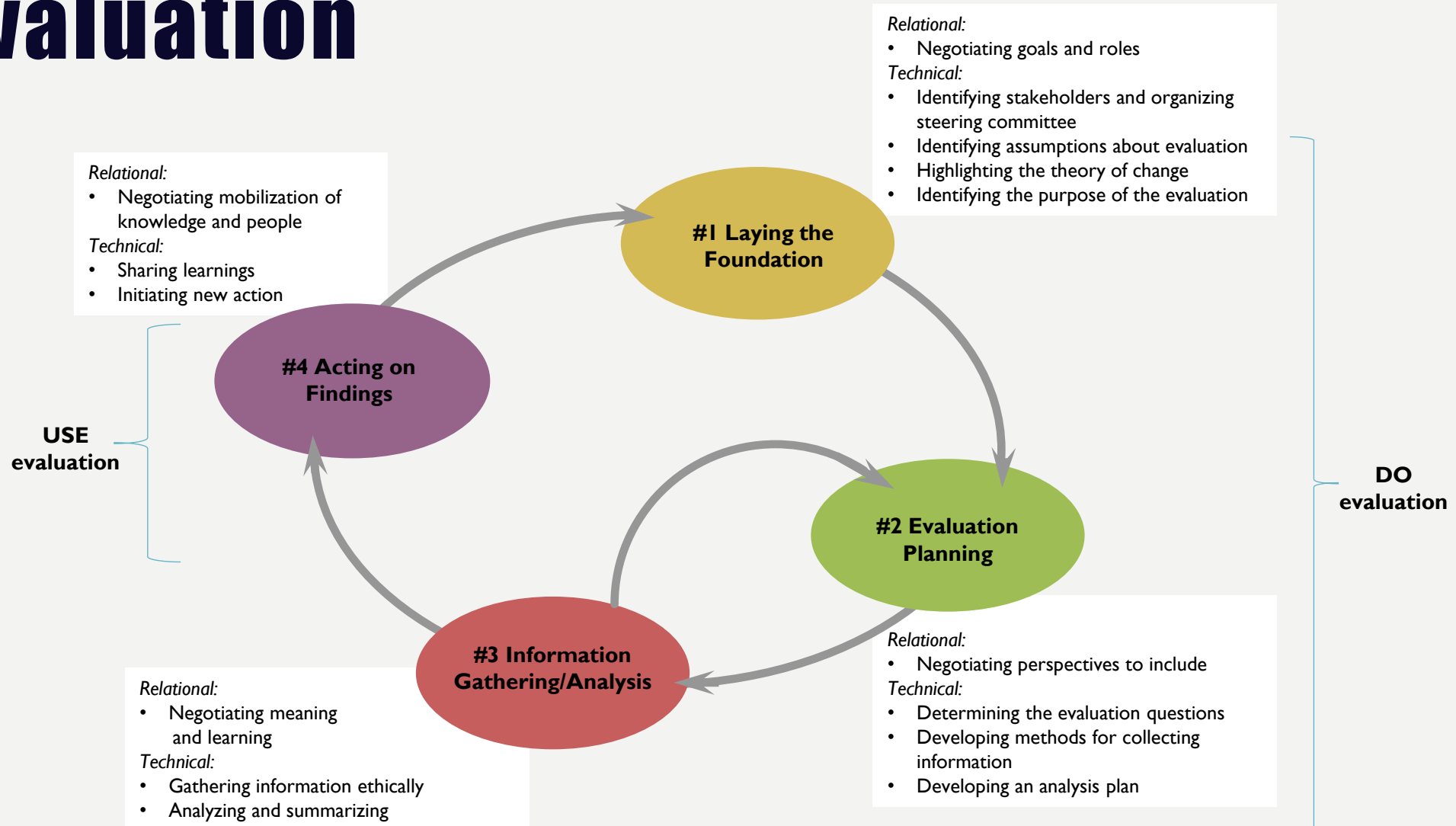
✦ **Slide deck #3: Community-based evaluation planning**



Slide deck #4: Information gathering and analysis

Slide deck #5: Acting on findings

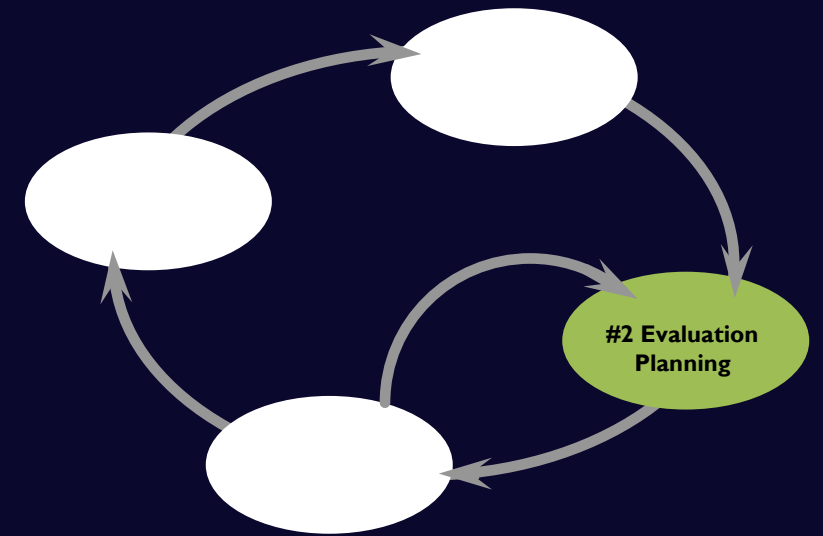
The Four Phases Of Community-based Evaluation

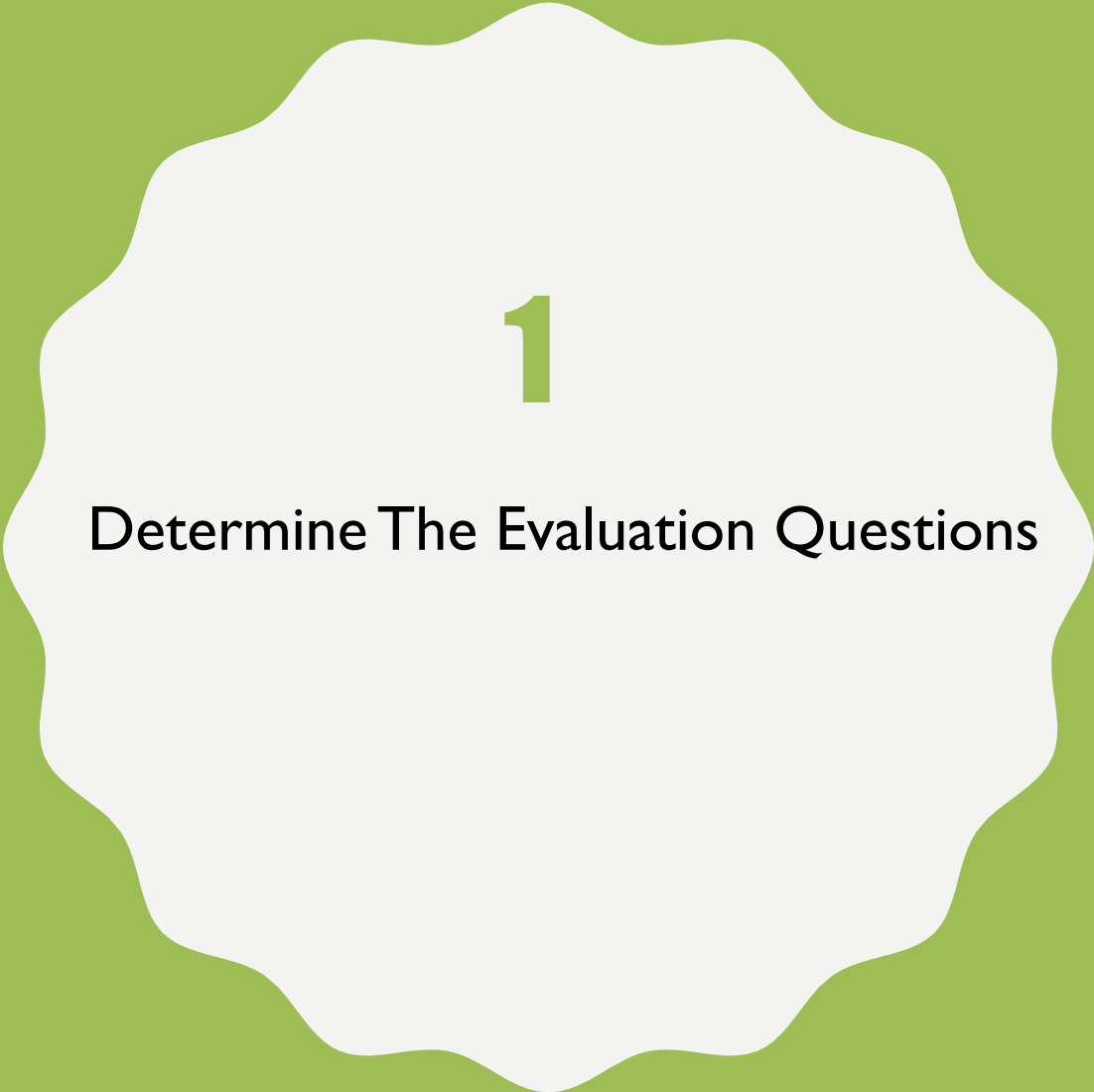


What This Slide Deck Covers

Phase #2 Evaluation Planning

1. Determine the evaluation questions
2. Develop methods for collecting information
3. Develop an analysis plan





1

Determine The Evaluation Questions

Main Evaluation Questions

- The big questions that should be answered at the end of the evaluation (not the specific questions you ask evaluation participants)
- Your questions are linked to the purpose statement
- By answering these questions, you start to fulfill the purpose
- With community-based evaluation, you will ensure the voices and interests of the steering committee and other stakeholder groups are used to create these questions



Main Evaluation Questions

The evaluation question might be related to project or program process, outcomes, and/or future directions.

PROCESS QUESTIONS

About the implementation, or process of delivering early childhood development programs. Should incorporate key process components of your logic model (i.e., inputs, activities, and outputs)

OUTCOME QUESTIONS

About the effects of early childhood development program delivery and for its participants. Should incorporate key outcome components of your logic model (i.e., short-, intermediate-, and long-term outcomes)

FUTURE DIRECTIONS QUESTIONS

About how the learnings from the evaluation can be applied to strengthen or scale up the program, contribute to increased wellness of children, etc.

Main Evaluation Questions

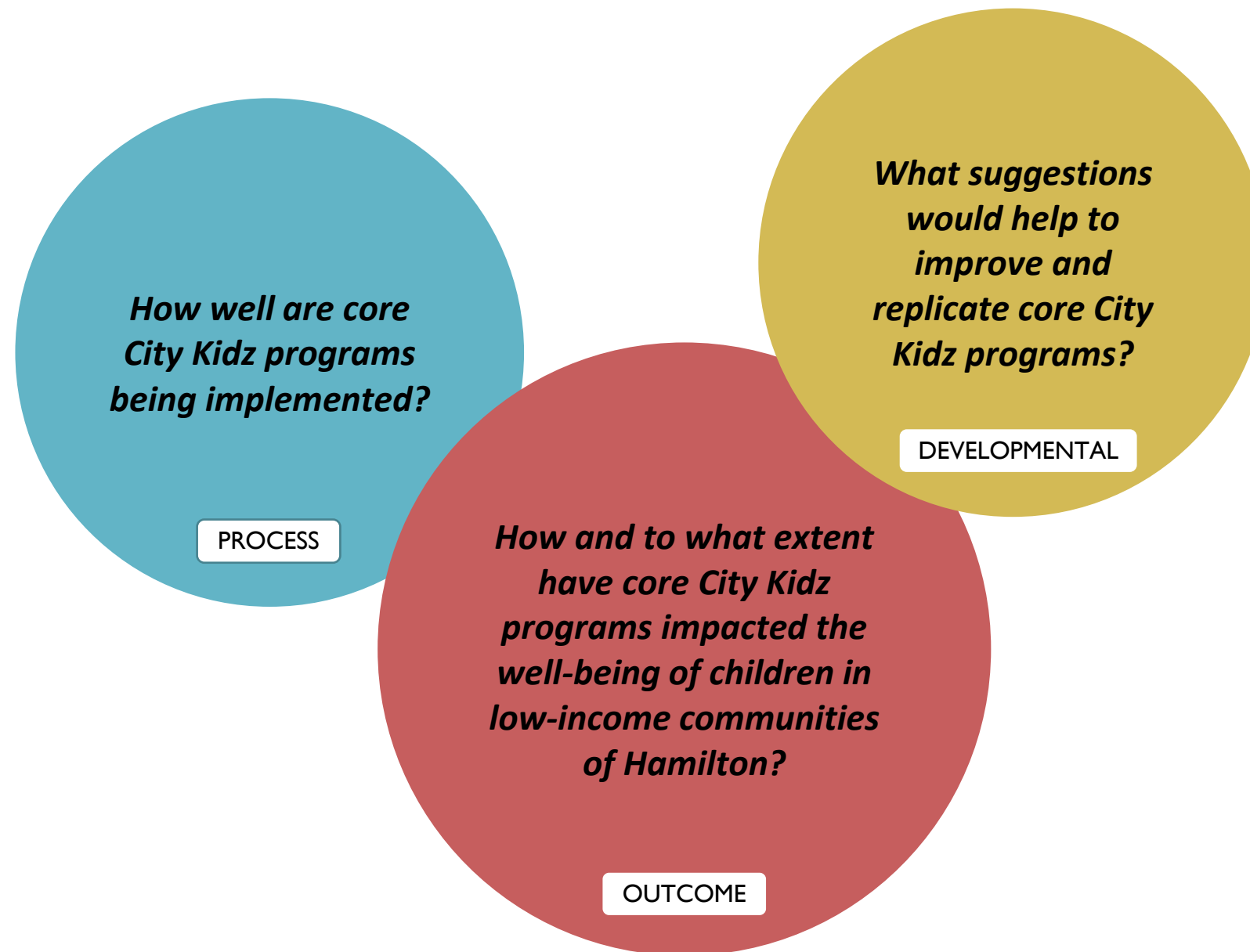


Illustration City Kidz Program

Final Tips For Evaluation Questions

- Choose questions that are “open ended” and not just “yes” or “no” questions
- Include questions related to process and questions related to outcomes
- All these questions should tie back to the purpose statement

If you want to identify and understand gaps in a program, you could have main evaluation questions like these:

- **What gaps exist? What is the consequence of the gap?**
- **How do these gaps negatively affect the client and outcomes?**

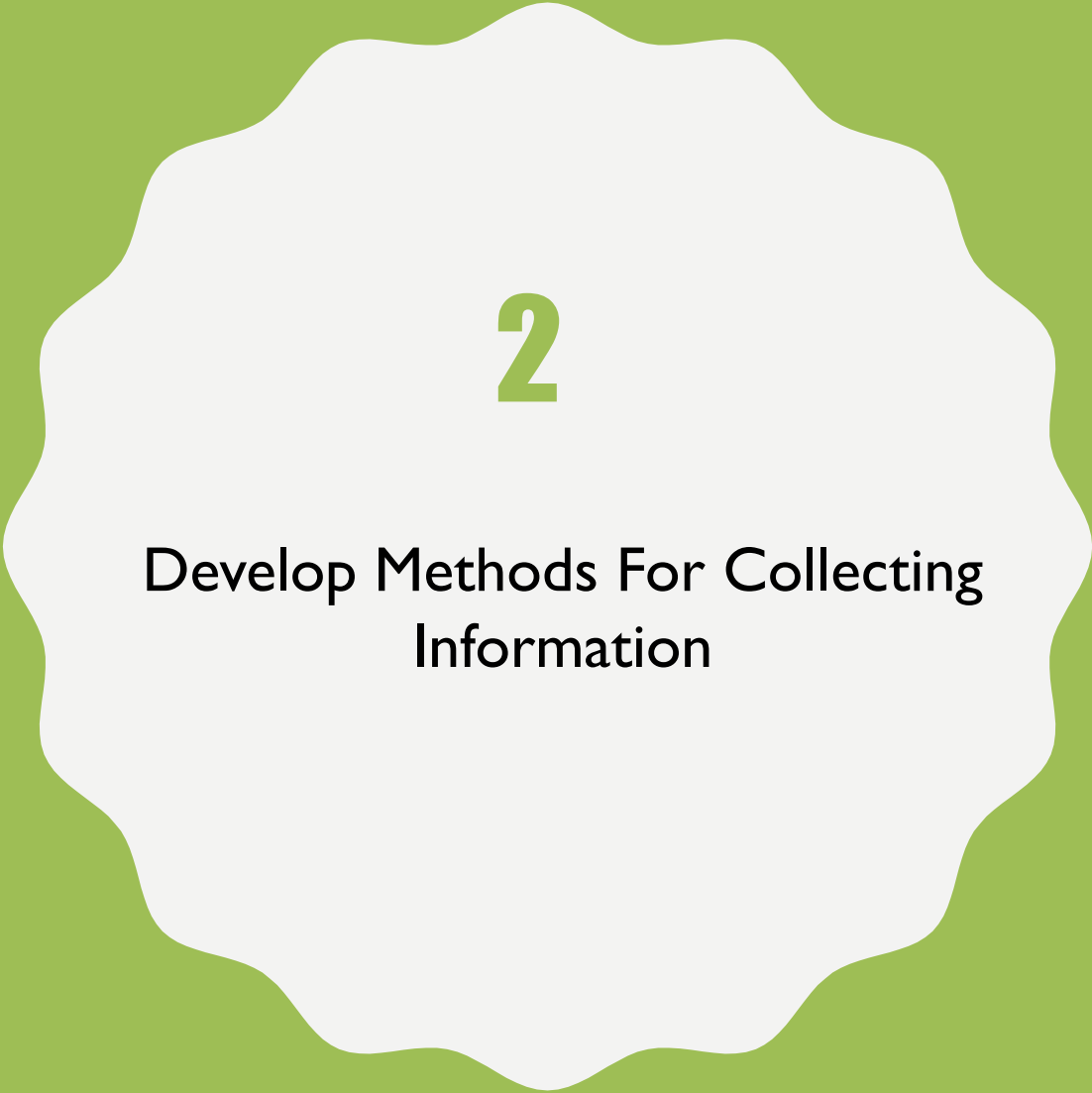
Exercise 1 7

What do you intend to understand with this evaluation?

- What are the 3-4 main questions that you want the evaluation of your project to answer?
- How would answering these questions fulfill your evaluation's purpose?

Prioritize potential questions and apply this to your project evaluation, for each question ask:

- How would answering this questions fulfill your evaluation's purpose?
- Does this question reflect the priorities of stakeholders?
- Would this question provide information which can be acted upon to make improvements?



2

Develop Methods For Collecting
Information

Methods For Collecting Information

Start with ... existing data

- What information do you already have, or collect?
- How does this data help answer your main evaluation questions?
- If your organization already has a data collection method in place, use that data!

Not enough data collection methods in place?



Then add ... new data

- Are there gaps in the information needed to answer your main questions?
- What new data is needed to fill these gaps and better understand your main questions?

New Data: Methods Menu



Qualitative

- Individual interviews
- Focus groups
- Community forums
- Participant observation
- Literature review
- **Other?**



Quantitative

- Surveys
- Informal questionnaires
- Census data
- Large data sets (ex. iCare)
- Intake forms
- **Other?**

Data can be
PRIMARY
(new) and
SECONDARY
(pre-existing)

It's best to
use multiple
methods
from multiple
perspectives

Consider who
is going to be
collecting and
analyzing the
data

Quantitative vs. Qualitative Methods



Quantitative data ...

- Data is in the form of numbers
- Is concerned with measurement
- Provides breadth of understanding



Qualitative data ...

- Data is in the form of words and stories
- Is concerned with meaning
- Probes for the lived experience of individuals

- ✓ Quantitative and qualitative methods each have different purposes and qualities
- ✓ Both methods are rich sources of information, but in different ways
- ✓ Use multiple methods of data collection from multiple perspectives to get a well - rounded understanding of your program
- ✓ Your evaluation questions will determine the type of methods you use!

The Instrument: What Produces Quality Data?

The quality of data depends on different things with different methods

Interviews/Focus Groups/Other Interactive Conversations

- the interviewer is the “instrument”; it is important that they are skilled and can ask questions in a way that people freely talk
- the way the interview is conducted is the most important

Photovoice/Video/Other Interactive Digital Tools

- participant training is the “instrument”; it’s important that research participants are trained well in using digital tools when gathering data
- the way the data is collected is the most important

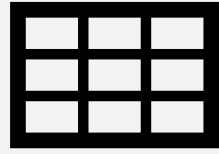
Surveys/Tracking Tools/Other Quantitative Methods

- the tool itself (potentially standardized) is the “instrument”
- the way the tool is designed is the most important

Literature Review/Other Secondary Data

- the theoretical framework is the “instrument”
- the way the data is searched and reviewed is the most important

Illustration City Kidz Program



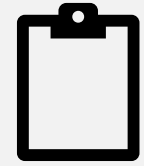
Program Tracking Tool

- Recording program inputs and outputs for the program year



Key Informant Interviews

- Four interviews with community partners



Client Survey

- One custom-made survey with children
- Random sampling
- 124 respondents



Participant Focus Groups

- Three focus groups with program participants and their parents
- 8-10 participants/group



Staff/Volunteer Interviews

- One focus group with staff/volunteers
- Interviews with two members of the senior leadership team



Case Studies

- Three case studies
- Each case study included interviews with one participant, one staff, one family member or friend

Exercise 2

8

What methods will you use to answer your main evaluation questions?

- What are the best ways to answer your evaluation questions (and capture different stakeholder perspectives)?
- How do your methods work together to answer the main evaluation questions better than if they were conducted alone?
- In what order (or stages) should the methods be carried out?
- For those methods requiring you to recruit participants:
 - How will you select people to be involved (i.e., sampling)?
 - How will you go about recruiting people (i.e., recruitment strategy)?

3

Determine An Analysis Plan

Analysis Plan

- Think ahead about how you will handle the data you will collect
- An analysis plan helps you ...
 - discover the holes or gaps in your plan
 - keep on budget and timeline
 - Realize if you are collecting more data than what you can handle
- Go back to the data collected and ask “is this data actually answering my evaluation questions?”



Analysis Plan

Summarize the data that is being gathered

- Come up with a plan to summarize all your data across methods in a way that answers your main evaluation questions and guided by the logic model.

Tips for the analysis plan

- Trust the original design and questions
- Decide who will be involved in the data analysis
- Build in flexibility - leave time for reflection
- Assess the soundness of the analysis plan with the steering committee



You will learn more about data analysis in slide deck #4.

Exercise 3

9

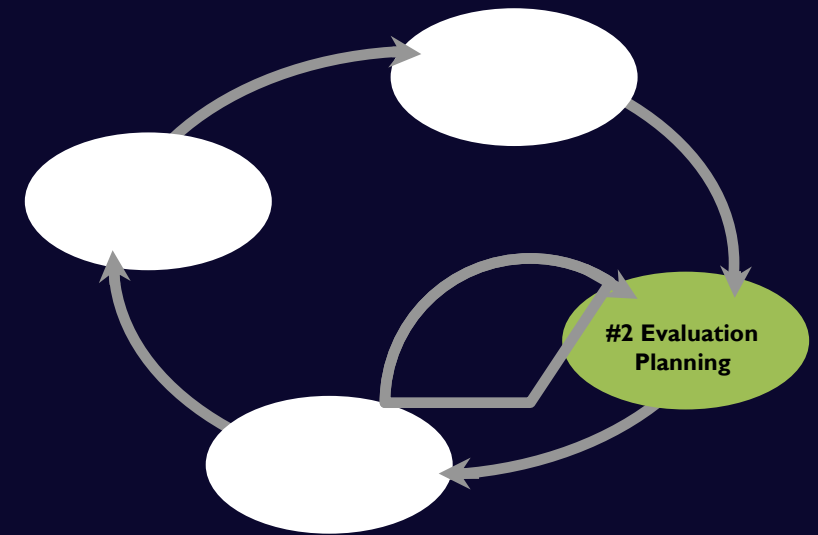
How will you go about analyzing your data?

- What strategies will you use to analyze **qualitative** data?
 - How will you prepare the data for analysis (ie. transcribing, summarizing, etc.)
 - Who will be involved in data analysis? Do you have the expertise on your team or do you need external mentorship?
 - What is the timeline for data analysis?
- What strategies will you use to analyze **quantitative** data?
 - How will you prepare the data for analysis (ie. exporting to data analysis software, data cleaning, etc.)
 - Who will be involved in data analysis? Do you have the expertise on your team or do you need external mentorship?
 - What is the timeline for data analysis?
- How will you do analysis across methods?

Recap

Phase #2 - Evaluation Planning

- Determine the evaluation questions
- Develop methods for collecting information
- Develop an analysis plan



What Is Next ...

In slide deck #4, you will learn about **information gathering and analysis** that includes:

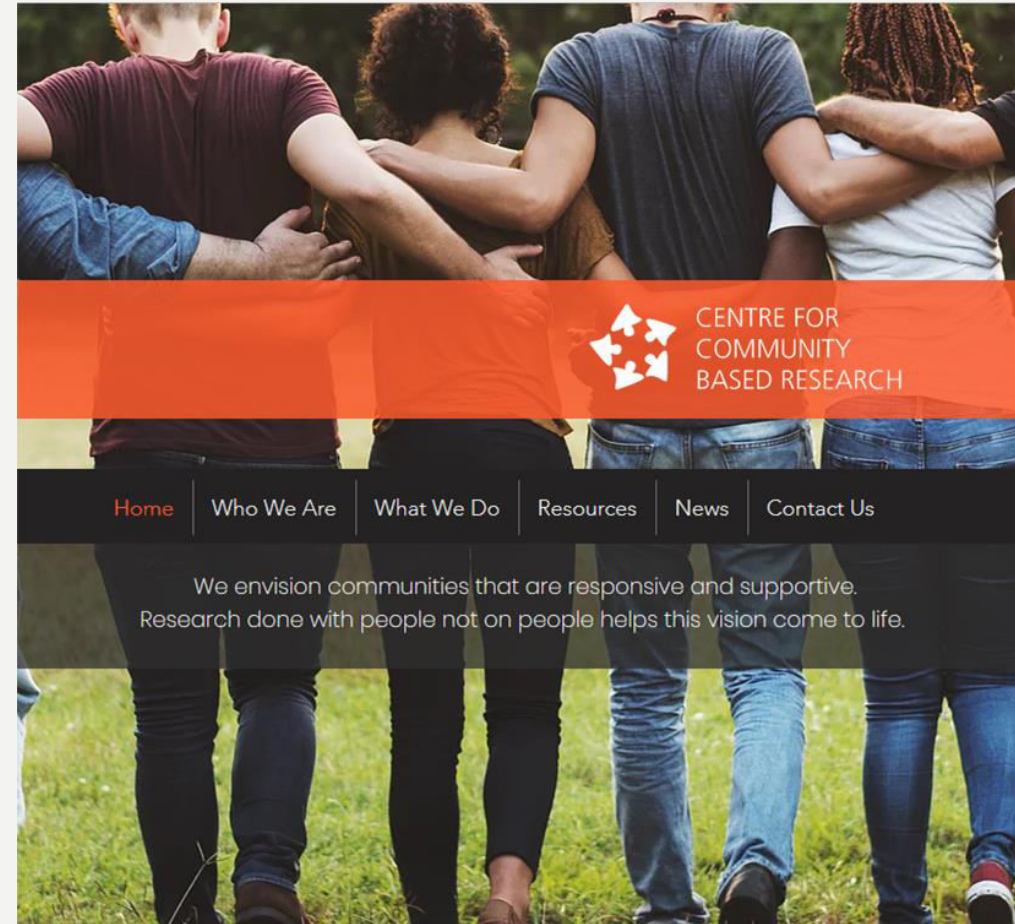
- Gathering information ethically
- Analyzing and summarizing information

Need Additional Support?



CENTRE FOR
COMMUNITY
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- Coaching and mentoring
- Partnering on an evaluation
- Proposal development
- Evaluation support, training and webinars using the [*Community Based Research Excellence Tool \(CBRET\)*](#)
- Customized training in community-based research and evaluation
- For even more support, visit: www.communitybasedresearch.ca



And More Support...



- Coaching and mentoring
- Enroll in [UEval](#), a one-week evaluation institute
- Participate in the [Eval Lab](#)
- Access online resources (lectures, modules, tip sheets)
- Join the [ECN Network](#)!

