

Your Impact Matters: Understanding Evaluation



Program evaluation is the process of systematically collecting and analyzing data to understand whether a program is achieving its intended outcomes.

WHY WE DO IT

To understand what's working – and what's not

Identify areas for improvement

Demonstrate accountability and impact

Inform future funding and policy/practice changes



WHY EVALUATION MATTERS

Evaluation turns data into direction by:

-  Telling us the story behind the numbers – not just what you did, but the difference it made
-  Improving program design by highlighting successful strategies and identifying areas to adjust
-  Supporting continuous learning
-  Ensuring transparency and accountability for public dollars
-  Helping us advocate for your work using credible data

WHAT WE NEED FROM YOU

We're not just collecting data for the sake of it. Data helps us understand:

-  If your program is aligned with your logic model
-  Are your program activities leading to the results you planned for?

If it's on your logic model, we expect to see that data.

Your Impact Matters: Logic Models

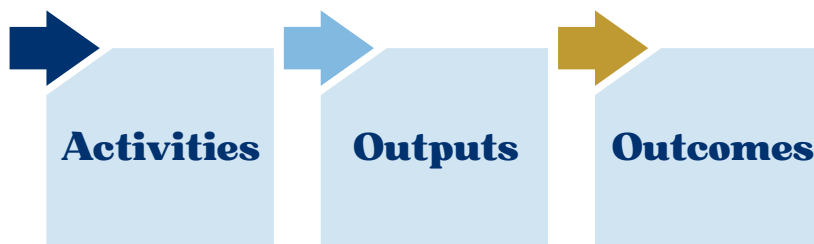


A logic model is a visual representation of a project depicting the relationships between the components of the program—what it invests and what it hopes to achieve.

Inputs	Activities	Outputs	Outcomes	
			Short-Term	Long-Term
<ul style="list-style-type: none"> Inputs describe the resources needed to implement a program's activities successfully. 	<ul style="list-style-type: none"> Activities describe the actions needed to achieve a program's goals and objectives. 	<ul style="list-style-type: none"> Outputs identify what happens from a program's intended activity. Outputs are generally represented as a number, such as the number of people trained. 	<ul style="list-style-type: none"> Outcomes describe the results of an activity, program, or initiative. Short-term outcomes reflect the immediate result of an activity, such as a change in knowledge, or change in practice 	<ul style="list-style-type: none"> Sometimes called "Impact," long-term outcomes demonstrate the ultimate change in a population or system the activity, program, or initiative hopes to achieve, such as decreased recidivism or decreased community violence.

CONNECTING YOUR LOGIC MODEL TO YOUR DATA

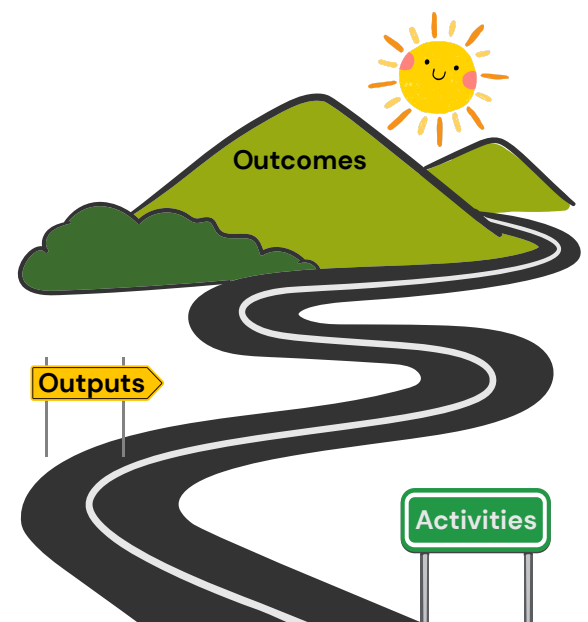
Your logic model is your roadmap and evaluation is how we track your progress along the way.



OUTPUTS (e.g. # of participants enrolled, # of workshops held)

SHORT-TERM OUTCOMES (e.g. skills learned, trainings completed)

LONG-TERM OUTCOMES (e.g. job placements, reduced arrests)



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WHAT YOU SHOULD BE TRACKING



Who are you reaching?

Demographics, eligibility, and participant characteristics



What is changing as a result?

The outcomes or improvements participants experience after participating in your program



What support are you providing?

The services, activities, or interventions the participant is receiving



How are you measuring success?

The specific measures or indicators tied to your logic model that show progress and impact

TIPS FOR A STRONG EVALUATION PROCESS

Start early

Set up systems now to collect data regularly –
Make sure all outcome data is entered in SAFE

Track in real-time

Don't wait until reporting deadlines to enter data

Be honest about challenges

It's okay to share what's not working –
We're here to support, not penalize

Use data to grow

Your data isn't just for compliance –
it's a tool to strengthen your program

NEED SUPPORT?

We are **partners** in this process – Evaluation should serve you, too!



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