

You're Doing Great Work, You Just Need To Show It

Eric Napierala, MA

Strategic Planning

Program Description and Strategic Planning Process Narrative

Evaluation Work Plan

Project Work Plan

Evaluation Work Plan

- A written document used to clarify how program activities will be assessed and monitored, and how the results will be used to make program improvements and demonstrate impact
- Intentionality means data has purpose and no wasted effort
- Living Document
 - be aware how changes may impact interpretation

Program Priorities ● Resources ● Capacity ● Time

Evaluation Work Plan

Helpful Tools

- **Keep It Stupidly Simple**
- **Specific, Measurable, Achievable, Relevant, Time-bound**
- **Key Performance Indicators (KPIs)**
 - Critical quantifiable indicators of progress toward an intended result
 - Good KPIs*:
 - Provide objective evidence of progress towards achieving a desired result
 - Measure what is intended to be measured to help inform better decision making
 - Offer a comparison that gauges the degree of performance change over time
 - Can track efficiency, effectiveness, quality, timeliness, governance, compliance, behaviors, economics, project performance, personnel performance, or resource utilization
 - Are balanced between leading and lagging indicators

Data Collection Plan*



1. What to measure
 - Key questions to answer. Key issues to resolve. What needs to be measured to prove success
2. Operational Definitions
 - Common definitions for metrics. Must be agreed upon by everyone involved so there is no confusion between partners.
3. Data sources
 - Existing data sources vs newly collected data
4. Data Collection Plan
 - Already doing this! This is the documentation process.
5. Implement and Refine
 - Review and revise as needed but understand the impacts of change

Intervention/Strategy: <i>Provide training to primary care/pediatric workforce on child social-emotional screening and assessment tools</i>							
Impact – What program impact does this intervention/strategy support?							
<i>Improvement in youth mental health</i>							
	Evaluation Questions	Indicator(s)	Data Source/ Instrument	Methods	Target Population	Timeline	Individual(s) responsible
P/O	<i>What do we want to know about the program?</i>	<i>How will we measure it?</i>	<i>What existing source or tool do we need to obtain the data?</i>	<i>How will we gather that data?</i>	<i>Who will we question?</i>	<i>When will we collect the data?</i>	<i>Who is the lead?</i>
P	<i>How many pediatricians and primary care providers were trained?</i>	<i># of pediatricians and primary care providers trained on standardized Social Emotional Learning screening tools</i>	<i>registration sign-in sheets</i>	<i>Record numbers from online registration systems and/or sign-in sheets at training locations</i>	<i>Pediatricians, primary care providers</i>	<i>Every other month after each of the 6 annual trainings</i>	<i>Trainer, Project Coordinator</i>
O	<i>Do providers have a greater understanding of screening and assessment tools as a result of the training?</i>	<i>Increased knowledge/understanding of screening/assessment tools</i>	<i>Pre-post training survey</i>	<i>Trainers administer surveys before and after each training</i>	<i>Pediatricians, primary care providers</i>	<i>Every other month before and after each of the 6 annual trainings</i>	<i>Trainer, Project Coordinator</i>

Types of Analyses

- **Descriptive**
 - Summarizing and describing main features of the data set
 - Good for getting to know a data set
- **Exploratory**
 - Exploring and understanding the data without preconceived hypotheses
 - Visualizations and summary statistics to uncover patterns, relationships, and interesting features leading to further questions
- **Cohort**
 - Breaks the data set into related groups. This can be by demographics (age, race/ethnicity, gender, socioeconomic status, etc.) or categories created within programs
- **Time series**
 - Data collected at regular intervals over time allowing trend analysis, forecasting, and temporal patterns

Types of Analyses

- Cost Benefit Analysis
 - Benefits – Costs = Impact
 - Accounting Profit vs Economic Profit
 - $AP = \text{Revenue} - \text{Explicit Costs}$
 - $EP = \text{Revenue} - \text{Explicit Costs} - \text{Implicit Costs}$
 - Benefits may be hard to measure but allows you to be specific about your program's impact
 - Evidence-based – look through previous studies to find benefit estimates

Tips

- Collect data in the smallest level of detail you will need
 - Dates – Yearly, quarterly, monthly, daily, hourly, exact timestamp?
 - Can roll up but can't disaggregate
- Create a codebook
 - Variable name, definition, type, range of values
- Use external data sets
 - Census data, public surveys, Public Health Departments

Communicating Data

- Know your audience!
 - Funders with required data reporting
 - Internal
 - Public-facing dashboards
- Data sets are stories
- KISS
 - Don't overburden the audience with too much information
- Choose the right visualizations
 - Different visualizations can lead to different interpretations of the same data

Visualizations

- Visualized data is processed faster and makes it easier to spot patterns, allowing the user to find actionable insights
- Good data visualizations lead to deeper questions and allows the user to explore the data further

2	2	5	6	7	1	1	6	9	1
9	1	7	5	5	5	6	2	5	9
4	5	2	9	6	9	7	6	4	6
8	1	5	7	8	5	6	6	6	7
7	2	3	6	8	9	1	7	9	1
3	8	6	8	4	5	6	9	4	5
4	9	9	2	3	7	1	9	1	2
3	7	8	1	6	1	5	6	1	6
5	6	6	8	6	6	9	1	2	6
3	2	4	2	6	9	4	2	7	1

FIGURE 1.3 How many 9s are there?

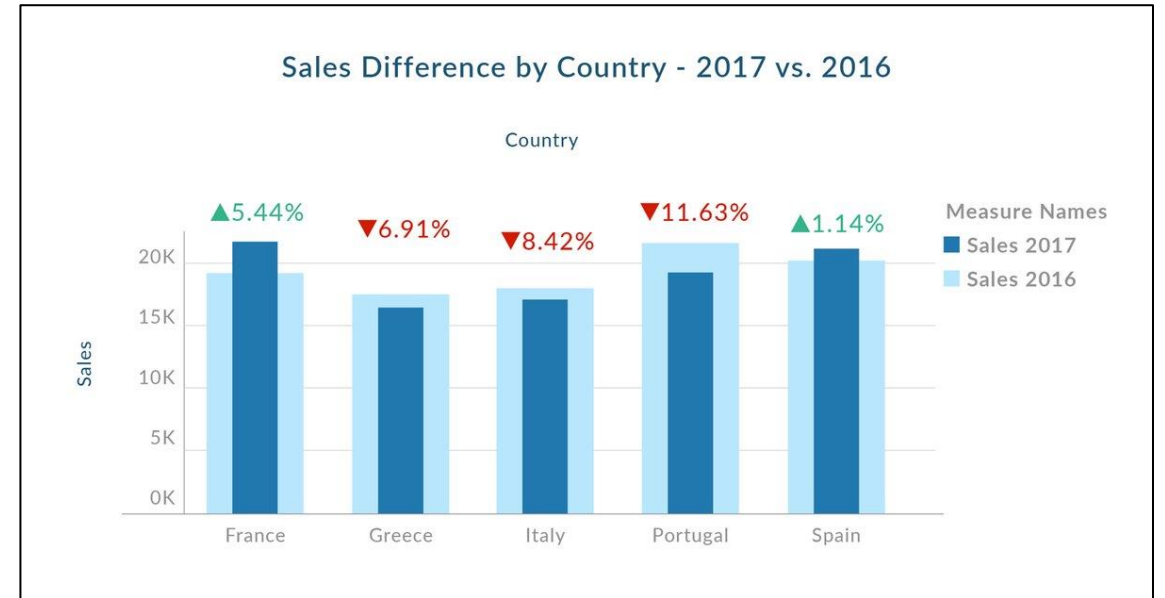
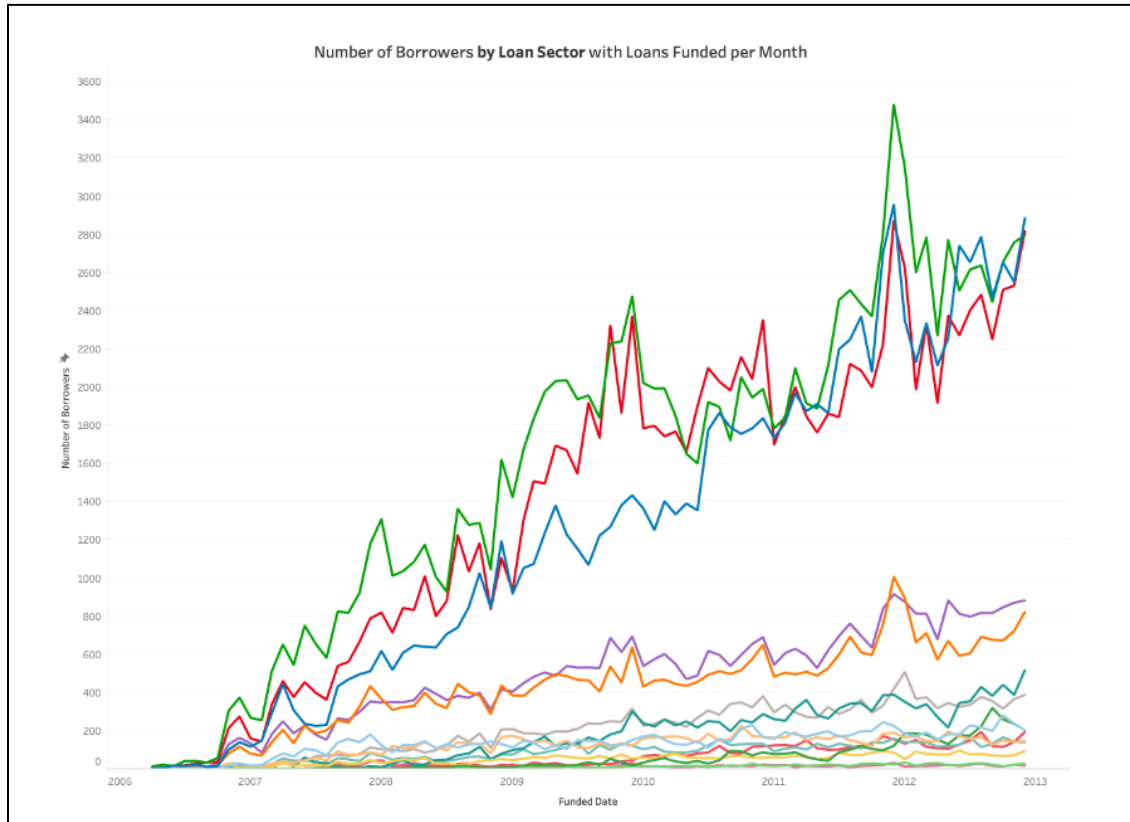
Visualizations



FIGURE 1.4 Now it's easy to count the 9s.

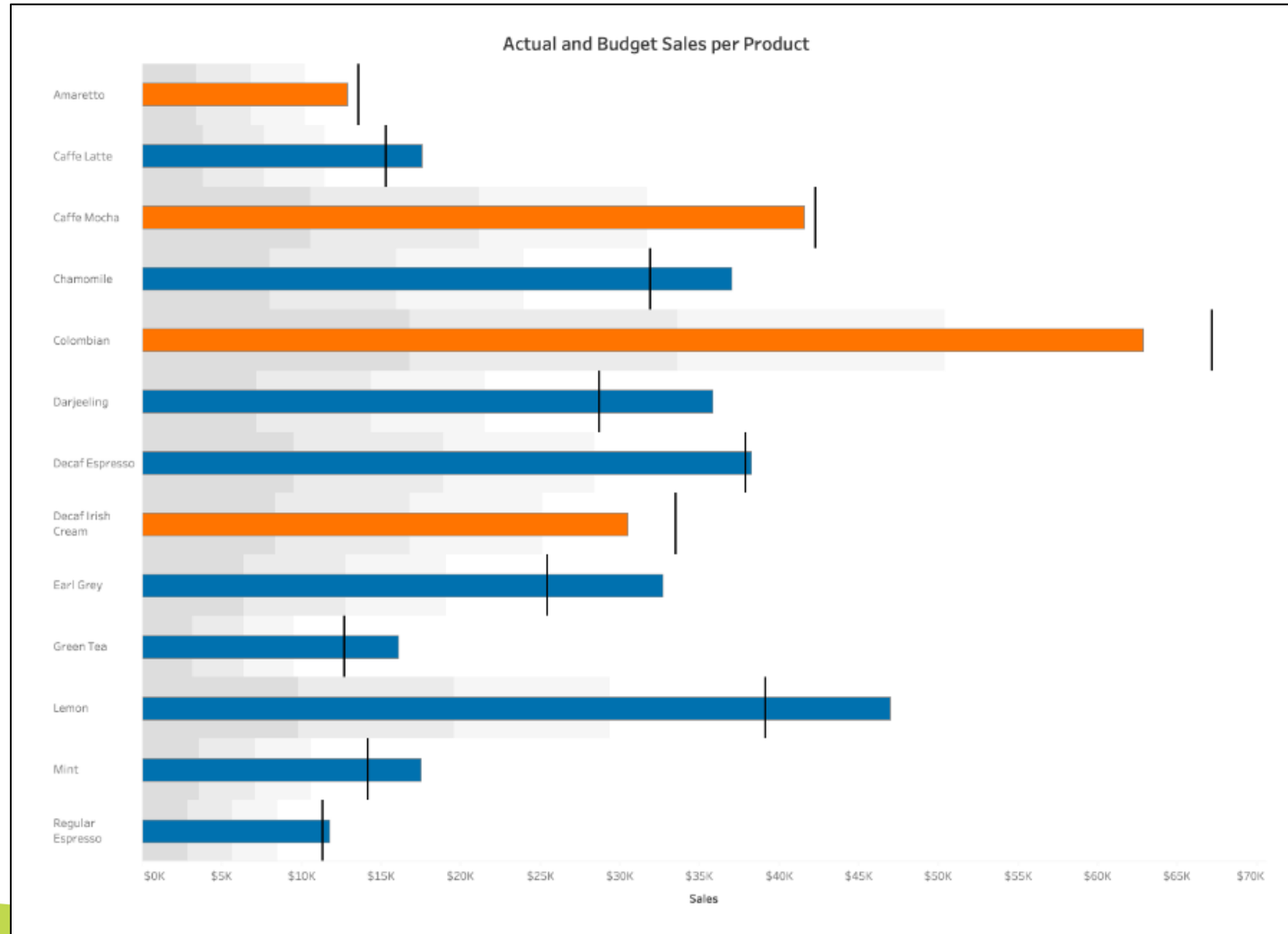
Visualization Examples

Lines and Bars



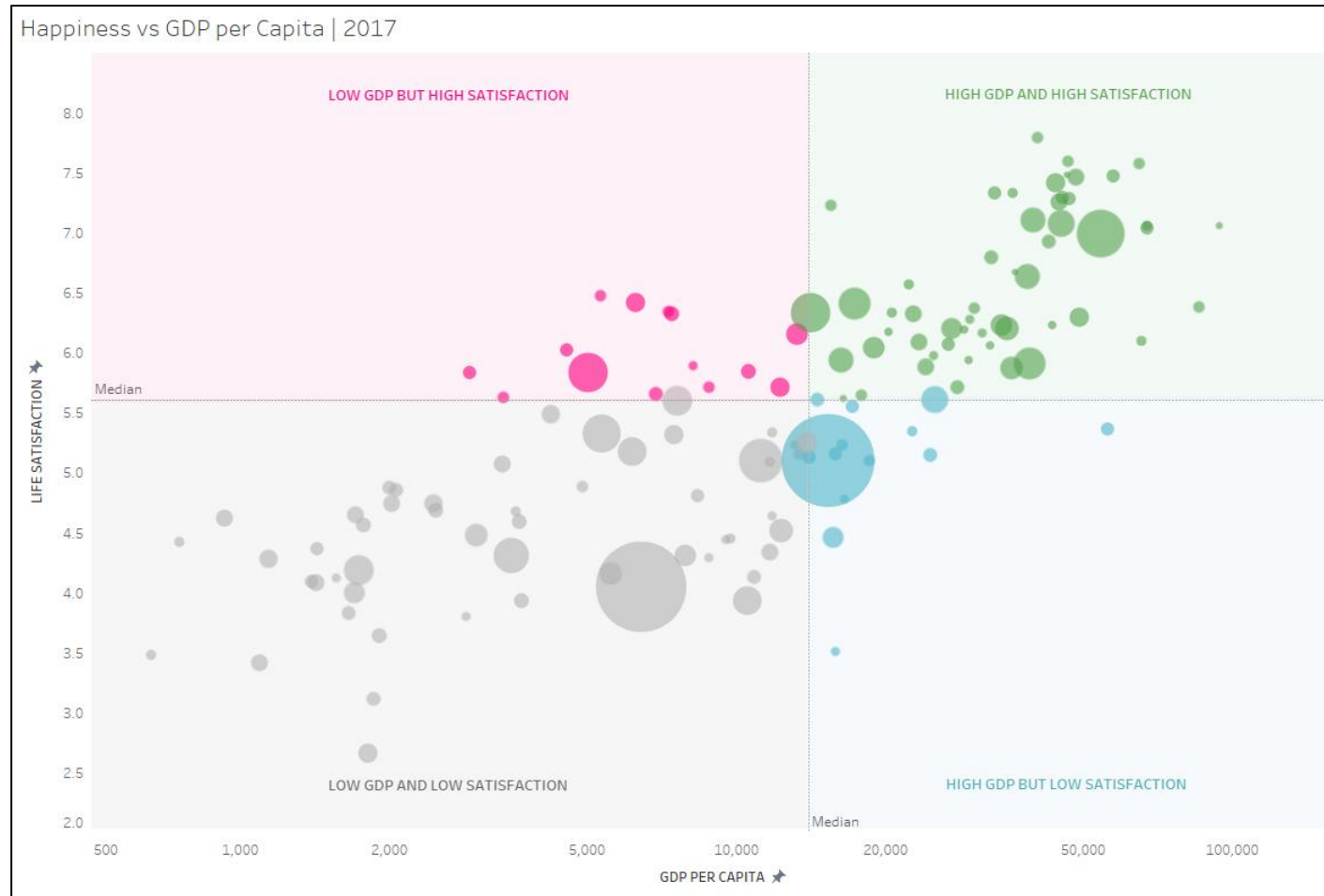
Visualization Examples

Bullet Chart

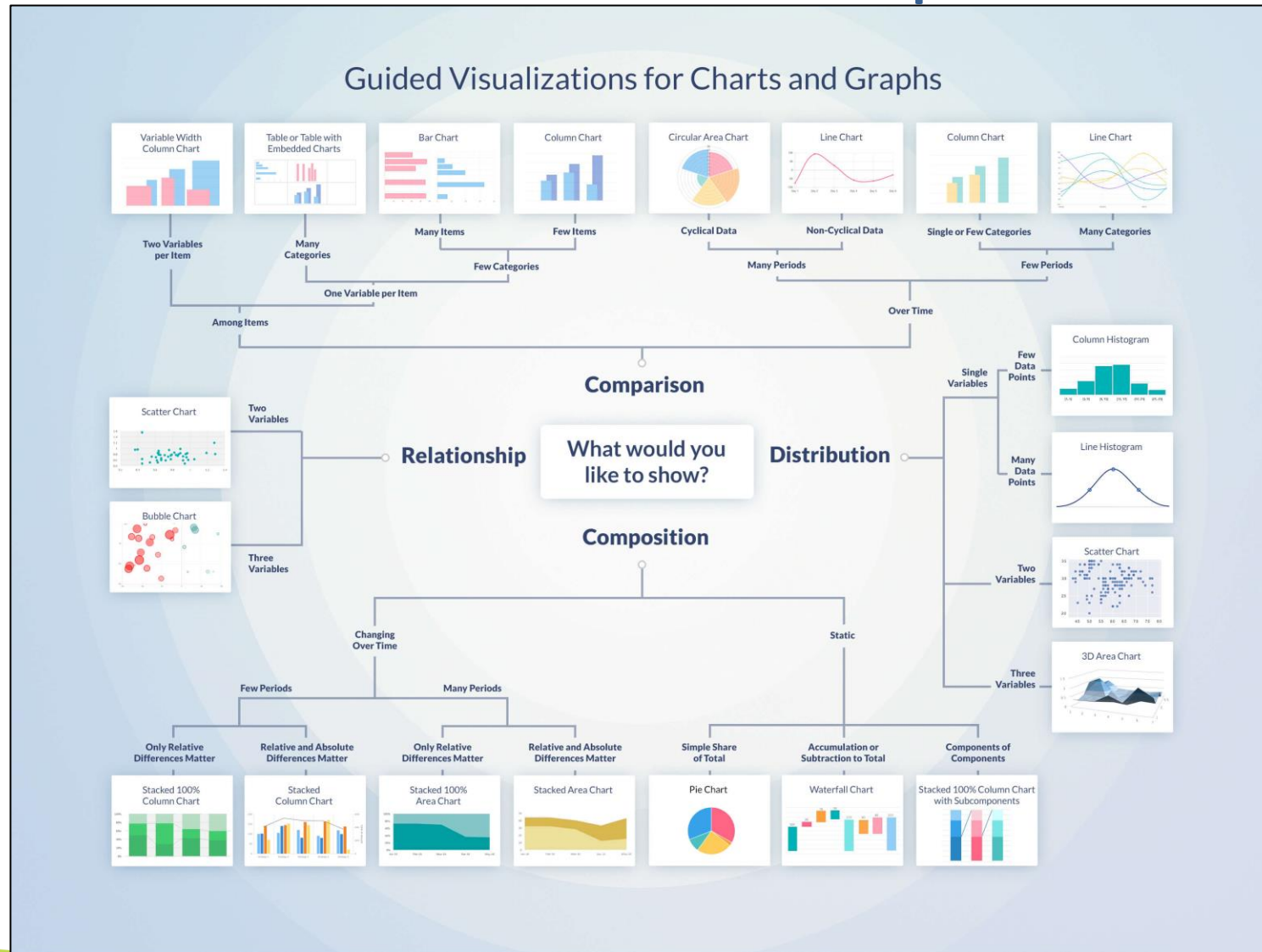


Visualization Examples

Scatter Chart



Visualization Examples



Thank you!!!

Eric Napierala
enapierala1@gsu.edu