

Evaluate Progress and Demonstrate Success

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Overview

WHY EVALUATE?

WHAT IS THE DIFFERENCE BETWEEN AN
OUTPUT AND AN OUTCOME?

WHAT ARE THE BEST METRICS?



Why evaluate?

- Did your time, money, and effort have the intended results?
- Is your marketing plan having the desired effect? If not, what needs to change?
- Are you making progress toward your objectives?
- How will you plan for the future?

Refer back to objectives

Specific

Measureable

Attainable

Relevant

Timely

Evaluate

Re-evaluate

Questions to ask

What did we do?

Outputs

What difference did it make?

Outcomes

Output questions

How many meetings did we have?

How many participants attended?

How many new members did we get?

How did we spend our funds?

Output metrics

- Frequencies
- Rates
- Proportions
- Durations
- Expenditures

Outcome questions

In what ways did we ease the transition to school for our members?

How was the academic experience improved for our members?

Did our marketing reach the target audience?

Were our collaborations successful?
How do we know?

Outcome metrics

- Knowledge acquisition
- Motivation
- Perception
- Behavior change
- Policy shift

Evaluation essentials

- It is key to program improvement, sustainability, and the ability to secure resources.
- Begin planning how and when to do it at your very next meeting.
- Don't forget to establish baselines.

“If you cannot measure it, you cannot improve it.”

-- Sir William Thomson,
Baron Kelvin of Largs (Lord Kelvin)