

North Orange County Public Safety Collaborative Evaluation Workshop



NORTH ORANGE COUNTY
PUBLIC SAFETY COLLABORATIVE

Objectives

- Statements describing the outcome to be achieved.
- You usually need multiple objectives to address a single goal (CDC).
- What has to occur for the end goal you just listed to materialize?
- How will program beneficiaries look different after interacting with your program?
 - SMART Outcome Objectives

<https://www.cdc.gov/std/program/pupestd/developing%20program%20goals%20and%20objectives.pdf>



SMART Outcome Objectives

- **Specific**- includes the who, what, and where. Use only one action verb to avoid issues with measuring success.
- **Measurable**- focus on how much change is expected.
- **Achievable**-realistic given program resources and planned implementation.
- **Relevant**-relates directly to program goals/activities.
- **Time bound**-focus on when the objective will be achieved.



Examples....

- Workshop attendees can distinguish between program goals and objectives.
- Workshop attendees understand how to create program objectives.
- Workshop attendees can articulate the reasons for doing evaluation and how they can use the results.
- Workshop attendees feel more confident about their ability to conduct an evaluation.
- Workshop attendees understand how to develop an evaluation plan.

Goal



- Start with the end in mind.
- **Goal:** A broad statement about the long-term expectation of what should happen as a result of your program (the desired result).
- Serves as the foundation for developing your program objectives (CDC).
- Aspirational in nature.
- If the program is successful, how will the world be different?
- These should be big-picture end goals.

Goal: Example

- All North Orange County Public Safety Collaborative CBO's do evaluation of their own programs.

Common Data Collection Tools

- Include all relevant tools in your application package.
 - Client satisfaction surveys
 - Pre and post or post-only surveys
 - Annual participant surveys
 - Intake forms
 - Exit interviews
 - Journal entries/testimonials

Five Topics For Possible Evaluation: Examples From Current Evaluations

- Does a program designed to educate youth about the music industry to demonstrate alternative pathways for their future change participants' perspective from pre-to post-test?
- How satisfied are parents with current programming?
- How much have participants in an education and work development program become more prepared for the workforce and life?
- What resources can be provided to applicants not yet ready for a workforce development program to equip them with the resiliency needed for participation?
- What is the effect of a child development program on peripheral recipients?

Evaluation Activities Timing

- What is required of you?
 - Assistance with survey development
 - Assistance with recruitment
 - Provision of space
 - Administration time
 - Some meeting time
- Preparation/strategizing time
 - Developing survey instruments/ focused group discussion/ key informant interview guides.
 - Sampling plan
 - Recruitment scripts
 - Recruitment
 - Administration
 - Data analysis
 - Brief report
 - Presentations (by request)

Technical Assistance

- Need support with evaluation plan development?
 - Email: lgil-trejo@Fullerton.edu