

How to Be an Evaluation Smart Cookie

An introduction to program evaluation and quality improvement in practice

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About Me:


- Over 15 years of evaluation experience
- Have worked in healthcare, a state department of health, and academia – and have trained in dozens of states through Emory Centers projects!
- Originally from Newark, Delaware
- Lived & worked from Southern California (and am sad to miss 360 days/year of sunshine!)
- Currently based in Atlanta, Georgia
- I like staying active and healthy by running a few times a week, but ice cream is my favorite food (balance!)

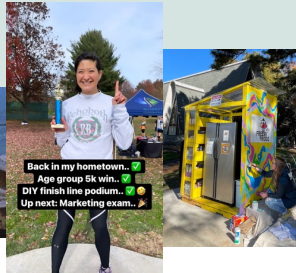
I am passionate about...

- Finding the stories in the data – and supporting evidence-based decision-making for practitioners and policymakers
- The power of cross-sector collaboration and partnerships
- Translation of research into public health practice
- Learning new things


My favorite cookie is white chocolate macadamia!







Back in my hometown... 🏆
Age group 5k win. 🏆
DIY finish line podium. 🏆
Up next: Marketing exam. 📖



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Ice Breaker: What is your Favorite Girl Scout Cookie?

- Name
- Organization
- Role at your organization
- Favorite Girl Scout Cookie

Cookie Variety	Percentage
Thin Mints	25%
Peanut Butter Patties/Tagalongs	13%
Peanut Butter Sandwich/Do-Si-Dos	11%
Samosas/Caramel deLites	19%
Shortbread/Trefoils	9%
Other varieties (Lemon Chalet, Cremes, Shout Outs!, Thank U Berry Munch, Dulce de Leche, et al.)	23%

Program Evaluation and Quality Improvement

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Evaluating Chocolate Chip Cookies Using Evaluation Logic



Adapted from
 Preskill, H., & Russ-Eft, D. (2016). *Building Evaluation Capacity: Activities for Teaching and Training* (Second Edition). Sage.

Program Evaluation and Quality Improvement

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Workshop Objectives

- 1) Describe the importance of program evaluation
- 2) Practice creating criteria and establishing standards for evaluation
- 3) Practice using evaluation criteria and standards to measure [cookie] performance
- 4) Apply the process of evaluative thinking to evaluating programs




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Evaluation is the process of determining the merit, worth and value of things, and evaluations are the products of that process.

Michael Scriven
Evaluation Thesaurus, Page 1




freshspectrum.com

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What is evaluation, anyway?

Where do you see evaluation in your day-to-day life?



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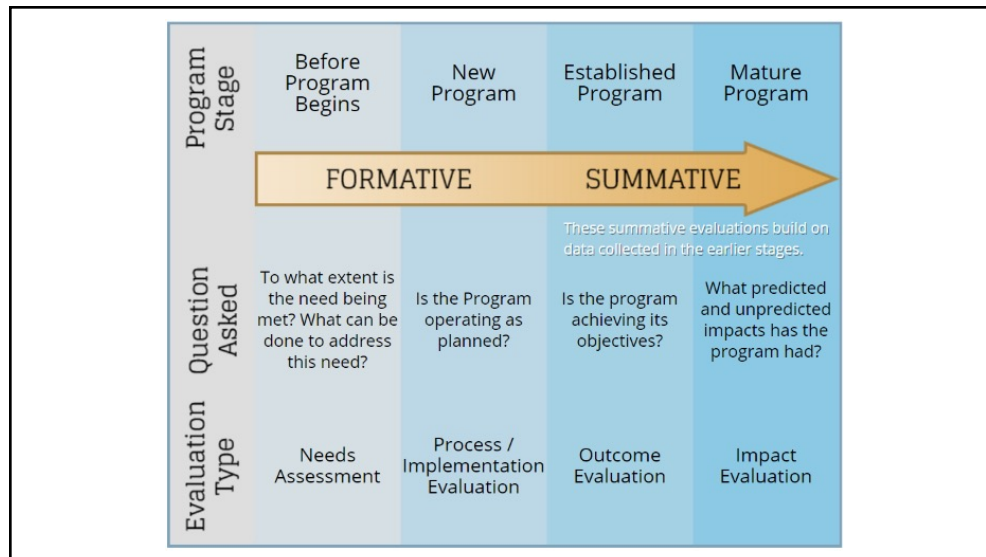
Evaluations come in all shapes and sizes

<https://www.odi.org/publications/9105-10-things-know-about-evaluation>

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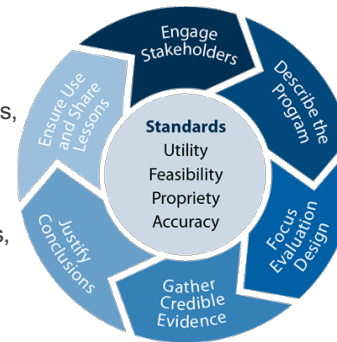
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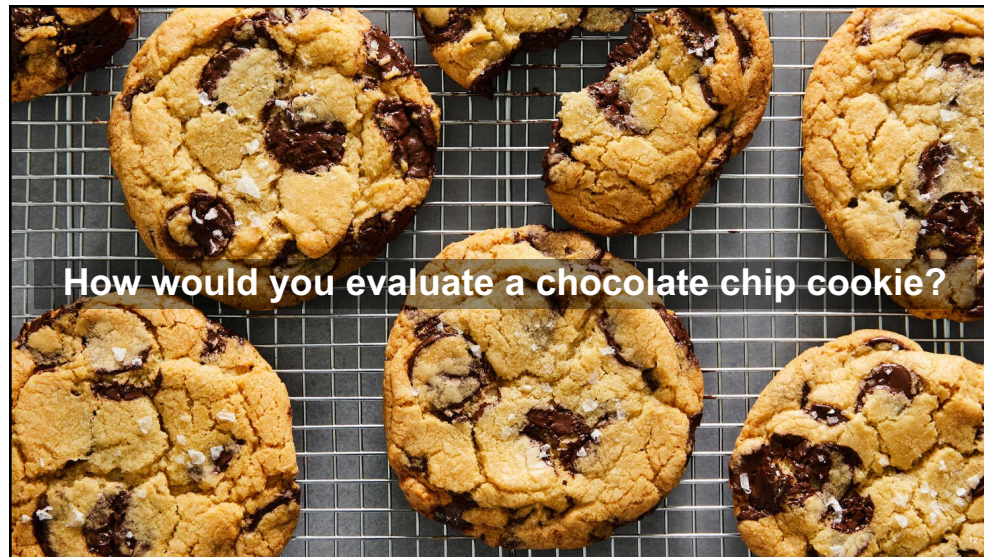
CDC Evaluation Framework

- **Engage stakeholders** Those involved, those affected, primary intended users
- **Describe the program** Need, expected effects, activities, resources, stage, context, logic model
- **Focus the evaluation design** Purpose, users, uses, questions, methods, agreements
- **Gather credible evidence** Indicators, sources, quality, quantity, logistics
- **Justify conclusions** Standards, analysis/synthesis, interpretation, judgment, recommendations
- **Ensure use and share lessons learned** Design, preparation, feedback, follow-up, dissemination



<https://www.cdc.gov/evaluation/framework/index.htm> 11

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How would you evaluate a chocolate chip cookie?

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Thinking back to our objectives...

1. **Establishing criteria.** On what dimensions must a cookie do well?
2. **Constructing standards.** How well should it perform on each dimension?
3. **Measuring performance and comparing with standards.** How well did it perform on each dimension?
4. **Synthesizing and integrating evidence into a judgement of worth.** What is its merit, worth, or value?
5. **Making recommendations.** What recommendations should be made?



From: Hallie Preskill and Darlene Russ-Eft. (2005), Building Evaluation Capacity: 72 Activities for Teaching and Training. Thousand Oaks, CA: Sage Publications. ¹³

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Activity: Pick your Perfect Chocolate Chip Cookie



- Keep notes on your process, decisions, and challenges
- **You do not have to eat the cookies**
- Complete 1st two columns of handout before working in pairs

Image from Instagram #icookyourate ¹⁴

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Debrief Discussion: And the winner is...

WEBSITE: We use cookies to improve performance.


ME: Same.




 <https://www.happyhealthyandprosperous.com/funny-friday-cookies-to-improve-performance/> 15

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Thank you!



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