

Embedding Evaluation in Libraries

DEVELOPING INTERNAL EVALUATORS



Our Plan — Day 2

Morning (9:00-12:30):

- The Evaluation Process: Planning, Part 3
- The Evaluation Process: Conducting Evaluation

10:45-11:00 Break

12:30-1:00 Lunch

Afternoon (1:00-3:00):

- Project Sharing
- Wrap up

3:00 End



Activity	9:00-10:00	10:00-11:00	11:00-12:30	1:00-2:00	2:00-3:00
Registration					
Breakfast					
Session 1: Introduction to Evaluation					
Session 2: Planning the Evaluation					
Session 3: Conducting the Evaluation					
Session 4: Reporting the Results					
Session 5: Embedding Evaluation in Libraries					
Session 6: Project Sharing					
Session 7: Wrap up					
Session 8: Lunch					
Session 9: Project Sharing					
Session 10: Wrap up					
Session 11: Lunch					
Session 12: Project Sharing					
Session 13: Wrap up					
Session 14: Lunch					
Session 15: Project Sharing					
Session 16: Wrap up					
Session 17: Lunch					
Session 18: Project Sharing					
Session 19: Wrap up					
Session 20: Lunch					
Session 21: Project Sharing					
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Session 96: Project Sharing					
Session 97: Wrap up					
Session 98: Lunch					
Session 99: Project Sharing					
Session 100: Wrap up					

Inputs

Resources used to deliver programs/services.

Outputs

Programs/services provided. Level of participation in those programs/services.

Outcomes

Effect of the programs/services. Changes in participants.

Knowledge, Skill
Attitude, Behavior
Condition, Life status

IF these resources are invested

THEN these programs and services will be delivered

And THEN participants will experience these changes

The Evaluation Process, Step 4

DEVELOP QUESTIONS



The Evaluation Process

Planning Evaluation

1. Define program/context
2. Analyze context
3. Clarify program theory
4. Develop questions
5. Design study

Conducting Evaluation

6. Collect data
7. Analyze data
8. Identify findings

Using Evaluation Results

9. Report results
10. Take action

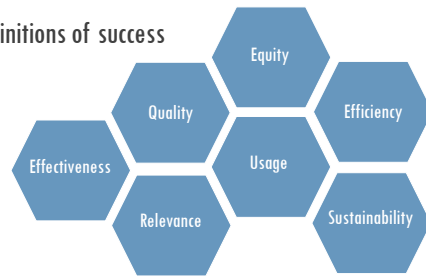
Planning the Evaluation — Step 4: Develop questions

What does success look like for this program/service?

Key Considerations:

- Outcomes-related definitions of success are rarely sufficient (by themselves)
- Consider a multi-faceted picture of success

Definitions of success



Emerson Community Library: Define success

The evaluation team must decide how they will define success for the math story times.



Discuss how you would define success for this program.
Then compare your definitions of success with the team's.



Planning the Evaluation — Step 4: Develop questions

What are the evaluation questions?

Key Consideration:

- Overarching, guiding questions that the evaluation seeks to answer
- Are operationalized to guide data collection

Strong evaluation questions



Aligned with the definitions of success (and logic model) for the program/service



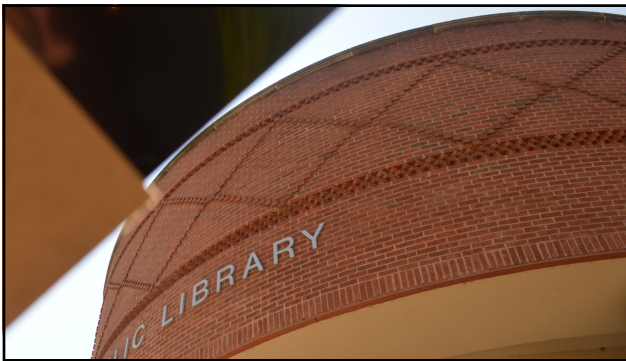
Are specific, feasible, and can be answered with data

Strong evaluation questions

- Informative** Provide new insight, not leading or predetermined
- Timely** Reflect evaluation and decision-making time frames

Options for operationalizing

- Option 1** Identify the focus of data collection
- Option 2** Specify indicators of success



Emerson Community Library: Develop questions

The evaluation team drafts a list of potential evaluation questions.

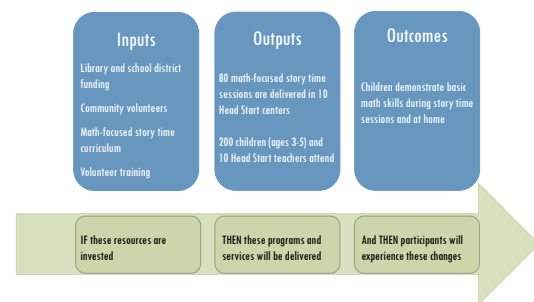
- Critique the questions the team's potential questions.**
Decide which questions you would select.



Emerson Community Library: Develop questions

The evaluation team selects the following evaluation questions:

1. To what extent do volunteers implement the math storytimes as designed?
2. In what ways do participating children demonstrate engagement and interest in math storytime sessions?

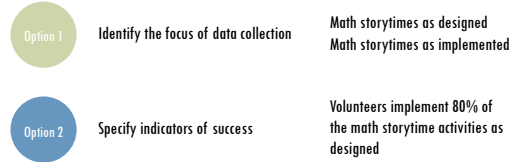


Emerson Community Library: Develop questions

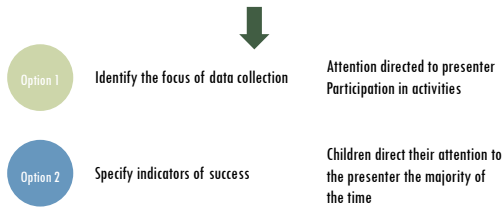
The evaluation team selects the following evaluation questions:

1. To what extent do volunteers implement the math storytimes as designed?
2. In what ways do participating children demonstrate engagement and interest in math storytime sessions?
3. To what extent do participating children demonstrate basic math skills (counting, sorting, matching)
 - a. during math storytime sessions?
 - b. at home?

To what extent do volunteers implement the math storytimes as designed?



In what ways do participating children demonstrate engagement and interest in math storytime sessions?



Your Library: Develop evaluation questions

- 1 Define success for your program or service
- 2 Draft 3-5 evaluation questions

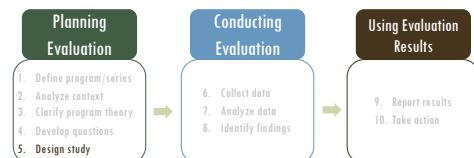


The Evaluation Process:

COLLECT, ANALYZE, AND INTERPRET DATA



The Evaluation Process



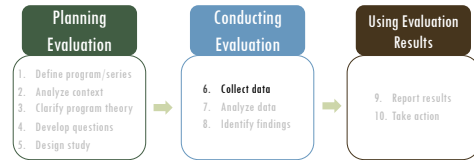
Planning the Evaluation - Step 5: Design study

What is your plan for conducting the evaluation (steps 6-8)?

What is your plan for using the evaluation results (steps 9-10)?



The Evaluation Process



Conducting the Evaluation - Step 6: Collect Data

What data collection methods will you use to answer the evaluation questions?

Conducting the Evaluation - Step 6: Collect Data

What data collection methods will you use to answer the evaluation questions?

Choosing methods:

- Types of data needed to answer your evaluation questions
- Strengths and limitations of methods
- Organizational resources and expertise

Conducting the Evaluation - Step 6: Collect Data

What data collection methods will you use to answer the evaluation questions?

Surveys

Interviews

Focus Groups

Observations

Conducting the Evaluation - Step 6: Collect Data

	Surveys	Interviews	Focus Groups	Observations
Sample size	Larger	Smaller	Smaller	Either
Respondent privacy	Can be anonymous	Confidential	Confidential	Either
Burden	Lower for data collector and respondent	Higher for data collector and respondent	Higher for data collector, no burden for respondent	Higher for data collector, no burden for respondent
Question type	Mostly close-ended	Open-ended	Open-ended	NA
Type of information collected	Self-reported; attitudes, perceptions, opinions; factual information; answer questions of what, how often, to what extent	Self-reported, unique experiences, answer questions about how and why	Self-reported, group perceptions and varied perspectives, answer questions about how and why	Behaviors, characteristics of physical environment (bypass self-reporting)



Emerson Community Library Evaluation Questions

1. To what extent do volunteers implement the math storytimes as designed?
2. In what ways do participating children demonstrate engagement and interest in math storytime sessions?
3. To what extent do participating children demonstrate basic math skills (counting, sorting, matching) during math storytime sessions and at home?



Emerson Community Library: Choose data collection methods

The evaluation team meets to choose their data collection methods.



What methods will you use to evaluate the math storytimes?



Conducting the Evaluation - Step 6: Collect Data

What data collection methods will you use to answer the evaluation questions?

What steps will you take to collect relevant, credible data?

Key considerations:

- Are your methods sufficient for yielding relevant, credible data?
- How will you define your sample(s)?
- Who will collect the data?

Conducting the Evaluation - Step 6: Collect Data

Evaluation Questions	Data Collection Methods			
	Method 1:	Method 2:	Method 3:	Method 4:
To what extent do volunteers implement the math storytimes as designed?				
In what ways do participating children demonstrate engagement and interest in math storytime sessions?				
To what extent do participating children demonstrate basic math skills (counting, sorting, matching)				
a. during math storytime sessions, and				
b. at home?				

Emerson Community Library: Choose data collection methods

The evaluation team meets to choose their data collection methods.



Determine whether your methods are sufficient, and identify your sample(s) and data collectors.



Emerson Community Library - Step 6: Collect Data

Evaluation Questions	Data Collection Methods			
	Observation of volunteers during a sample of math storytime sessions	Interviews of Volunteers	Observation of children during a sample of math storytime sessions	Survey of children's parents and caregivers
To what extent do volunteers implement the math storytimes as designed?	x	x		
In what ways do participating children demonstrate engagement and interest in math storytime sessions?			x	
To what extent do participating children demonstrate basic math skills (counting, sorting, matching) a. during math storytime sessions, and b. at home?			x	x

Emerson Community Library - Step 6: Collect Data

What steps will you take to collect relevant, credible data?

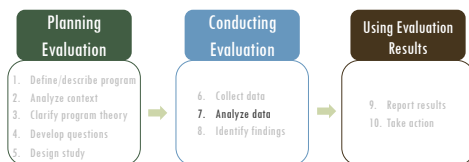
Sampling — Typical Case

- Half of the math storytimes over two-month period

Data Collectors

- Assistant director observes volunteers
- Children's librarian observes children's behavior
- Head Start teachers administer paper surveys at parent open house, with support from children's librarian

The Evaluation Process



Conducting the Evaluation - Step 7: Analyze Data

How will you analyze the data?

Key considerations:

- Systematic analysis produces trustworthy findings
- Analysis methods depend on the type of data collected

Conducting the Evaluation - Step 7: Analyze Data

	Surveys	Interviews	Focus Groups	Observations
Question type	Mostly close-ended	Open-ended	Open-ended	NA
Data type	Mostly quantitative	Qualitative	Qualitative	Can be qualitative or quantitative
Data preparation	Data entry Data cleaning	Transcription	Transcription	Writing field notes Data entry
Analysis method	Descriptive statistics Thematic coding for open-ended items Comparisons	Thematic coding Comparisons	Thematic coding Comparisons	Thematic coding Descriptive statistics Comparisons



Emerson Community Library: Analyze data

The evaluation team analyzes their data over a three month period:

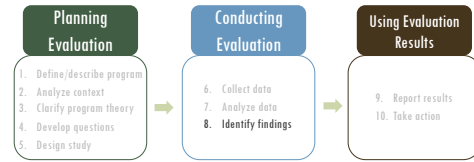
Assistant director

- Compares volunteer observation data to lesson plans
- Conducts thematic analysis of volunteer interview transcripts

Children's librarian

- Conducts thematic analysis of observation data focused on children's behavior
- Calculates descriptive statistics for survey data
- Conducts thematic analysis of survey comments

The Evaluation Process



Conducting the Evaluation - Step 8: Identify Findings

What are your strategies to integrate and interpret the findings and draw conclusions?

Key considerations:

- Integrate data across multiple data collection methods
- Interpret data to reach conclusions that answer the evaluation questions



Emerson Community Library: Define success

The evaluation team reviews all of their findings and integrates them to reach their evaluation conclusions.



Discuss how you would interpret their findings to answer the evaluation questions. Then compare your conclusions with the team's.



Your Library: Design study



Discuss the data collection methods you could use to answer your evaluation questions



Day 2: Wrap Up

TAKING STOCK AND LOOKING AHEAD



Share Your Project

1. If/Then/Then statement
2. Evaluation Questions
3. Methods



Reflection

Take a few minutes to reflect on the material we have covered today.

Ah-ha!

Identify key insights and take-aways

Huh?

Note points of confusion and areas where you need clarification



Group discussions

December	Wednesday 12/18	1:00-2:00
January	Thursday 1/16	3:00-4:00
February	Wednesday 2/19	12:00-1:00
March	Thursday 3/19	12:00-1:00
April	Thursday 4/16	2:00-3:00



Next steps

- November
 - Develop data collection instruments
- December
 - Get feedback on instruments during coaching call
 - Test and revise instruments
 - Participate in virtual group discussion



Reimbursements

- Step 1: Summary of team expenses
 - Supervisors will receive a Summary of Team Expenses Form by email
 - Prepare one copy for your team that lists each payee to be reimbursed and the associated amount (up to the total allocated for your library)
 - Email to info@libraryeval.org

Reimbursements

- Step 2: Reimbursement request form
 - Supervisors will receive a Califa Reimbursement Request Form by email
 - Prepare one copy for each payee
 - Send the form and original receipts to Califa by postal mail

Thank you!