



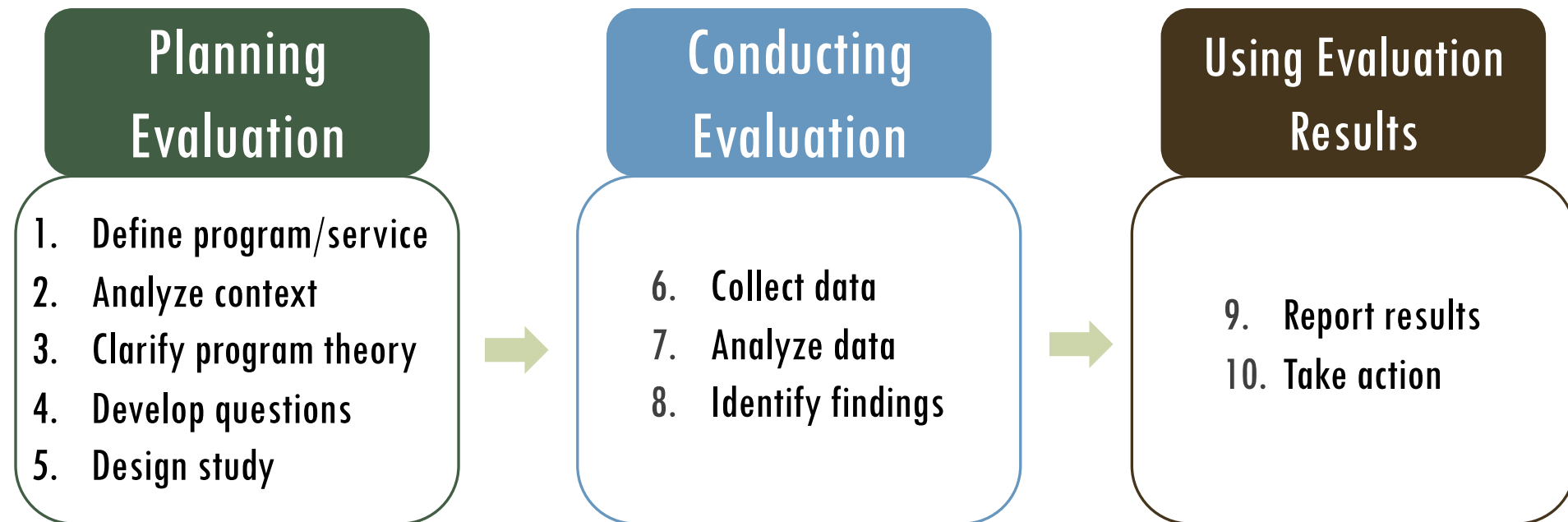
KICKOFF INSTITUTE PREPARATORY MATERIALS

Colorado Cohort 2021-2022

The Evaluation Process



The Evaluation Process



Planning the Evaluation - Step 1: Define program/service

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Planning the Evaluation - Step 2: Analyze context

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What is the political context?

Planning the Evaluation - Step 3: Clarify Program Theory

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What are the components of the logic model?

Planning the Evaluation - Step 4: Develop questions

What does success
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What are the
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Planning the Evaluation - Step 5: Design study

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

Planning the Evaluation - Step 6: Collect data

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

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

Planning the Evaluation - Step 7: Analyze data

What methods will
you use to analyze
the data?

Planning the Evaluation - Step 8: Identify findings

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

Using Evaluation Results - Step 9: Report results

What are your
strategies for reporting
findings to various
audiences?

Using Evaluation Results - Step 10: Take action

How will you use
the findings?



PUBLIC LIBRARY

Case Study Overview: Emerson Community Library

Library and Community Overview

- Emerson Community Library (ECL) is a county library with a legal service area population of 110,000.
- ECL has three outlets and serves multiple communities across the county, which vary in levels of income and library use.
- Community concerns include STEM education, particularly elementary school math performance.
- Low-income families, such as those served by Head Start, are a population the library has historically underserved.
- There are 20 Head Start centers in the county which serve children ages birth to five.



Program

ECL offers a variety of STEM storytimes both in and outside of the library to various age groups, including an outreach program that brings a math-focused 8-session storytime series to the Head Start centers across their county: Infusing Math into Preschool Services. This program was launched a year ago and is funded by operating funds and a starter grant from a local corporate foundation. The starter grant provides 18 months of funding.

Location

The "Infusing Math into Preschool Services" storytime series is offered at ten Head Start centers that are located in the three communities with the lowest levels of library use within the county. The main library is located about 20 miles from these communities.

Key Staff/Volunteers

The children's librarian at the main library is in charge of the "Infusing Math into Preschool Services" storytime series. She developed and tested the content, and recruited, trained, and supervises a team of five volunteers.

The five volunteers are based in the main library and work in pairs to deliver the math storytime series at the Head Start centers.

The evaluation team consists of the children's librarian and the assistant library director.

Program Goals

The program is based on the idea that early engagement with math concepts and activities lays the groundwork for success in elementary school math. Its overarching aim is to support a school district initiative focused on boosting elementary school math performance.

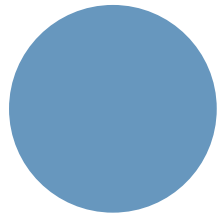
The primary goal is to engage 3 to 5-year-olds in math concepts and activities. A secondary goal is to help Head Start teachers understand the importance of early math engagement, learn how they can support early math engagement with math concepts and activities, and incorporate math concepts and activities in their work.

Our Plan: Develop an Evaluation for...

Emerson Community
Library's Project

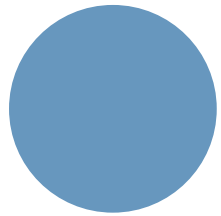
Your Library's
Project

Equity, Diversity, and Inclusion (EDI): Programs and Services

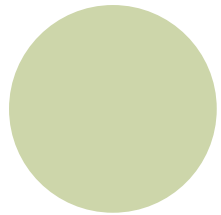


Who has historically used the library the most? Who has faced barriers or been historically marginalized?

Equity, Diversity, and Inclusion (EDI): Programs and Services

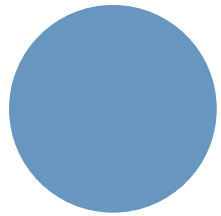


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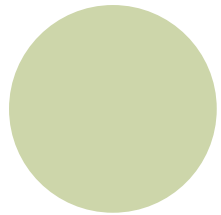


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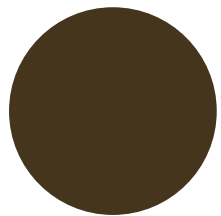
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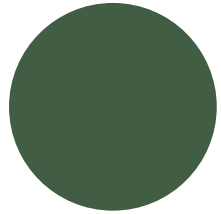


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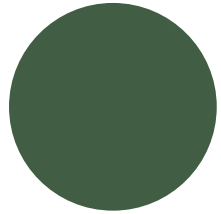
Which programs or services are typically evaluated? How are community members involved?

Reframing Evaluation to Advance EDI

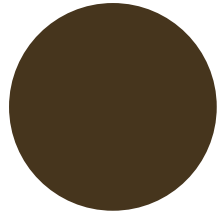


Learning and improving, rather than accountability or “demonstrating” success

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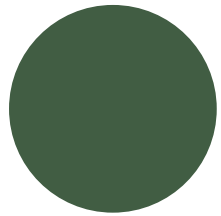


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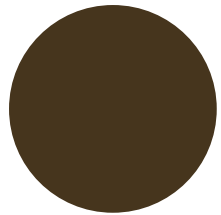


Centering community voices and values—finding out where the library is doing well and where you are missing the mark

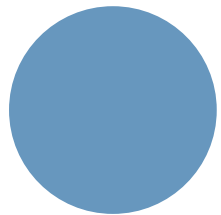
Reframing Evaluation to Advance EDI



Learning and improving, rather than accountability or “demonstrating” success



Centering community voices and values—finding out where the library is doing well and where you are missing the mark



Listening deeply, taking meaningful action, and building equitable, reciprocal relationships

Seven small steps

1.

Reflect on your own assumptions and values and how these will influence the evaluation (hint: evaluation is never neutral!)

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Assemble a diverse evaluation team, being mindful of decision-making authority and compensation

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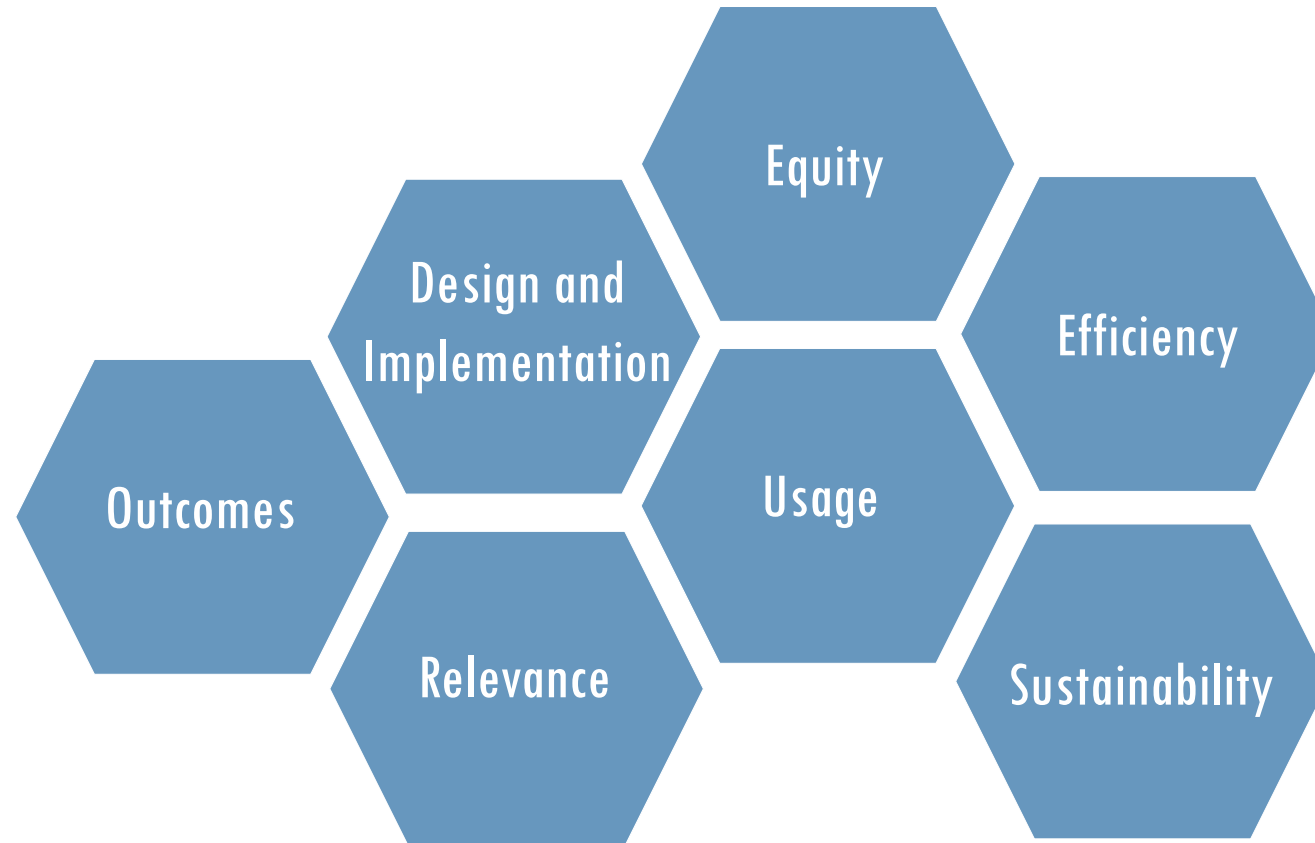
Engage with the community: find out what questions the community wants answered, ensure community members have a voice in how the library defines and measures success

Seven small steps

4.

Investigate multiple definitions of success: consider relevance, experience, access; look for disparities

Multiple Dimensions of Success



Seven small steps

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Investigate multiple definitions of success: consider relevance, experience, access; look for disparities

5.

Use data collection methods and instruments that are culturally commensurate

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Investigate multiple definitions of success: consider relevance, experience, access; look for disparities

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Use data collection methods and instruments that are culturally commensurate

6.

Check and share findings with community members; recognize their expertise and ensure they have a voice in the library's interpretations

Seven small steps

7.

Take action! Use what you learn to address historical inequities, demonstrate follow-through