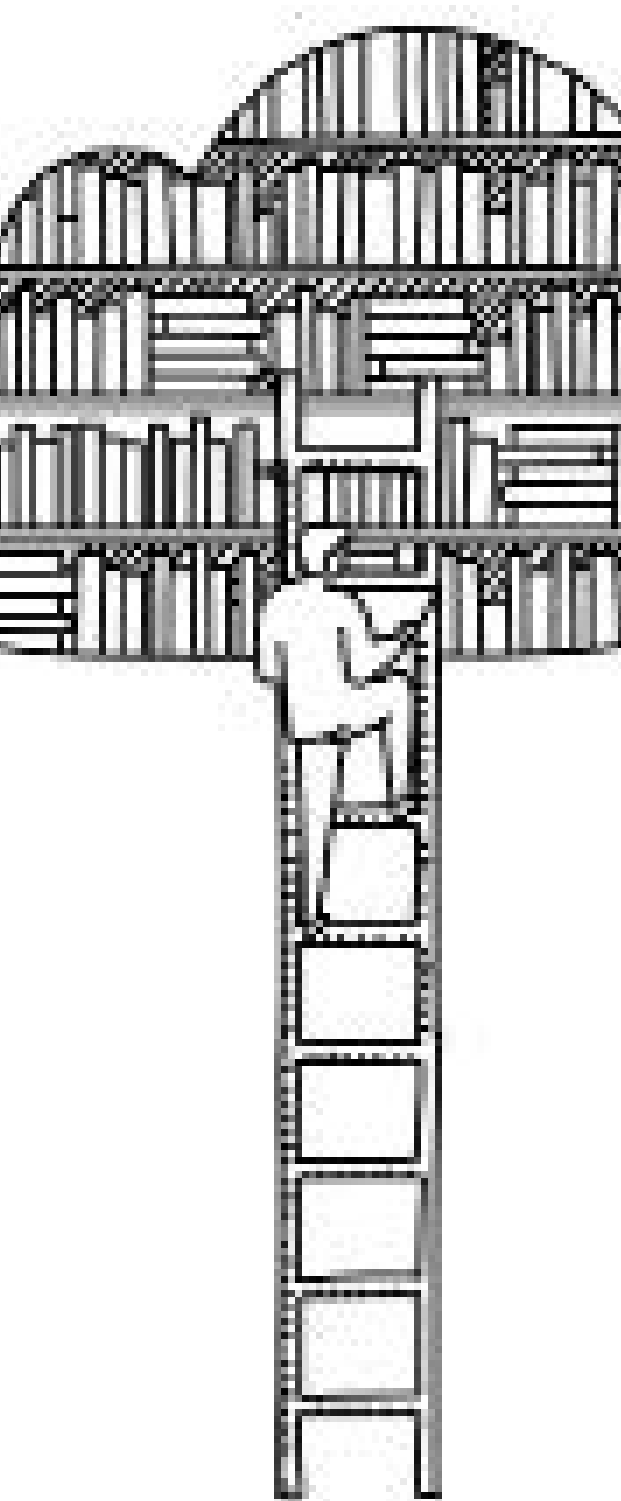# EMBEDDING Evaluation

KICKOFF INSTITUTE PREPARATORY MATERIALS

Colorado Cohort 2021-2022

THE EVALUATION PROCESS

Planning Evaluation

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

Conducting Evaluation

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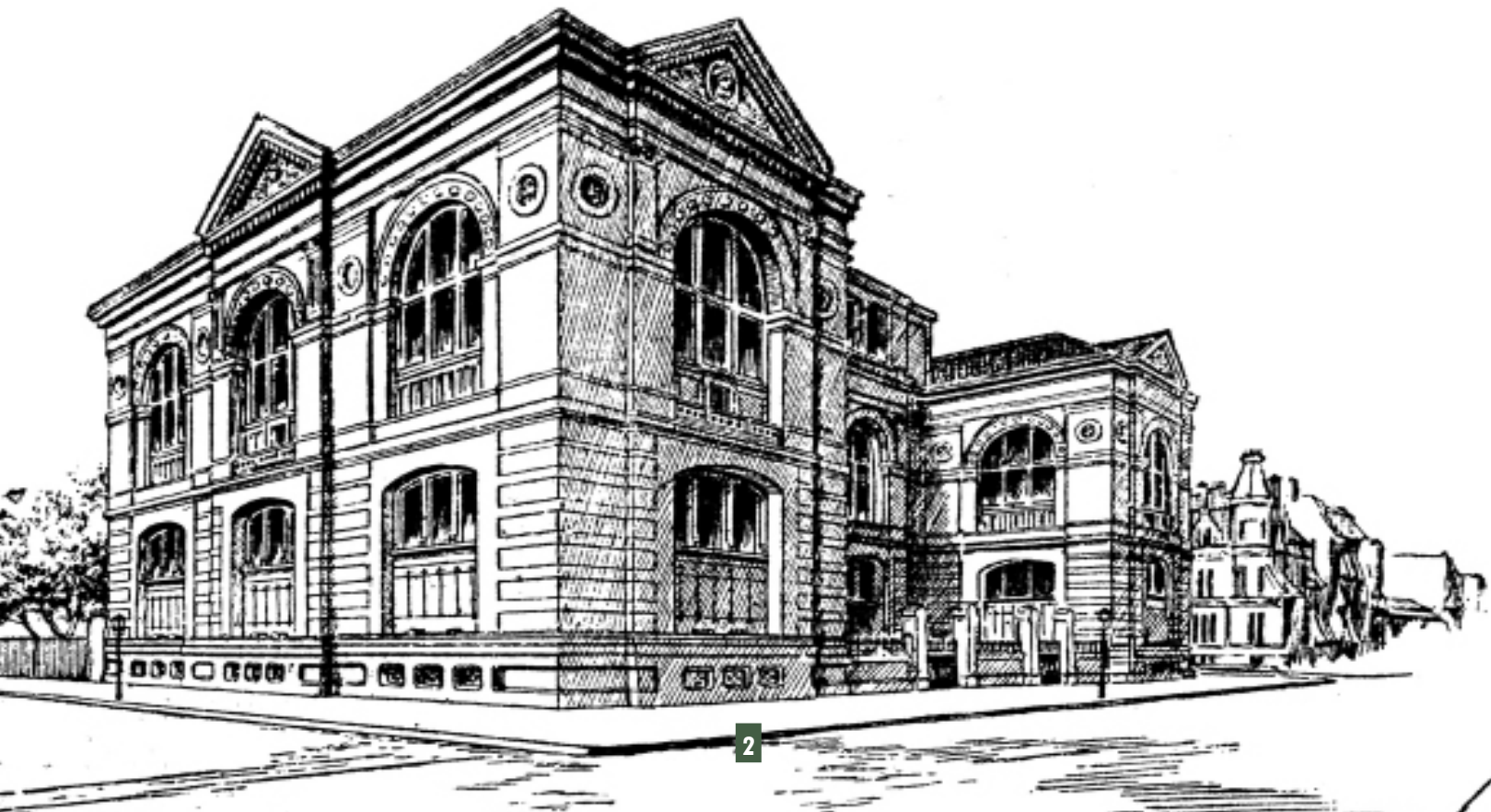7. Analyze data
8. Identify findings

Using Evaluation Results

9. Report results
10. Take action

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.

Step 1: Define program/service
Emerson Community Library

What is the program/service?

What parts of the program/service are you going to evaluate?

What portion of the population will be included in the evaluation?

What are the goals of the program/ service?

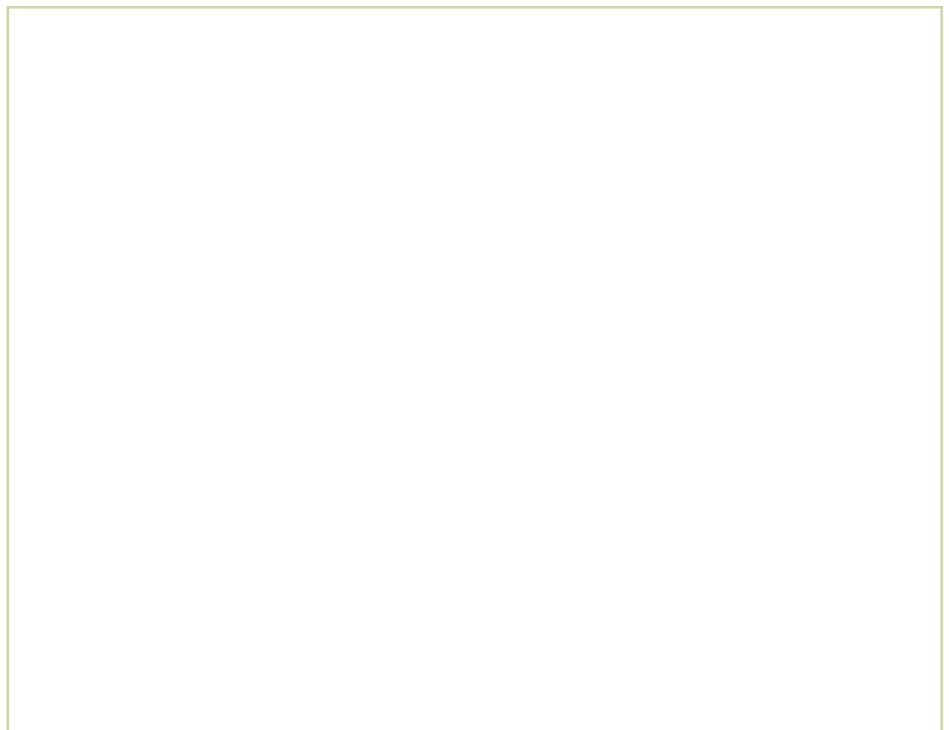What are the priorities or aims of the program or service?

How is the program/service positioned in the library?

What is the history of the program/service?

How is it funded?
Is the funding stable?

Who are the key players in terms of staff and volunteers?

What are the attitudes of the key players toward the program/service?

Step 1: Define program/service
Your Library

What is the program/service?

What parts of the program/service are you going to evaluate?

What portion of the population will be included in the evaluation?

What are the goals of the program/ service?

What are the priorities or aims of the program or service?

How is the program/service positioned in the library?

What is the history of the program/service?

How is it funded?
Is the funding stable?

Who are the key players in terms of staff and volunteers?

What are the attitudes of the key players toward the program/service?