The Power of Data: Understanding and Communicating Program Results

Why Evaluate?

Reflect on progress
Engage the community
Influence policy and funders
Share what works (and doesn't)
Fulfill requirements
Sustain funding
Strengthen accountability

Know Your Audience

1. Who is your audience?
   - Program staff
   - Program participants
   - Funders/donors
   - Other staff at your agency
   - And more...

2. What will they do with the information?
   - Adjust program delivery
   - Make a decision to enroll in services
   - Make funding decisions
   - Write reports or grant applications
   - And more...

Evaluation Questions of Interest

What was the status at the beginning of the program?
What is the current status?
What changed over time?
Which area should we focus more attention on in the future/has the lowest score?
Which area is the strongest/ has the highest score?
What do we know about [Area X]?
Practice Communicating Results

Average Frequency of Literacy Activities

<table>
<thead>
<tr>
<th>Activity</th>
<th>Pre</th>
<th>Post*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Talk to your child about books you read together</td>
<td>4.37</td>
<td>4.58</td>
</tr>
<tr>
<td>Tell stories</td>
<td>4.28</td>
<td>4.48</td>
</tr>
<tr>
<td>Sing songs</td>
<td>4.77</td>
<td>4.88</td>
</tr>
<tr>
<td>Look for letters/words on signs, labels, etc.</td>
<td>3.72</td>
<td>4.05</td>
</tr>
</tbody>
</table>

n=912
* = data statistically significant, p < .05

1. Who is your audience?

__________________________________________________

2. What will they do with the information?

__________________________________________________

3. What evaluation question is the best fit for this audience and purpose?

_____________________________________________________________________

4. Draft a sentence that shares a finding from the graph above and fits the scenario you outlined in questions 1-3.

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