



HOW TO USE YOUR DATA & RESULTS

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WORKSHOP OVERVIEW

- Introduction
- Potential uses of your data and results
- Evaluate performance based on outputs / activities
- Factors that affect outputs / activities
- Evaluate performance based on outcomes
- Factors that affect outcomes
- Presenting data results to various stakeholders

POTENTIAL USES OF YOUR DATA AND RESULTS

- Identify successful practices
- Recruit and engage clients
- Planning and budgeting
- Inform stakeholders
- Increase visibility in the community
- Increase funding opportunities
- Raise awareness of community issues



REVIEWING THE DATA: STEP BY STEP PROCESS

- Step 1: Look at the performance results for all activities
 - Document activities, outcomes, do comparisons, observe trends
- Step 2: Identify causes for disparities in the performance. Why problems exist? Causes?
- Step 3: Determine and implement possible solutions
- Step 4: Evaluate solutions – Monitor progress
- Step 5: Continue the cycle from steps 1 to 4 ongoing. Do not wait until the end of the program



EVALUATION BASED ON OUTPUTS / ACTIVITIES

- Monitor your program's outputs
- What is an **output**?
 - Activities, events, services and products, for example:
 - ✓ # of classes taught
 - ✓ # sessions held
 - ✓ # of participants served
 - ✓ materials distributed
 - The way to collect and report data may vary based on the program, needs, and funders' requirements

FACTORS AFFECTING OUTPUTS

- Demographic make up of participants (e.g., age, gender, socioeconomic status, disabilities)
- Geographic location (e.g., accessibility of the program, participants' address)
- Hours of operation (e.g., time and length of sessions/activities)
- Recruitment (e.g., effective recruitment plan, appropriate “sales pitch”)
- Retention (e.g., engagement of participants, appropriate teaching techniques, incentives)
- Staff training / capacity

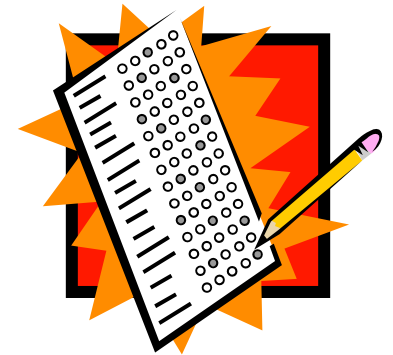


EVALUATION BASED ON OUTCOMES

- Monitor your program's outcomes
- What is an **outcome**?
 - Results or impact of your program
 - The way to collect and report data may vary based on the program, needs, and funders' requirements
 - Basic information to monitor:
 - ✓ # of tests administered
 - ✓ # of participants achieving the outcome

FACTORS AFFECTING OUTCOMES

- Measurement tools (e.g., too easy, too difficult, not measuring what's intended, complicated to score)
- Social desirability
- Attrition
- Deviation from the program implementation
- Length of time require to measure outcome
- Staff training / capacity



PRESENTING RESULTS TO STAKEHOLDERS

BOARD MEMBERS

- Keep it simple (e.g., use bullet points)
- User-friendly
- Provide executive summary / abstract with main points
- Use tables / charts when appropriate
- Data can impact board members' understanding of results



PRESENTING RESULTS TO STAKEHOLDERS

FUNDERS & PARTNERS

- Describe outcome processes
 - e.g., activities, outputs, outcomes
- Highlight successes and challenges
- Provide explanations of challenges encountered
- Describe corrective plan of action, if needed
- Provide plan for next contract period based on current results



PRESENTING RESULTS TO STAKEHOLDERS

COMMUNITY

- Highlight successes of the program
- Focus on the neighborhood impact
- Use different venues to showcase your program
 - Community forums
 - Newsletters / e-newsletters
 - Network with other community agencies
 - Outreach in target areas



CONCLUSIONS

- Data collection and results demonstrate accountability.
- Do not jump to conclusions based solely on the data. Data doesn't tell the whole story.
- Use of data results promote overall quality improvement.
- Revision of the data for quality improvement is an ongoing process.