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.