Logic Models and Evaluation Planning - Working Together!

Vicky Coulon – Evaluator: National WomenTech Online Project (NOWTP)

ATE PI Meeting, October 22, 2015
Today’s Session

• The “process”
• Overview of a logic model – the foundation
• After the logic model – evaluation planning
• Strategies for staying on track
• Resources for you!
The Process!

Proposal Stage:
• Create Logic Model --> Indicators --> Evaluation Questions --> Determine Design & Methods --> Measures/Sampling/Analysis/Reporting --> Write Evaluation Plan

Project Stage:
• Refine/Edit Logic Model & Evaluation Plan --> Finalize the Timeline --> Prepare for Data Collection
Logic Modeling – the Foundation!

- Inputs - *Project resources*
- Activities – *Implementation strategies*
- Outputs – *Deliverables/products*
- Outcomes – *Aims, expected results*
- Impacts – *Long-term outcomes*
A Focus on Logic Models
After the Logic Model

• Indicators and evaluation questions
• Design/Methods
• Measures/Sampling/Analysis/Reporting & Dissemination
• Write the evaluation plan

You are funded! Whoo-hoo!

• Refining the logic model and evaluation plan
• Developing the timeline – a collaborative effort!
• Evaluation management (quarterly meetings, collaborative platforms, other communication)
After the Logic Model

- **Indicators and evaluation questions**
  - Design/Methods
  - Measures/Sampling/Analysis/Reporting & Dissemination
  - Write the evaluation plan
  - Refining the logic model & evaluation plan
  - Developing the timeline – a collaborative effort!
  - Evaluation management (quarterly meetings, collaborative platforms, other communication)
Creating Indicators

**GOALS**
Main focus and purpose of your program

**OUTCOMES**
What specific changes do you expect to see as a result of your program?

**QUESTIONS**
What kinds of questions can best answer what you need to know about your program?

**INDICATORS**
What evidence represents progress toward project outcomes?
After the Logic Model

• Indicators and evaluation questions
• **Design/Methods**
  • Measures/Sampling/Analysis/Reporting & Dissemination
• Write the evaluation plan
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# The Plan

<table>
<thead>
<tr>
<th>Objective/Outcomes</th>
<th>Evaluation Questions</th>
<th>Indicators</th>
<th>Timeline</th>
</tr>
</thead>
<tbody>
<tr>
<td>SJ 1: The Project delivers evidence-based practices in recruitment, teaching skills, and learning to increase enrollment and retention of women (and retention of men) in STEM via online faculty professional development.</td>
<td>Are participants in the professional development? Do trainee graduates develop recruitment and retention plans? Do they implement these plans? What are the results of implementing these plans? Do website participants find the information useful and share what they learned with their colleagues?</td>
<td>a) Participant recruitment and retention plans are uploaded to the OLC. b) Participants report satisfaction with their plans. c) 20% of participants report satisfaction with their plans. d) Number of participants who implement plans.</td>
<td>1) Pre-survey of online training and webinar participants (Year 1.3) 2) Follow-up survey for online course participants with in-person activities (Year 2.1) 3) Post-survey of online training and webinar participants (Year 1.3) 4) Follow-up survey for online course participants (Year 2.1) 5) Post-survey of online training and webinar participants (Year 2.1)</td>
</tr>
<tr>
<td>SJ 2: The Project will attract maximum participation in the WomenTech Educators Online Training by engaging participants to apply as Women in STEM Leadership. Project webinars will provide guidance on developing a Leadership Team.</td>
<td>Is maximum participation in training from ATE, CC STEM location, programs/projects, institutions?</td>
<td>a) A higher percentage of participants complete the modules, attend Q&amp;A and Coaching calls, and post to OLC.</td>
<td>1) Pre-survey of online training and webinar participants (Year 1.3) 2) Follow-up survey for online course participants (Year 2.1) 3) Post-survey of online training and webinar participants (Year 2.1)</td>
</tr>
<tr>
<td>SJ 3: The Project will create the 2.0 version of the WomenTech Educators Online Learning Community (OLC)</td>
<td>Is the extent of participants engaged in the 2.0 version of the OLC?</td>
<td>a) Participants reply to the 2.0 version of the OLC.</td>
<td>1) Pre-survey of online training and webinar participants (Year 1.3) 2) Follow-up survey for online course participants (Year 2.1) 3) Post-survey of online training and webinar participants (Year 2.1)</td>
</tr>
</tbody>
</table>
## Working Matrix

### Increasing the Number of Women in Technical Careers: Online Professional Development of Leadership Teams at Community Colleges (NOWTP)

<table>
<thead>
<tr>
<th>Active Outcomes</th>
<th>Indicators</th>
<th>Evaluation Questions</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. The need for</td>
<td>A. Participation</td>
<td>QB 1: How do current participants feel about the professional development?</td>
</tr>
<tr>
<td>training and</td>
<td>in the workplace</td>
<td>QB 2: How do current participants feel about the professional development?</td>
</tr>
<tr>
<td>retention plans</td>
<td>B. Participants</td>
<td>QB 3: How do current participants feel about the professional development?</td>
</tr>
<tr>
<td>are uploaded to</td>
<td>C. Participants</td>
<td>QB 4: How do current participants feel about the professional development?</td>
</tr>
<tr>
<td>the OLC</td>
<td>D. Participants</td>
<td>QB 5: How do current participants feel about the professional development?</td>
</tr>
</tbody>
</table>

**Evaluation Questions**
- QB 1: What are the results of implementing plans?
- QB 2: What are the results of implementing plans?
- QB 3: What are the results of implementing plans?
- QB 4: What are the results of implementing plans?
- QB 5: What are the results of implementing plans?
After the Logic Model

• Indicators and evaluation questions
• Design/Methods
• Measures/Sampling/Analysis/Reporting & Dissemination
• Write the evaluation plan
• Refining the logic model & evaluation plan

• **Evaluation management (quarterly meetings, collaborative platforms, other communication)**
• Developing the timeline – a collaborative effort!
<table>
<thead>
<tr>
<th>Start Date</th>
<th>End Date</th>
<th>Time</th>
<th>Description</th>
<th>Responsible</th>
<th>Complete</th>
<th>Description</th>
<th>Comments/Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>6/27/15</td>
<td>6/28/15</td>
<td>2pm</td>
<td>Out of Office</td>
<td>Both</td>
<td>x</td>
<td>Donna out of office doing training then vacation</td>
<td>Quarterly Conference Call</td>
</tr>
<tr>
<td>7/2/15</td>
<td>7/3/15</td>
<td>x</td>
<td>Deliverable</td>
<td>EDC</td>
<td>x</td>
<td>EDC sends draft NAC survey (for both NACs)</td>
<td>EDC administrators NAC evaluation survey (survey open 3 weeks)</td>
</tr>
<tr>
<td>7/9/15</td>
<td>7/10/15</td>
<td>x</td>
<td>Review</td>
<td>IWNTTS</td>
<td>x</td>
<td>IWNTTS review NAC survey draft</td>
<td>EDC administrators NAC evaluation survey (survey open 3 weeks)</td>
</tr>
<tr>
<td>7/13/15</td>
<td>7/14/15</td>
<td>x</td>
<td>Data Collection</td>
<td>EDC</td>
<td>x</td>
<td>IWNTTS review NAC survey draft</td>
<td>EDC sends IWNTTS NAC evaluation survey summary (survey open 3 weeks)</td>
</tr>
<tr>
<td>7/20/15</td>
<td>7/21/15</td>
<td>x</td>
<td>Start YES</td>
<td>Both</td>
<td>x</td>
<td>IWNTTS raw evaluation data from NAC survey</td>
<td>EDC sends IWNTTS NAC evaluation survey summary (survey open 3 weeks)</td>
</tr>
<tr>
<td>7/27/15</td>
<td>7/28/15</td>
<td>x</td>
<td>Deliverable</td>
<td>EDC</td>
<td>x</td>
<td>IWNTTS raw evaluation data from NAC survey</td>
<td>EDC sends IWNTTS NAC evaluation survey summary (survey open 3 weeks)</td>
</tr>
<tr>
<td>8/3/15</td>
<td>8/4/15</td>
<td>x</td>
<td>Review</td>
<td>IWNTTS</td>
<td>x</td>
<td>IWNTTS reviews NAC evaluation survey summary (survey open 3 weeks)</td>
<td>EDC sends IWNTTS NAC evaluation survey summary (survey open 3 weeks)</td>
</tr>
<tr>
<td>5/20/15</td>
<td>5/21/15</td>
<td>10am</td>
<td>Call</td>
<td>Both</td>
<td>x</td>
<td>Quarterly Conference Call</td>
<td>EDC administrators NAC evaluation survey summary (survey open 3 weeks)</td>
</tr>
<tr>
<td>9/15/15</td>
<td>9/16/15</td>
<td>3:30pm</td>
<td>Call</td>
<td>Both</td>
<td>x</td>
<td>Quarterly Conference Call</td>
<td>EDC administrators NAC evaluation survey summary (survey open 3 weeks)</td>
</tr>
<tr>
<td>5/21/15</td>
<td>5/22/15</td>
<td>x</td>
<td>Out of Office</td>
<td>IWNTTS</td>
<td>x</td>
<td>Queen presenting at 2015 ATE PI Conference from Oct 21-23</td>
<td>Exact dates TBD; Stay tuned for application details</td>
</tr>
<tr>
<td>11/9/15</td>
<td>11/10/15</td>
<td>x</td>
<td>Out of Office</td>
<td>EDC</td>
<td>x</td>
<td>Thanksgiving Week Nov 23-27</td>
<td>Thanksgiving Week Nov 23-27</td>
</tr>
<tr>
<td>1/23/15</td>
<td>1/24/15</td>
<td>x</td>
<td>Out of Office</td>
<td>Both</td>
<td>x</td>
<td>Thanksgiving Week Nov 23-27</td>
<td>Thanksgiving Week Nov 23-27</td>
</tr>
</tbody>
</table>
After the Logic Model

Data Collection - let’s go!
If I'd known they wanted me to use all this info— I would never have asked for it!