Evaluating Success: How to Measure Outcomes
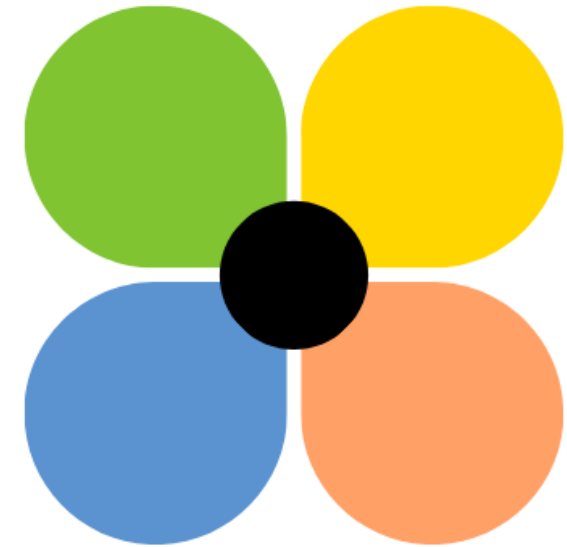
June 17, 2024

The HUB at Mulberry Mill
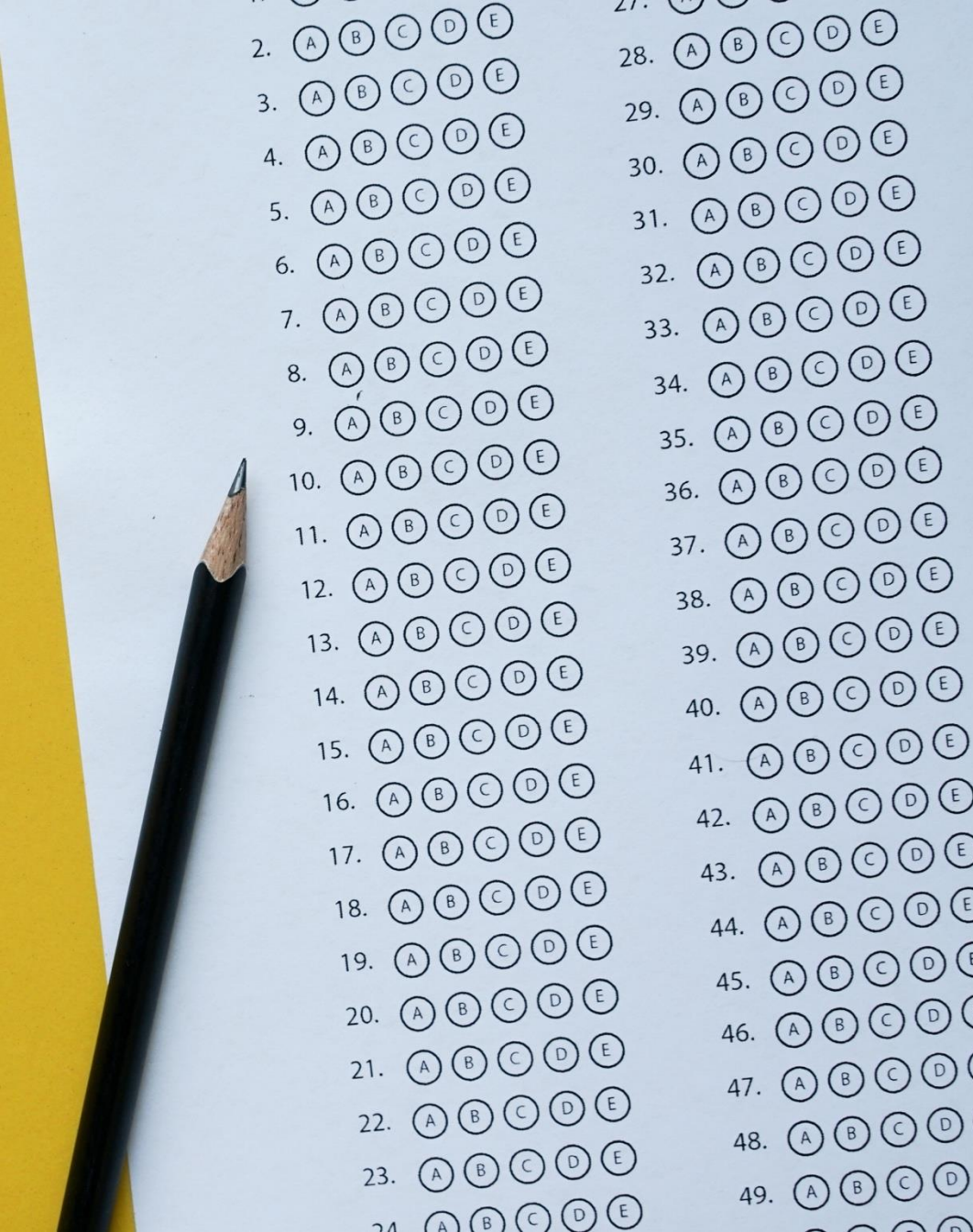
Columbia County

PLACEMAKING INITIATIVE

Hailstone ECONOMIC

USDA

About This Project

- Rural Placemaking Innovation Challenge

- Columbia County Placemaking Plan

- Implementation Support through September 2024

Learning Objectives

- The purposes of evaluation

- How to design an evaluation system for projects and programs

- How to create a logic model

- Data collection, organization, and analysis strategies

- Using the results of your evaluation

Purposes of Evaluation

- Data for decision making
- Identify areas for growth or development
- Identify strengths and assets
- Evaluate progress toward goals and objectives
- Measure program effectiveness
- Determine financial performance or feasibility
- Communication with stakeholders
- Contract compliance

Effectiveness

- Makes sense to the organization, community, and people served

- Creates change or makes a difference - people, places, systems, communities

Evaluation Process

1. Set goals and objectives

2. Implement

3. Collect data

4. Analyze and interpret data

5. Share results

Problem Statement:

Goal:

Logic Model

Rationale:	Resources:	Activities:	Outputs:	Outcomes:
Why will program produce results	People, time, materials, funds	Actions taken to achieve results	Tangible, direct products	Change – clients, systems, organization, community
Assumptions: Factors necessary for success already in place				

External Factors:

Evaluation Roles

- Staff

- Board

- Community

- Funders

Data Collection

- Primary Data
  - Interviews
  - Focus Groups
  - Surveys
  - Observation
  - Tests
- Secondary Data
  - Census
  - HUD
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Analyzing Data

- Frequencies
- Cross-tabulations
- Patterns
- Trends over time
- Anomalies
- Themes

Sharing Data

- Tables
- Charts
- Infographics
- Reports

Questions

How to Reach Me

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