

Incorporating Evaluation into your Program

**Girl Scouts of West Central
Florida**



October, 2008

Program Evaluation Training

Pre-assessment & Introductions

- Please describe your levels of understanding, knowledge & skill about program evaluation.
- Introductions



Purpose of Workshop

To educate conference attendees about program evaluation sources, tools and benefits related to positive youth development, program delivery outcomes, organizational effectiveness and individual job performance.



Objectives of Workshop

Understand the data produced through Girl Scouts of West Central Florida evaluation methods.

Analyze the data to see potential trends, issues, relationships, etc.

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What is Evaluation?

United Way has defined “evaluation” as: the process of determining the degree of success.

Why evaluate?



Measuring your program will help you prove value and worth!!



Reasons to conduct evaluations include the following:

1. To determine the effectiveness of programs for participants;
2. To document that program objectives have been met;
3. To provide information about service delivery that will be useful to program staff and other audiences;
4. To enable program staff to make changes that improve program effectiveness.

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Source: L. Muraskin, (Westat, Inc)
Understanding Evaluation

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What are the sources of our work?

Our Girl Scout mission...

To build girls of courage, confidence
& character who make the world a
better place



Girl Scout Promise & Law

What are the sources of our work?

Girl Scout program design

- ◆ Personal & leadership development experience

- ◆ Processes

- ◆ Non-formal education: Girl led
- ◆ Experiential learning: learning by doing & reflecting on experience to make changes in the future
- ◆ Cooperative learning: small groups, common goals, individual accountability, discuss, debate, practice, teach

- ◆ Activities

- ◆ Discover, Connect, Take Action



What is the source of our work?

GSUSA outcomes...

1. Girls develop a strong sense of self
2. Girls develop positive values
3. Girls gain practical life skills
4. Girls seek challenges in the world
5. Girls develop critical thinking

6. Girls develop healthy relationships
7. Girls promote cooperation and teambuilding
8. Girls can resolve conflicts
9. Girls advance diversity in a multi-cultural world
10. Girls feel connected to their communities, locally & globally

11. Girls can identify community needs
12. Girls are resourceful problem-solvers
13. Girls advocate for themselves & others, locally & globally
14. Girls educate and inspire others to act
15. Girls feel empowered to make a difference in the world



What are the sources of our work?

Positive youth development approach...

A process that prepares young people to meet the challenges of adolescence and adulthood through a coordinated, progressive series of activities and experiences that help them to



become socially, morally, emotionally, physically, and cognitively competent.

Positive youth development addresses the broader developmental needs of youth, in contrast to deficit models, which focus solely on youth problems.

Source: National Collaboration for Youth Members, 1998

Sample Youth Development Outcomes

40 Developmental Assets

(Search Institute)

Positive Identity

- ◆ Self-esteem



Social Competence

- ◆ Peaceful conflict resolution

Empowerment

- ◆ youth as resources
- ◆ service to others
- ◆ community values youth

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15 Girl Scout Outcomes

(GSUSA)

Girls develop a strong sense of self (Discover)

- ◆ Girls have confidence in themselves & their abilities;

Girls can resolve conflicts (Connect)

- ◆ Girls develop skills for constructive conflict resolution

Girls feel empowered to make a difference (Take Action)

- ◆ Girls feel empowered to use their leadership skills to effect change in their lives & their world

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Sample Youth Development Outcomes

Personal & Social Assets (National Academy of Sciences)	15 Girl Scout Outcomes (GSUSA)
<p><u>Physical Development</u></p> <ul style="list-style-type: none"> ◆ Good health & risk mgt habits <p><u>Psychological & Emotional Development</u></p> <ul style="list-style-type: none"> ◆ Positive achievement motivation <p><u>Intellectual Development</u></p> <ul style="list-style-type: none"> ◆ Knowledge of skills needed to navigate through multiple cultural contexts <p><u>Social Development</u></p> <ul style="list-style-type: none"> ◆ Commitment to civic engagement <p>October, 2008</p> 	<p><u>Girls gain practical life skills</u> (Discover)</p> <ul style="list-style-type: none"> ◆ Girls gain skills that prepare them for a positive, healthy & independent future; <p><u>Girls seek challenges in the world</u></p> <ul style="list-style-type: none"> ◆ Girls seek opportunities for expanding knowledge & skills; (Discover) <p><u>Girls advance diversity in a multi-cultural world</u> (Connect)</p> <ul style="list-style-type: none"> ◆ Girls learn to think & act to promote inclusive environment; ◆ <u>Girls advocate for themselves & others</u> (Take Action) ◆ Girls seek opportunities to act & speak on behalf of others. <p style="text-align: right;">Program Evaluation Training</p>

What are the sources of our work?

Educational Research

– Topic: Cooperative Learning



- When group goals & individual accountability are used, achievement effects of cooperative learning are consistently positive;
- Positive effects of cooperative learning have been consistently found on such diverse outcomes as...
 - » **Self-esteem**
 - » **Inter-group relations**
 - » **Acceptance of academically [diverse] students**
 - » **Attitudes toward school**
 - » **Ability to work cooperatively**

Source: R. Slavin. "Synthesis of Research on Cooperative Learning," *Educational Leadership* (ASCD), 1991.

Data and Tools

**Identifying data sources &
evaluation tools
used by Girl Scouts of West Central Florida.**



What is Data?

The dictionary defines “data” as: factual information, especially information organized for analysis or used to reason or make decisions.



What’s the source of your definition?



“Source” is defined as the point at which something springs into being or from which it derives or is obtained; the point of origin.
Source: *American Heritage Dictionary*

The Logic Model

A logic model is the identification of initiatives and how they relate to short-intermediate and long term outcomes.

IF

THEN

Girls in...
Troops & Pathways
Beyond-Troop
Journeys

Girl Scout Activities
Discover + Connect +
Take Action

Girl Scout Processes
Girl Led +
Learning by Doing +
Cooperative Learning



Short-term & Intermediate
Girls gain specific knowledge,
skills, attitudes, behaviors &
values

Longer Term

- ♦ Girls understand themselves & their values.
- ♦ Girls use their knowledge & skills to explore the world.
- ♦ Girls care about, inspire & team with others locally & globally.
- ♦ Girls act to make the world a better place.
- *****
- ♦ Girls lead with courage, confidence & character to make the world a better place.

Data sources

- Which people can be data sources?
 - Internal stakeholders?
 - External Stakeholders?
- What program activity settings can be sources of data & information collection?



Data sources



- Which people can be data sources?
 - In Girl Scouting?
 - Girl members
 - Adults: leaders, staff
 - Outside of Girl Scout members?
 - Parents of members
 - School teachers, mentors, community center staff
- What program activity settings can be sources of data & information collection?
 - Troops
 - Pathways (Camp, Destinations, Service)
 - Journeys
 - Beyond-troop, multi-interest activities & events



What are evaluation tools?

The dictionary defines a “tool” as a device for doing everyday work or something used as a means of achieving something else”.

(Source: Encarta Dictionary)



What are program evaluation tools?

Evaluation tools are used as a means to gather information about the program’s success

Evaluation tools may include the following:
Qualitative: Journals, focus groups, interviews
Quantitative: Surveys & assessments



Evaluation Tools

Sample Evaluation Tools

Quantitative: Program & Service Delivery Effectiveness

- Troops:
 - » **Girl Scout Junior, Cadette, Senior Survey**
 - » **Girl Scout Brownie Survey**
 - » **Troop Leader Survey**
- Pathways:
 - » **Girl Scout Resident Camp Survey – older girls**
 - » **Parent Survey – Camp**
- Beyond Troop, multi-interest groups and events
 - » **Girl Scout Cookie and Product Sale Troop Evaluation**

Qualitative: Program & Service Delivery Effectiveness

- Service Delivery Volunteer Focus Groups
- Parent panels

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What do evaluation methods produce?

Let's Take a Closer



Type of information collected: demographics, program characteristics, perceptions of & satisfaction with program(s)-youth outcomes such as risk taking, social skills, attitudes, self-concept



What is an Outcome Indicator?

The United Way & GSUSA define outcomes as: change in knowledge, attitudes, skills, behavior or change in condition or status.



The United Way & defines indicator as: specific observable, measurable characteristic or change that represent achievement of the outcome.



Outcomes in Girl Scouting:

Benefits for participants during or after involvement in program activities.



Is there indicator criteria?

Harvard Family Research Project has criteria that may guide selection of indicators.

- Does the indicator enable one to know about the expected result or condition?
- Is the indicator defined in the same way over time? Are data for the indicator collected in the same way over time?
- Will data be available for an indicator?
- Are data currently being collected? If not, can cost effective instruments for data collection be developed?
- Is this indicator important to most people? Will this indicator provide sufficient information about a condition or result to convince both supporters and skeptics?
- Is the indicator quantitative?





Outcome signs or indicators

If an outcome is a benefit for participants in a program... what are some “signs” or indicators of outcomes for girls in Girl Scouts?



How does “sign” or item fit indicator criteria?



Post-Assessments and Q & A



What questions do you have about program
evaluation?