



The Evaluation Matrix:

When & Where & Who & How

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Some Definitions of Evaluation

- Research or measurement
- Extent that objectives are attained
- Evaluation as professional judgment
- Auditing or quality control
- Collecting information for decision-makers

Our Definition of Evaluation

- Judging the worth or merit of something

Objectives for Presentation

- Give you a tool to help you in your work.
- Give you an appreciation of the complex nature of effective evaluation and how it can help your projects.

Research vs. Evaluation

- Both use the same tools
- Both use same methods
- Sometimes the questions are the same

The Difference between R&E is the purpose.....

- The purpose of research is to produce generalized knowledge based on inference from a sample to a population
- The purpose of evaluation is to judge the merit or worth of something

Evaluation Answers Questions Like.....

- Does it work?
- Does it do what we want it to?
- How well does it work?
- Does it work for the reasons we think it does?
- How much does it cost per benefit gained?
- Does it have side effects?

Evaluation requires good, clear thinking because sometimes (often?) the real world fools us!

Examples....

- Anti-bacterial soap, cutting boards....
- Surveys and behavior....
- After-school programs....tutoring.....

Evaluation is a complex task...

- Evaluation is not just pre-test / post-test comparisons of data.

Properly Used Evaluation Can...

- Focus a project at the beginning
- Keep the project on track
- Make mid-course corrections
- Control costs by focusing resources
- Answer/discover critical questions
- Document success/avoid failure
- Bridge perceptions with data analysis
- Lead to more funding!

Evaluative Questions

- Our evaluations start with questions. These questions guide and focus the evaluation activities during the course of the project.

Evaluation Matrix...

- A simple tool used for planning and conducting an evaluation.
- Simple yet Complex.....

Kitchen Observation Study

- **Overhead of Evaluation Matrix...**

Grocery 101 Scenario....

- **You be the evaluator! How exciting!**

Project Problems Will Arise.....

- **How do you handle this as an evaluator.....**
- **Do nothing?**
- **Do something differently?**
- **Do something additionally?**

Project Problem #1

- **How do you handle this as an evaluator.....**
- **Grocery staff is not learning the information based on your data.**

Project Problem #2

- **How do you handle this as an evaluator.....**
- **New staff enjoys and learns, but experienced staff say they already know this but according to data they are committing violations....**

Project Problem #3

- **How do you handle this as an evaluator.....**
- **Grocery stores A and B are improving but C is not.**

Reporting of Evaluation Results

- Timely
- Clear and concise
- Useful
- Evaluative in nature....we make judgments and recommendations based on data
- Practical
- Meet requirements of funding agency

Primetime Live Lessons...

- Focus your message
- Set the right tone
- Findings need to be scientifically defensible and open to review

Other Issues in Evaluation

- **When does evaluation team start?**
- **Qualitative vs. Quantitative?**
- **Cost of evaluation**