

Evaluation Purpose

What is the purpose of the evaluation? What will be done with the evaluation? Are any changes expected based on this evaluation? If so, by whom?

The purpose of this evaluation is to determine the effectiveness of the Silver Stars program. The results will be shared with our funders and those we're hoping will join the program in the future. This can lead to future funding for this program as well as new program participants.

Identify Stakeholders

Take some time to brainstorm who your stakeholders are before you create your evaluation plan. Each type of stakeholder will have a different perspective on your policy or program as well as what they want to learn from the evaluation. You can group stakeholders in any or all of the four main categories, depending on your specific policy or program.

Implementer Stakeholders

Involved in making the policy or program happen

The committee of older adults (program staff)

What might they want to learn from the evaluation?

What is working about this program and what needs improvement? Should we stop doing anything? Should we start doing anything?

What is the best way to communicate with this stakeholder group?
What level of detail do they need (low, medium, high)?

Dashboard (weekly updates for staff meetings)

Partner Stakeholders

Actively support the policy or program

Marmalade Foundation (Funder)

Partner Stakeholders

Served or affected by the policy or program

Silver Stars (participants)

Decision Maker Stakeholders

In a position to do or decide something about the policy/program

Leadership & Board

What might they want to learn from the evaluation?

How has the program impacted the lives of the silver stars?

What might they want to learn from the evaluation?

Why should they join the program?

What might they want to learn from the evaluation?

Is this program worth the resources we are using to deploy it?

What is the best way to communicate with this stakeholder group?

One pager & narrative for future grant requests (one time per year)

What is the best way to communicate with this stakeholder group?

One page flyer (one time per year)

What is the best way to communicate with this stakeholder group?

One pager & short presentation (quarterly board meetings)

Evaluation Question & Data Source Identification

Based on the goals or objectives you determine to be most important to evaluate, what evaluation questions do you want to answer?

Objective #1

Seniors feel connected to other older adults

Evaluation Question(s)

Do seniors feel more connected to other older adults?

Indicators (Benchmark) How will we know if we were successful?

Seniors indicate that after programming, they feel more connected to other older adults

Data Sources Where will we get the information?

Surveys after each program

Lead

Program manager

Timeframe

After each program

Reporting Frequency

After each program

Objective #2

Seniors maintain their highest quality of life

Evaluation Question(s)

Do seniors feel this program is supporting them in maintaining their highest quality of life?

Indicators

Seniors indicate that they feel the programming is supporting them in maintaining their highest quality of life

Data Sources

Surveys after each program and yearly

Lead

Program manager

Timeframe

After each program and once yearly

Reporting Frequency

After each program & all participants yearly

Objective #3

Seniors have weekly access to free high-nutrient meals

Evaluation Question(s)

Are seniors taking advantage of the weekly high-nutrient meals?

Indicators

Seniors are eating the meals provided and chefs are providing nutrient-rich meals

Data Sources

Records of food eaten & number of seniors participation + description of the nutrient-rich meals

Lead

Program manager

Timeframe

Once weekly

Reporting Frequency

Weekly

Objective #4

Remove Barriers: Host collaborative planning with older adults

Evaluation Question(s)

What activities should we keep doing and which should we stop or change?

Indicators

Classes and meals are well-attended. Adults participate with staff & come up with new ideas

Data Sources

Attendance records

Barrier records

Lead

Program manager

Timeframe

Once weekly, after the program, and once yearly

Reporting Frequency

Weekly & after each program & yearly

Objective #5

Remove Barriers: Host events to advertise to older adults about events

Evaluation Question(s)

What activities should we keep doing and which should we stop or change?

Indicators

Those that attend events are from places where we've advertised

Data Sources

Analysis of attendance and where events were advertised

Analysis of which programs are more popular and which lead to better outcomes (from above)

Lead

Program manager

Timeframe

After each program, quarterly, and once yearly

Reporting Frequency

After each program & yearly

quarterly & yearly

Collecting, Analyzing, and Interpreting Evaluation Findings

Evaluation data often must first be organized, tabulated, analyzed and interpreted before it can be useful. Look at your list of data sources above and decide how you will use the data gathered to answer your evaluation questions. For example, will survey data be tabulated by hand or with a computer? Will any statistical techniques be used? How will narrative data be analyzed?

Data Source

Surveys after each program

Records of food eaten & number of seniors participation + description of the nutrient-rich meals

Attendance records

Barrier records

Analysis of where events were advertised and analysis of which programs are more popular and which lead to better outcomes (from above)

Data Collection Plan

The surveys will be administered by program staff

The percentages of food eaten and number of seniors participated will be collected by program staff

Attendance will be collected by program staff

The surveys will be administered by program staff

The surveys will be administered by program staff

Data Analysis Plan

The results of the survey will be coded for themes by the program manager

Calculate the percentages

Calculate changes in attendance

The results of the survey will be coded for themes by the program manager

The results of the survey will be coded for themes by the program manager

Data Interpretation Plan

The program manager will review the themes with 5 seniors to check of accuracy

The program manager will review the number and percentage and compare it to the baseline.

The program manager will review the changes in attendance

The program manager will review the themes with 5 seniors to check of accuracy in a follow-up phone call

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Timeline & Work Plan

Using the information above, make a timeline and work plan with key points in the evaluation and deliverables for each activity with a due date.