NCJWebinars Leadership Series
Measuring Our Success: Program Evaluation

February 8, 2021

Expected Outcomes of this Session

You will leave with:

- An understanding of the purpose and power of evaluation.
- Some tools to enable you to evaluate current, as well as prospective programs and initiatives.
- A greater understanding of how to implement evaluation tools, gather data and use the results.
- The confidence to just do it!

NCJ⋙ ®

What is evaluation?

Evaluation is a process that critically examines a program. It involves collecting and analyzing information about a program's activities, characteristics, and outcomes. Its purpose is to make judgments about a program, to improve its effectiveness, and/or to inform programming decisions

"Research seeks to *prove,* evaluation seeks to *improve"*

Michael Patton, University of MN

Why evaluate?

What are the reasons to evaluate what you do?

Responses from Zoom chat:
- Big Picture
  - Ensure we are reaching the goals we set out
  - Make sure our programs align with NCJW's mission & priorities
  - Understand what you actually do
  - See value of what we do
- Impact
  - Determine and measure impact and effectiveness of the program
  - Understand if we have an impact in the community and to be sure our volunteers are in the right place/program
  - Measure and increase ROI and measure
  - Document measurable outcomes
  - Validate that it's having the intended outcomes
  - Judge if we are reaching our target audience
- Resources

- ○ Make sure we're using resources effectively
- ○ Justify funding and help make decision during the budgeting process
- Future Plans
  - ○ Continue aiming to improve and being responsive...you can always tweak what was good to make it better
  - ○ Avoid repeating mistakes
  - ○ Do more effective programming
  - ○ Determine if the program should continue
  - ○ Prioritize for the future
  - ○ Determine whether or not to do a program
- Engagement
  - ○ Determine if a program engaging our membership and is working for our audience
  - ○ Gauge Member involvement

Audiences for evaluation?

What are the different audiences for evaluation findings?

Responses from Zoom chat:

- Financial supporters and funders
- Board
- Chairpersons
- Committee members
- Community partners
- People served
- Volunteers
- Future planners
- General public and community at large
- Current membership for retention
- Potential and new members who want to become involved
- Attendees to programs

Elements of Program Evaluation

NCJW Leadership Series

Program Goal: Overall what you hope to achieve.

Example:

Cultivate new and emerging leaders to advance the mission of NCJW.

Elements of Program Evaluation

Outcomes - the effect of your program on participants, issues or the organization.

External Outcomes – *those that affect an individual, our local community or state*
- Participants recognize who they are as leaders and identify their strengths and opportunities for growth.
- Participants build leadership skills e.g., creating clarity of purpose and shared goals; volunteer management; leading meetings, etc.
- Participants define leadership within the context of social justice.

Internal Outcomes -- *those that affect NCJW*
- Participants become NCJW leaders at the Board, committee and/or volunteer level.
- Participants participate in more NCJW programs, activities, calls to action, etc.
- Participants build connections, a network and an NCJW cohort group.

Elements of Program Evaluation

Outputs - the direct immediate results associated with a program/project. They tend to be numerical counts of a program's actions or products that were created or delivered.

Examples:
- Four training sessions are held over the course four months.
- 15 women complete the leadership series with at least 75% attendance.
- At least four communications are sent to a variety of audiences via social media and electronic communications.
- At least four leadership training participants are offered connections to current Section projects.

Elements of Program Evaluation

Activities - What you do to deliver the program

Examples:

- Convene a planning committee to create the leadership series.
- Conduct a four session leadership series over the course of four months.
- Distribute communications pieces about the training to a variety of audiences via a variety of digital platforms.
- Follow-up with participants for six months after the end of the series to ensure they stay engaged with NCJW

Elements of Program Evaluation

Measures of Success – How you know you've reached your outcomes; lets you know that your program was a success.

Sample Evaluation Tools:
- Surveys
- Interviews
- Listening sessions
- Data tracking- membership, donors, leaders, individuals' participation in events

Breakout Groups

Define measures of success and evaluation tools for the NCJW Leadership Development program.

Measures of Success

- Create a survey to determine what people learned and found valuable (survey)
- % of participants who are engaged in Section programs/activities short term (ie 3 months) and long term (ie 6 months or longer) (tracking via database)
- Participants become members or advocates (tracking via database)
- % of participants who report a personal connection after the program ends (survey)
- Number of participants who feel this was time well spent and would recommend to others (interviews)
- Track Impact on broader Jewish community such as building bridges, broadening NCJW network beyond internal stakeholders (multiple sources, including surveys and interviews)
- Keep records of those who participated and track future engagement in Section programs and activities (tracking via database)

Measures of Success

- Create internal systems to track short and long term impact of the program (database development)
- % of participants who drop out of the program or do not attend 75% of the sessions as originally committed; determine why people did NOT show up (survey)
- Determine whether participants volunteered or whether they were "prodded" (survey and interviews)
- Increase in volunteers for future programs (tracking via database)
- Track types of future engagement and level of involvement, both short and long term (tracking via database)

Measures of Success

- % of participants who become Board members within 1 year of the program (via database)
- % of participants who take on leadership roles within 1 year of the program (tracking via database)
- % of participants who attend 3 or more Section events/programs/activities each year (tracking via database)
- Pre evaluation regarding expectations and post program evaluation (survey)
- Track program outputs (multiple sources)
- Gauge participants' response to program content after each session (survey) and at end of all sessions (survey)

Measures of Success

- % of participants who indicate that they reached program outcomes for their growth as a leader (participant survey)
- Participants are more engaged in NCJW programs, calls to action, and other volunteer activities. (tracking of NCJW participation via database).
- # of participants with 75% attendance (program attendance list for each session)

What now?

What to do with the information we gather?

Resources

NCJW resources at https://www.ncjw.org/section-resources/

NCJW staff members

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NCJW Board members

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Feel free to reach out to us with your evaluation questions!