Project Assessment and Evaluation

QEM NSF S-STEM Workshop
February 23-24, 2018
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Project Assessment and Evaluation Overview

• Reasons for Conducting Evaluations
• Evaluation Prototypes
  • Formative Evaluation
  • Summative Evaluation
• Conceptual Model of the Project and Key Evaluation Points (The Logic Model)
• Evaluation Questions and Measurable Outcomes
• Culturally Responsive Evaluation Design
Reasons for Conducting Evaluations

• Evaluations need not be conducted in an adversarial mode
• Evaluation provides information to help improve a project
• Pathway/platform for additional funding
Evaluation Prototypes

- Formative
  - Implementation
  - Progress
- Summative
Evaluation Process

• Development of a conceptual model of the program and identification of key evaluation points
• Development of evaluation questions and definition of measurable outcomes
• Development of an evaluation design
• Collection of data
• Analysis of data
• Provision of information to interested audiences
Developing Evaluation Questions and Defining Measurable Outcomes

- Identify key stakeholders and audiences
- Formulate potential evaluation questions of interest to the stakeholders and audiences
- Define outcomes in measurable terms
  - "Not everything that counts can be counted, and not everything that can be counted counts." - Albert Einstein
- Prioritize and eliminate questions
Goal and Objective Worksheet
# Evaluation Design: Shaped by Cultural Context

<table>
<thead>
<tr>
<th>Traditional Evaluation</th>
<th>Culturally Responsive Evaluation</th>
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<tbody>
<tr>
<td><strong>Evaluator</strong>: Formally trained evaluators are the experts.</td>
<td><strong>Grantees, community members know best their issues and strengths.</strong></td>
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<td><strong>Role of Evaluator</strong>: Leader, judge, expert</td>
<td><strong>Facilitator, translator, convener</strong></td>
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<td><strong>Designing &amp; Planning</strong>: Evaluator presents design for funder approval</td>
<td><strong>Prioritizing rapport and trust building in inclusive planning process that infuses multiple world views.</strong></td>
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<td><strong>Data Collection</strong>: Conducted by evaluation profession</td>
<td>Facilitated by evaluator; stakeholders trained in some collection methods and implement them.</td>
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