



Evaluation 101





MISSION STATEMENT

To support and empower nonprofit community organizations in Michigan that serve low-income individuals and communities, with an emphasis on community economic development, by providing pro bono legal services and technical assistance.



WHAT WE DO

- **DIRECT SERVICES**

- Pro Bono Referral Program
- Capacity Building Program
- Neighborhood Exchange Office Hours
- Fee-based Engagement, Evaluation, and Strategic Planning

- **POLICY INITIATIVES**

- Special Assessment District
- Urban Livestock Ordinance Community Engagement

- **PROJECTS**

- Neighborhood Commercial Capacity Building
- Greenfill Development



WHAT WE DO

- **PUBLICATIONS**

- Legal Manuals
- Neighborhood Stabilization Toolkits
- Neighborhood Exchange
- E-Learning

- **WORKSHOPS**

- Legal Workshops & Clinics
- Neighborhood Exchange Workshop Series
- Land Forum

- **NETWORKS & COLLABORATIVE WORKTABLES**

- New Economy Initiative – Neighborhood Strategy Worktable



**JOIN OUR NETWORK
CONNECT TO
NEIGHBORHOOD EXCHANGE**



RESOURCES • EVENTS • IDEAS • PEER NETWORK



Evaluation 101

**PROGRAM EVALUATION IS THE
ACT OF REFLECTING UPON THE
QUALITY AND SUCCESS OF
YOUR ORGANIZATION**

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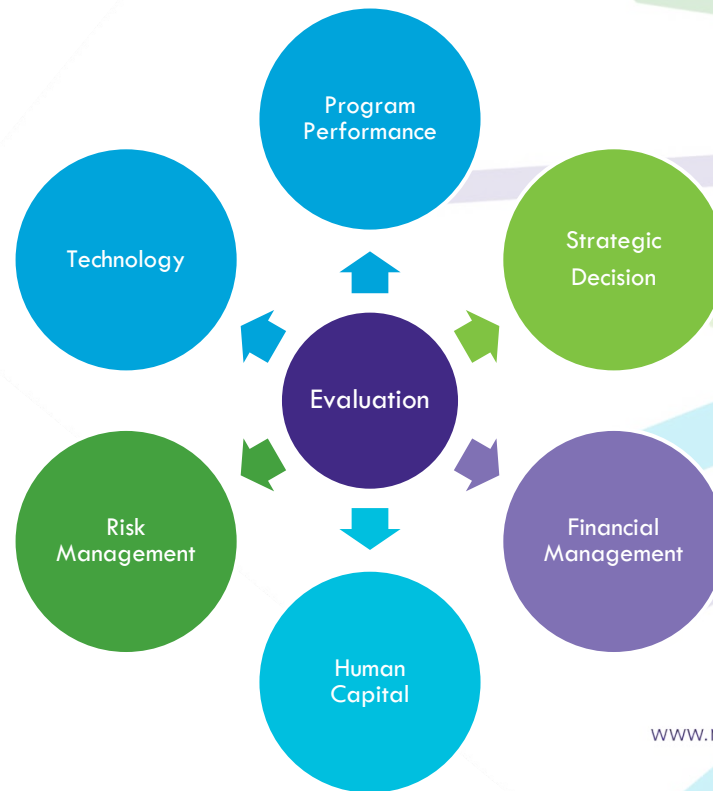
WHY EVALUATE YOUR PROGRAMS?

1. JUSTIFY YOUR EXISTENCE
2. SHOW THE RESULTS OF YOUR PROGRAM (IMPACT)
3. SUPPORT DATA DRIVEN DECISION MAKING
 - INCREASE/MAINTAIN BUDGET
 - JUSTIFY MORE RESOURCES
 - MAKE YOUR PROGRAM MORE ORGANIZED
 - DEVELOPED SOUND OUTCOME MEASURES



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STRATEGIC MANAGEMENT





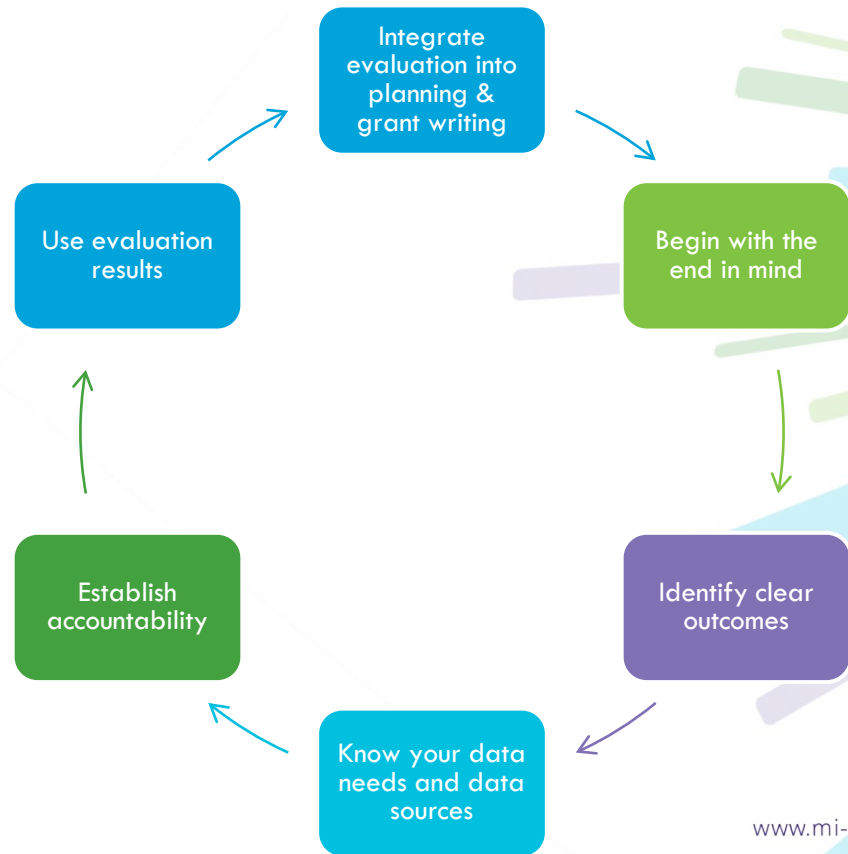
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PROGRAM EVALUATION

1. STEP-UP FROM PERFORMANCE/OUTCOME MEASUREMENT.
2. UNDERSTAND THE “WHY” FOR PROGRAM IMPACTS
3. IDENTIFY PROGRAM STRENGTHS & WEAKNESSES
4. PRODUCE TANGIBLE PROGRAMMATIC DATA (STAFF, BOARD, PUBLIC RELATIONS, MARKETING & FUNDERS)
5. ESTABLISH ACCOUNTABILITY FOR PROGRAM MANAGEMENT



Establishing A Culture of Evaluation





Major Types of Program Evaluation: Data Sources

- Goals**
1. Needs/Context
 2. Is the program meeting pre-determined goals or objectives?

- Process**
1. Formative
 2. How well is the program being implemented?
 3. Are the activities delivered as intended?
 4. Are participants being reached as intended?
 5. What are participant reactions?

- Outcomes**
1. Summative
 2. Are the program activities having the impact you expected/wanted?
 3. Who is benefitting/not benefitting? How?
 4. What seems to work? Not work?
 5. What are unintended outcomes?



Evaluation Plan

Logic Model

Setting up the Evaluation

Conducting the Evaluation

Interpreting the Data

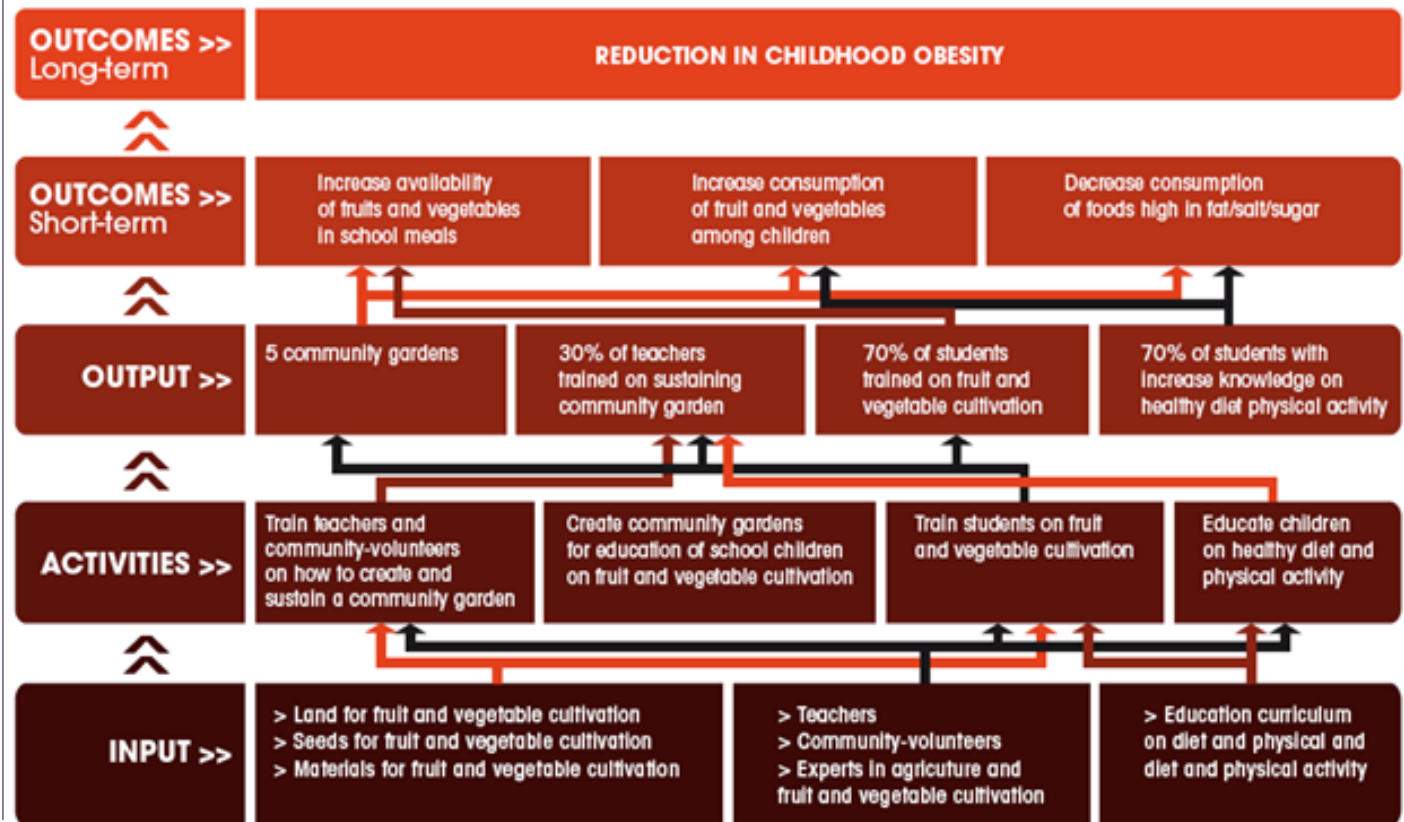


What is a Logic Model?

- **SYSTEMATIC AND VISUAL WAY OF PRESENTING RELATIONSHIPS.**
- **IMPLIES AN “IF..., THEN...” SEQUENCE**
- **FRAMEWORK THAT HELPS ORGANIZE INFORMATION**
- **TOOL TO PLAN AND EVALUATE PROGRAMS**



Sample Logic Model





Data Collection Methods

SOURCES:

- EXISTING DATA: PROGRAM RECORDS, ATTENDANCE LOGS, PICTURES, CHARTS, MAPS.
- PROGRAM PARTICIPANTS
- OTHERS: KEY INFORMANTS, NON-PARTICIPANTS, PROPONENTS, CRITICS, STAFF, COLLABORATORS, FUNDERS, ETC.

METHODS:

SURVEYS, INTERVIEWS, TESTS, OBSERVATIONS, GROUP TECHNIQUES, CASE STUDY, PHOTOGRAPHY, DOCUMENT REVIEW, EXPERT OR PEER REVIEW



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INTERACTIVE EXERCISE

www.mi-community.org

STAY CONNECTED!



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We make Detroit stronger by connecting community groups to resources, news, workshops and a peer network.