

Visualizing your program for funding success: Logic & Theory of Change Models

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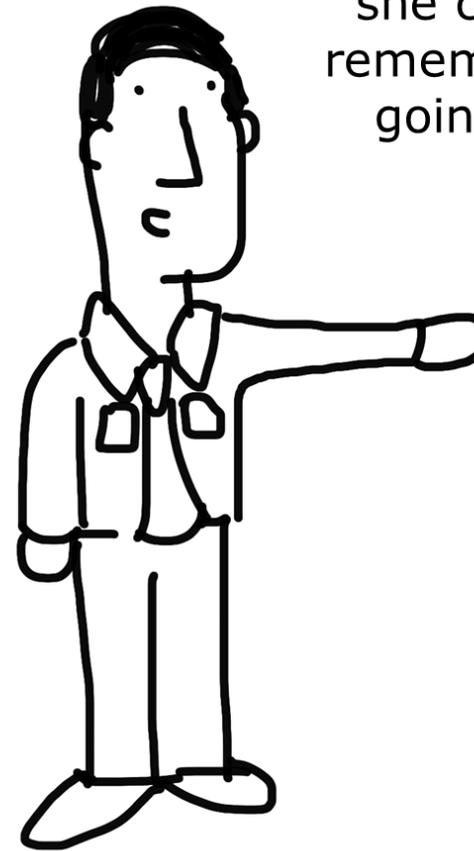
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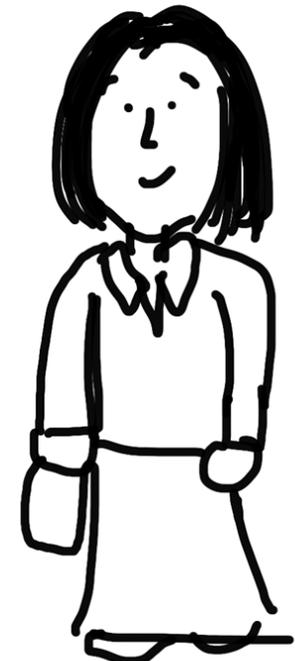


Our agenda

- 1) What do we mean by visualizing your program?
- 2) When to start?
- 3) Program Mapping
- 4) Stakeholders
- 5) Evaluation Questions
- 6) Sharing results



This is our evaluator. Every time she collects data it will help us remember what we said we were going to do in the first place.



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What is program evaluation?

A systematic way for collecting, analyzing, and using information to answer questions about projects and programs.

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I can't tell you
how valuable
your program is



Researcher

I can



Evaluator

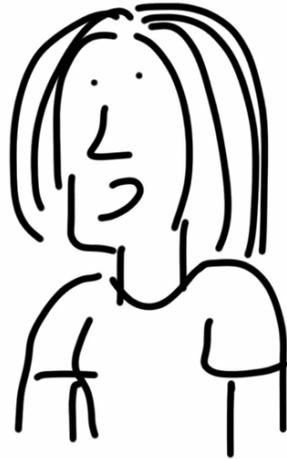
When is the **right time** to get **started** with an **evaluation**?

What kind of evaluation
did you need?



Our 3 year project is coming
to an end and were told we
needed an evaluation.

What kind is that?



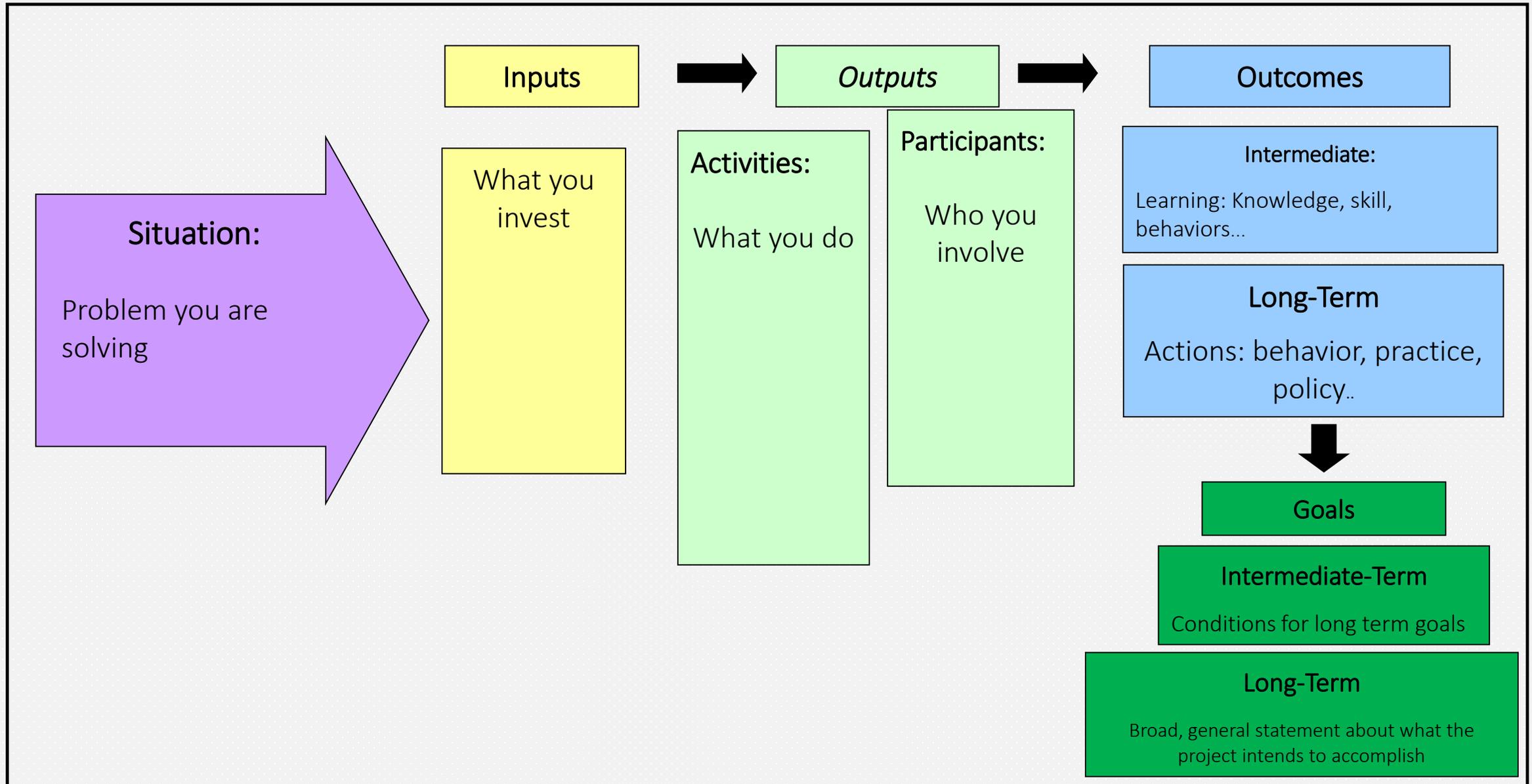
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Begin with the end in mind

Consider:

- What is it that we want to accomplish?
- What steps will we take and how and when will we measure success?

One way to map your program is with a **Logic Model**



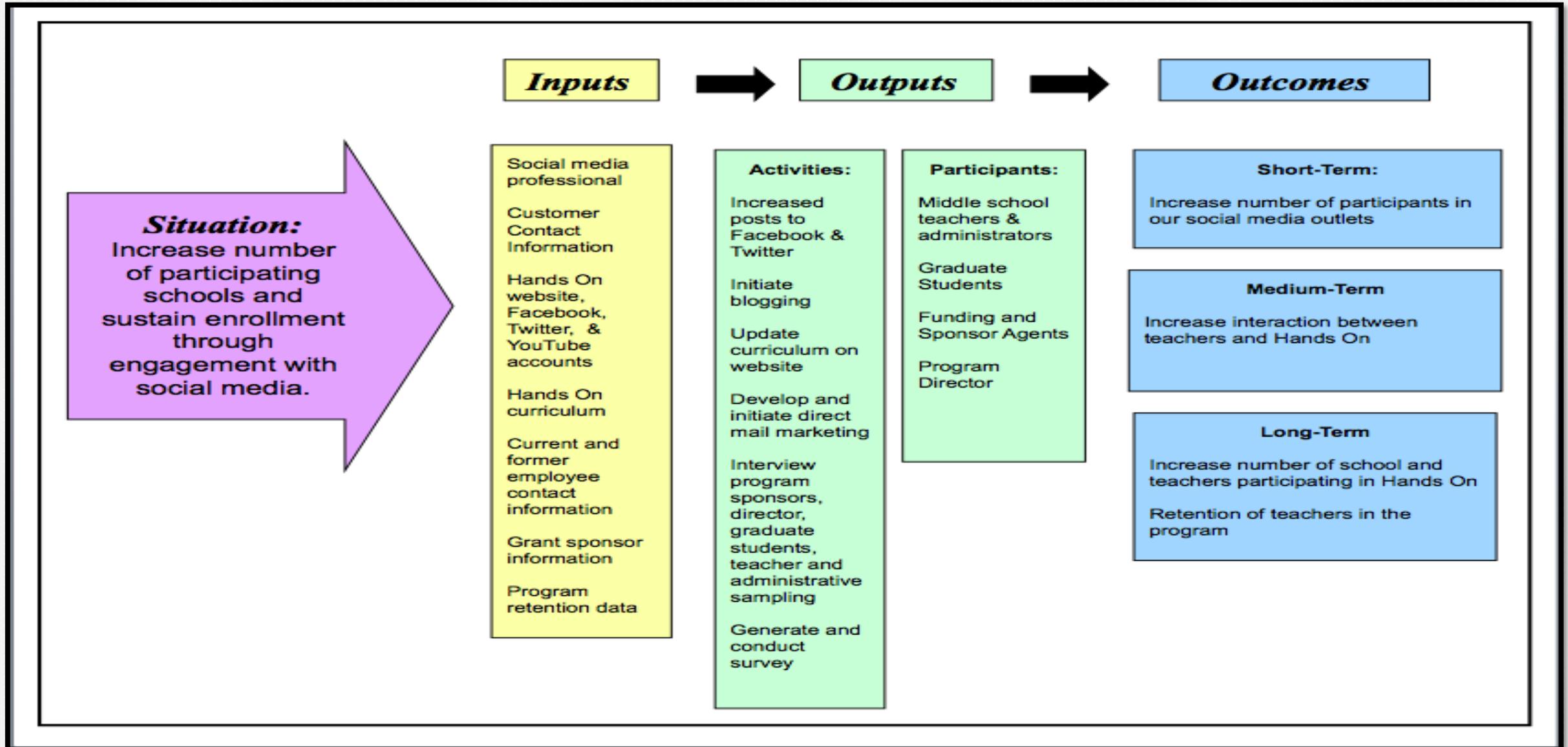
An example project

HANDS ON

Real-World
Lessons for
Middle School
Classrooms



Logic Model for Hands On Classrooms



Pros and Cons of Logic Models

Pros:

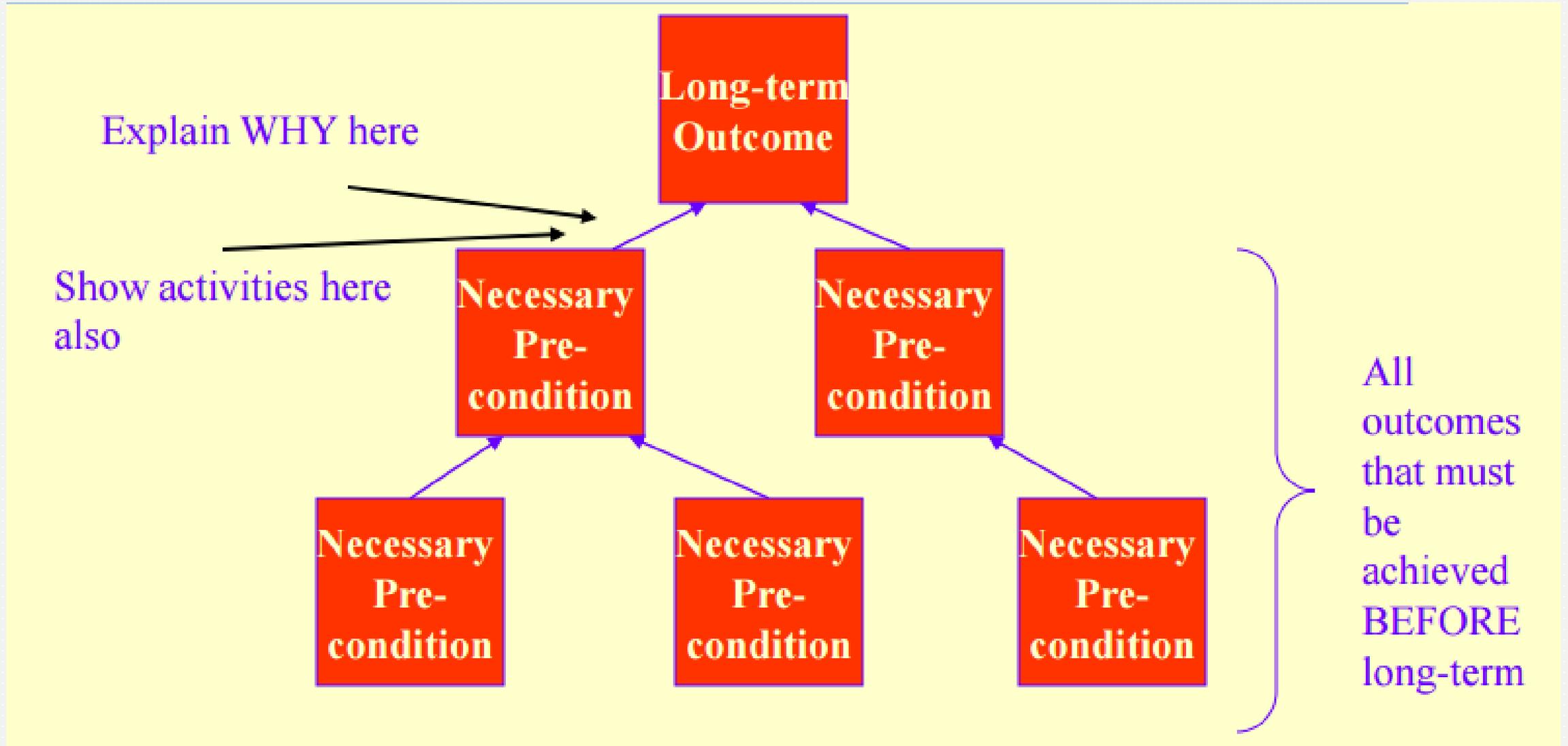
- ✓ Links outcomes and activities to explain how and why desired change is expected to happen.
- ✓ Requires justifications at each step (evidence)
“Causal Model”

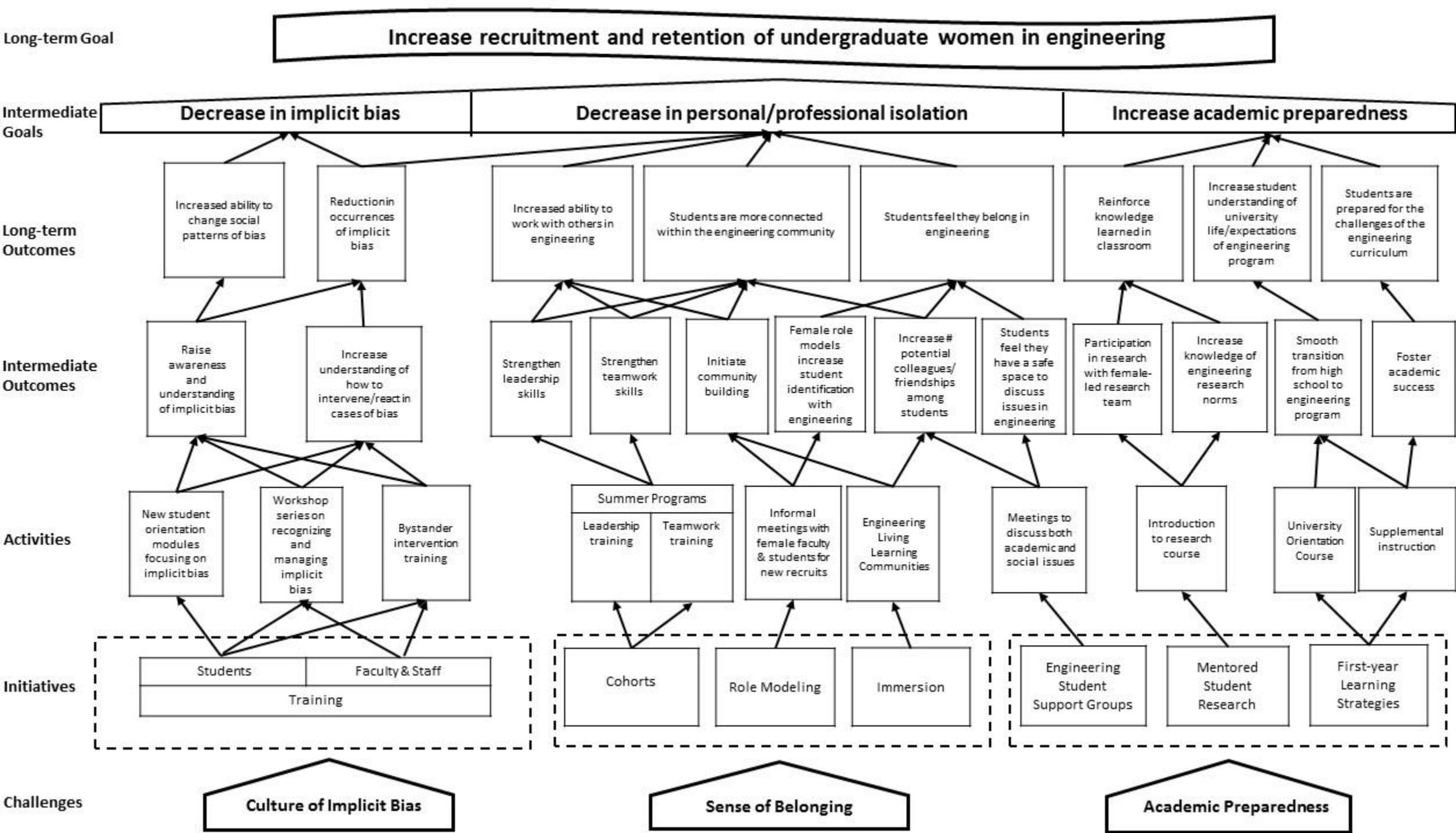
Cons:

- Doesn't always identify indicators or
- evidence to measure whether outcomes are met.



Another way to map a project is with a Theory of Change (TOC) Model





Increase online engagement and participation in Hands On Classrooms Program

Long-term Goals
Intermediate Goals

Teachers become regulars and user ship increases
Teachers continue to use curriculum



Long-term Outcomes
Intermediate Outcomes

Followers increase
More likes, shares, and comments on SM platforms



Activities

Daily posts



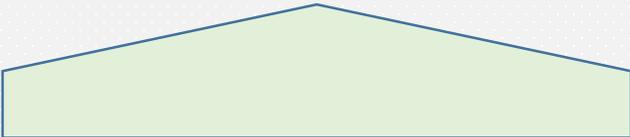
Initiatives

Roll- out SM platforms



Challenges

Continued engagement for T



Pros and Cons of theory of change (TOC) models

Pros:

- ✓ Graphically illustrates program components.
- ✓ Helps stakeholders clearly identify components.

Cons:

- Time intensive to make
- Have a shorter history than logic models- less known”



Who are your Stakeholders?

Ok, so that's eight votes for engaging stakeholders
and only one against



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Identify stakeholders to
maximize your impact,
sustainability and growth.

This doesn't
apply to my work.



I can't
use this.



Ewwwwwww,
yuckers.



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Mapping Stakeholders

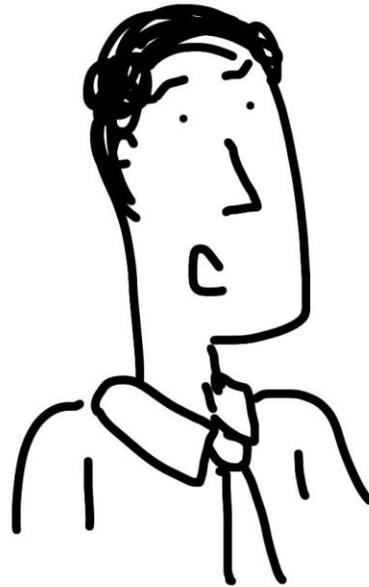


Mapping Stakeholders in our example project

Importance in the project	<p>Keep Satisfied</p> <p>Funding agency</p> <p>Foundation support</p>	<p>Manage Closely</p> <p>Teachers using the social media platforms</p> <p>Hands On staff</p> <p>Graduate students</p>
	<p>Invest Minimum Effort</p> <p>Materials suppliers</p> <p>Box packers and shippers</p>	<p>Keep Informed</p> <p>Program managers</p> <p>Graduate student mentors</p> <p>Website designers</p>
	Involvement in the project	

Evaluation Questions

Wait, how will more Twitter followers help us reach our target outcomes?



Why don't we just let the evaluators figure that one out.



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Evaluation vs. Research

This **research** is really going to help move our field forward.



This **evaluation** is really going to help our program become more effective.



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What is the relationship between research and evaluation?

Why is it important to define?

Evaluation Questions for Hands On Classrooms example

Stakeholders	Evaluation Questions	Data Collection (Timing)
Hands On Teachers	<p>To what extent do teachers participate with Hands On Facebook page?</p> <p>Do they find the social media posts useful?</p> <p>Which platforms do they use most?</p>	<p>Social media platform analysis (weekly)</p> <p>Teacher surveys (bi-annual)</p> <p>Focus Groups with teachers (annual).</p>
Graduate Student Hands On Videos	<p>Did graduate students receive appropriate information and training regarding their roles in the project?</p> <p>To what extent did Hands On graduate students become involved with planning videos?</p>	<p>Graduate student surveys (bi-annual)</p> <p>Focus Groups with graduate students.</p> <p>Observation of graduate student video planning meetings (monthly).</p>

Another example

Evaluation & Research Questions (F=Formative, S=Summative)	Participants (Stakeholder Groups)	Sampling and Instruments for Evaluation (Timing for data collection)	Measures of Success
<ul style="list-style-type: none"> To what extent are the teachers involved in the professional development activities? (F) Is the project providing teachers with the necessary tools and supports to achieve learning goals? (F) <p>To what extent do/did teachers:</p> <ul style="list-style-type: none"> develop interest in teaching pedagogy? (F,S) feel supported by program implementers in their professional development? (F,S) feel the program activities prepare them for teaching? (F) Navigate barriers toward teaching X and X their classroom? (F,S) engage summer camp workshop opportunities (S) 	<p>Classroom Teachers</p>	<ul style="list-style-type: none"> teacher retrospective surveys (following professional development & annual) Teacher interviews/focus groups (biannual) Program staff interviews (biannual) Principal/administrator interviews annual) Observation of interventions (as needed) Document review (monthly) School & district data (annual) Principal & administration interviews/ discussions (annual) 	<ul style="list-style-type: none"> Increased rates of targeted success in developing X program in the classroom Grade specific X standards Decrease social transitions/sociocultural barriers: Increased sense of belonging in STEM fields Increased perceived community and parental support Increased skills for navigating teaching and learning barriers and curriculum expectations: Increased understanding X Connections developed between X curriculum and students' future interests in STEM education & careers.

Sharing your results with stakeholders

Who:

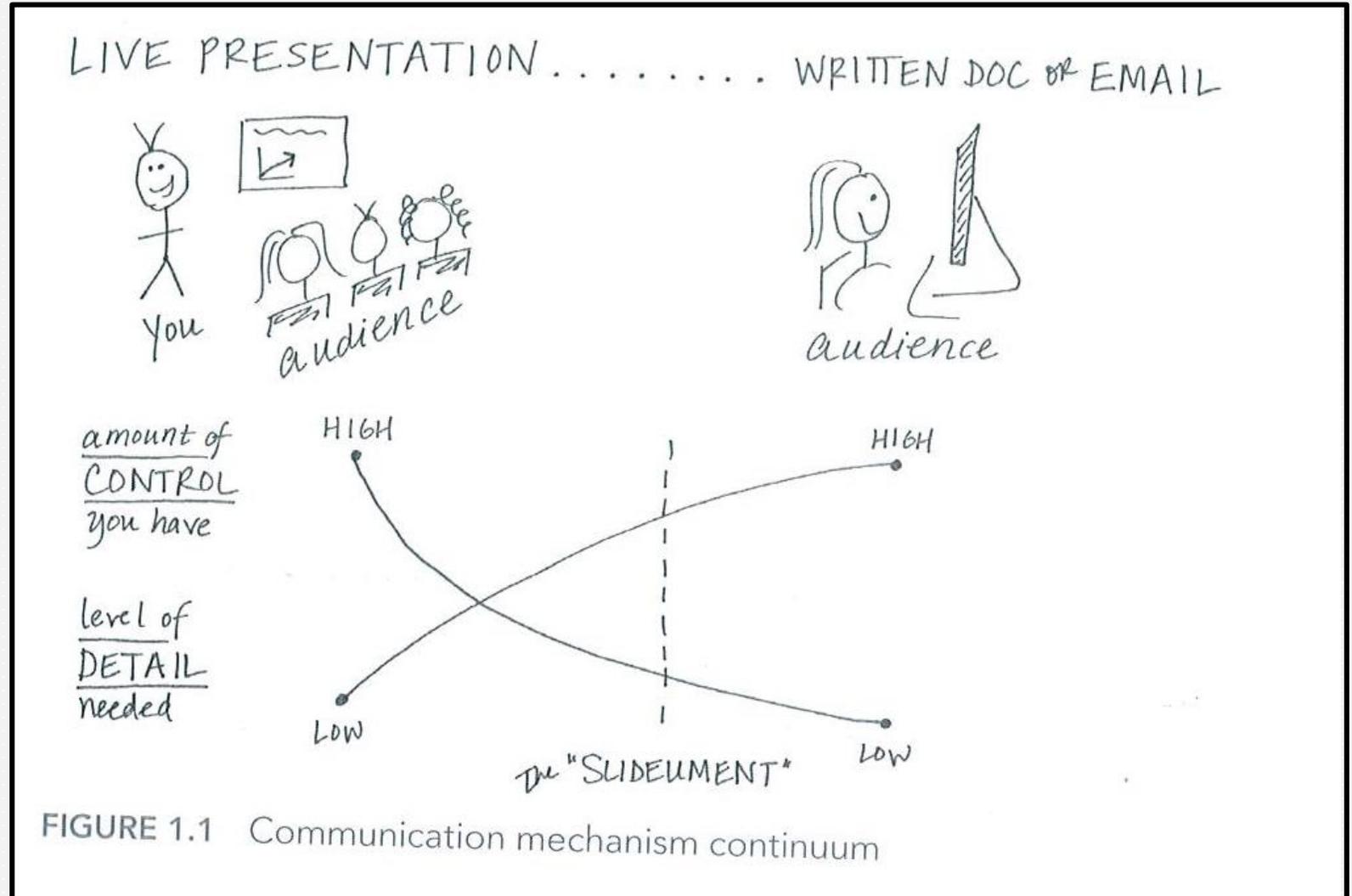
- Audience
- You

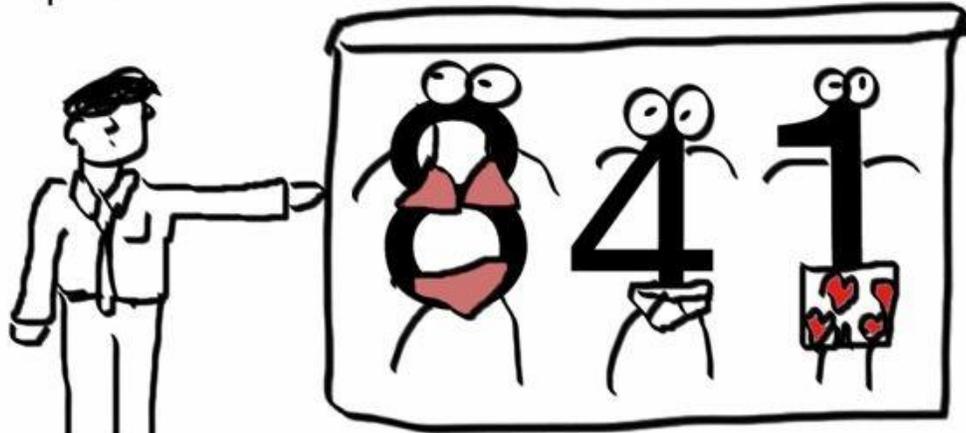
What:

- Action
- Mechanism
- Tone

So what?

- Story





When we said we wanted you to visualize the data, this isn't what we meant



We used to have only one or two ugly visuals in every report.



But then we heard how important visuals can be.



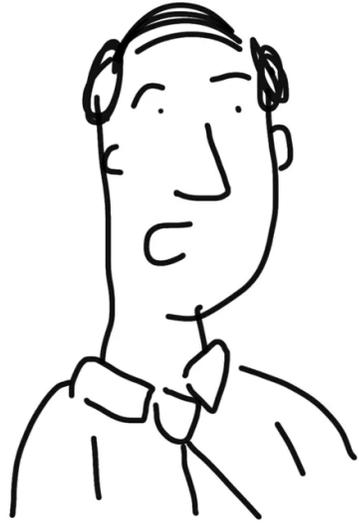
So now we have an ugly visual on every page.



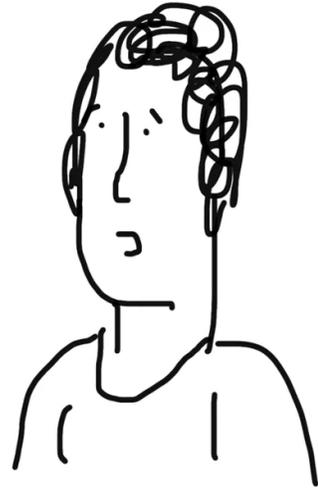
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Visualize your data meaningfully

I'm not a visual person.



How about your audience?



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I'm not a visual person.

So I will deliver my report in song,
hit it boys.



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Sharing your results



Hey guys,
did you read this part?

It basically says we
need an evaluation to
keep getting money.

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Recap

- 1) What do we mean by visualizing your program?
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