Selecting the "Right" Vendor for Program Evaluation Projects

UNITED STATES HOLOCAUST MEMORIAL MUSEUM

Rebekah Sobel, PhD Manager, Planning and Evaluation

Where to start?

Two Key Questions:

What is your biggest challenge in approaching program evaluation projects?

What is the easiest part of program evaluation for you? What do you look forward to, what makes the most sense, what do you have down pat?

For the next 45ish minutes....

1. Setting the stage
2. The right skills
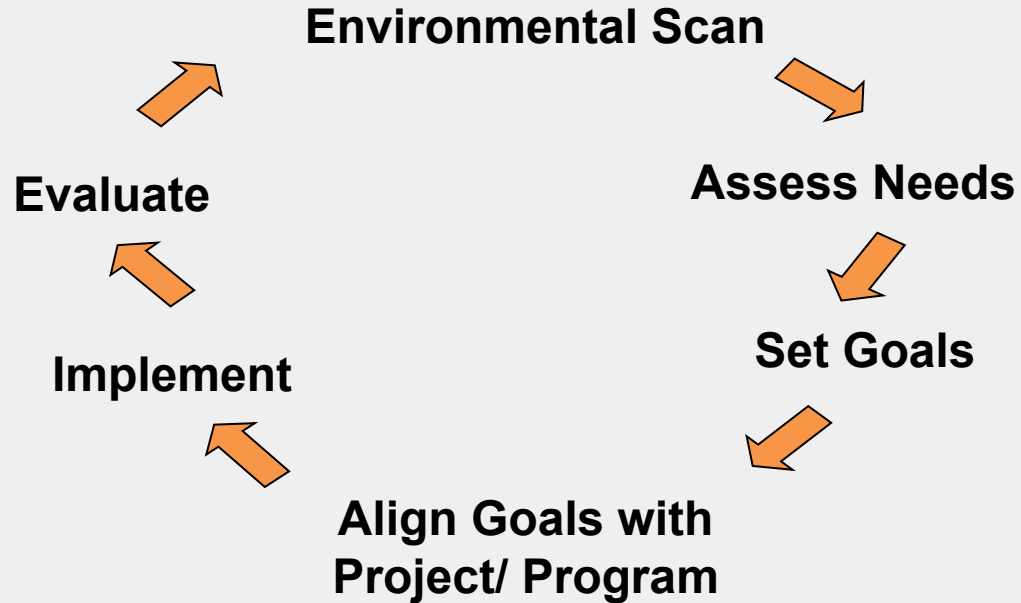3. Where to find people that match your needs

I like to start with "ME"
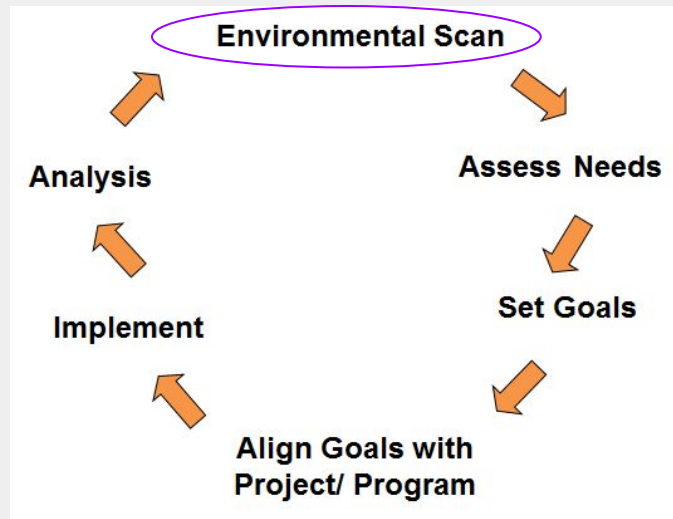
Mapping it all out:

- How does this evaluation fit into my current work load?
- Do I see any sticking points?
- Am I concerned/ worried about anything?

"We"?

- Do you have a project team to work with?
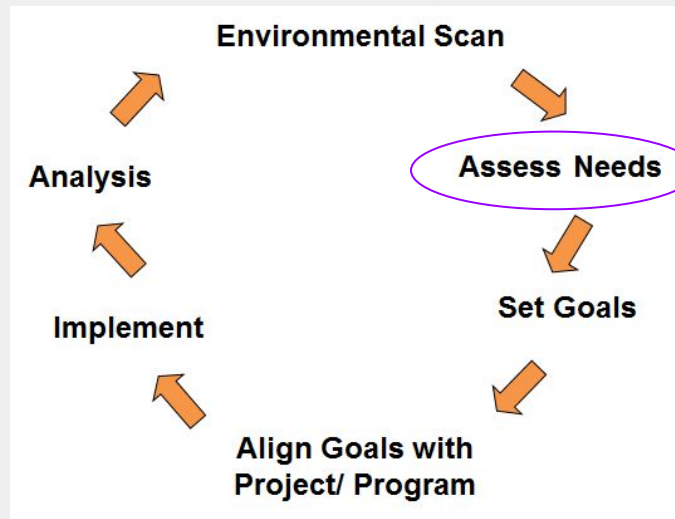- What is the context- does it seem extra or additional for other staff?

Museum Project Cycle

Environmental Scan

Assess Needs

Set Goals

Align Goals with Project/ Program
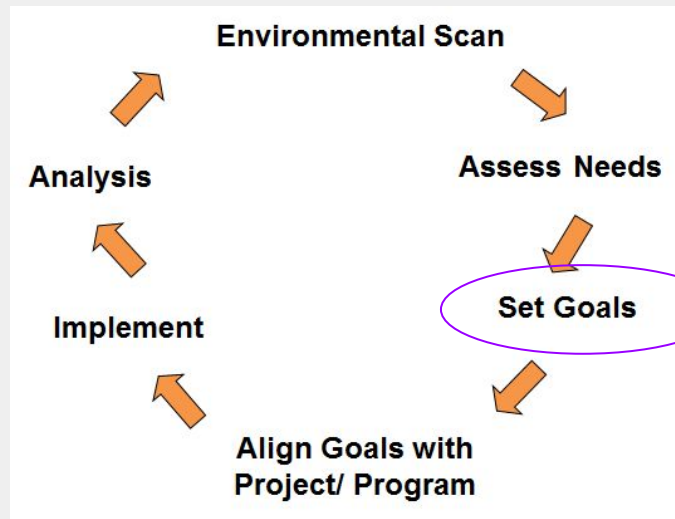
Implement

Evaluate

ENVIRONMENTAL SCAN

Gather information, context, background research, literature review, previous evaluations, related beta or pilot projects

ASSESS NEEDS

What information is still needed? Are there outstanding questions? Where are the gaps? Where can we make a unique contribution?
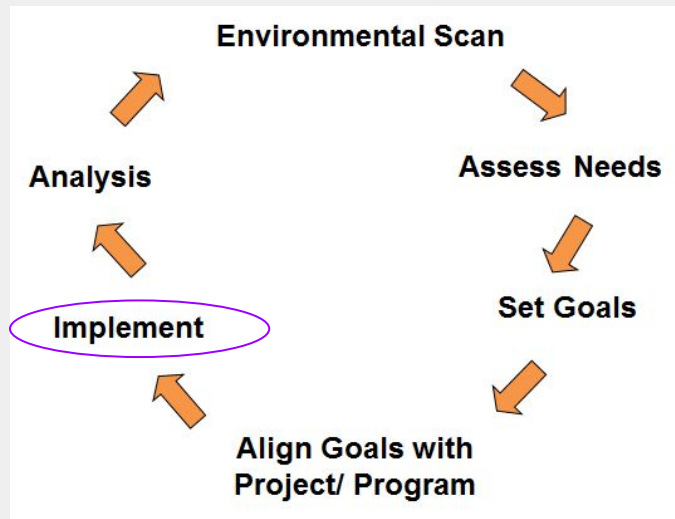
SET GOALS

What do you want to accomplish? WHY? What qualities would a successful project have when it's over? 1 week later? 1 year later? 100 years later?
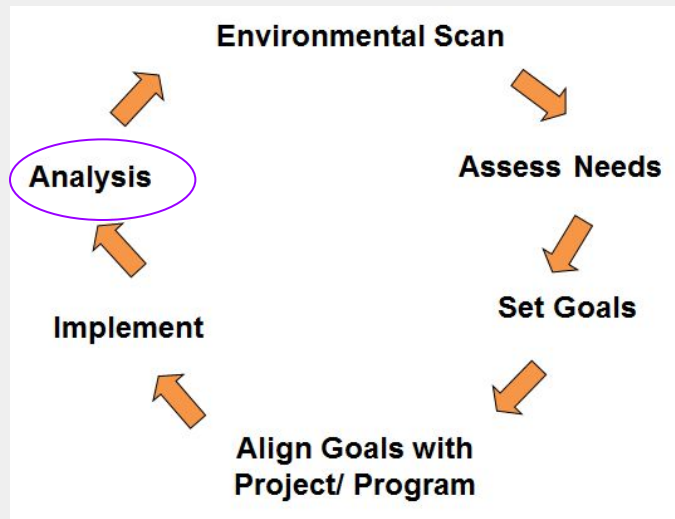
ALIGN GOALS WITH PROGRAM

Match your goals to your project. HOW can we best accomplish our goals? What does the project / program look like? Set up the structure and schedule to move forward.

Environmental Scan

Assess Needs

Analysis

Set Goals

Implement

Align Goals with Project/ Program

IMPLEMENT

Go!

Run the program, develop the resource, start the project

ANALYSIS

How did it go? What did you learn? Did we meet our goals? To what degree? Should we repeat this? Tweak this? Which pieces? Can any of this apply to other projects and goals in other areas of our work?

What do you need in your vendor?

Environmental scan	**Background literature review**
Assess needs/ Goal Setting	**Evaluation project planning**
Align goals with program	**Survey or tool development / testing**
Align goals with program	**Staff training for data collection**
Implement (evaluation)	**Data collection**
Implement (evaluation)	**Program observation/ feedback**
Analysis	**Data entry and frequency generation**
Analysis	**Data coding/ code book development**
Analysis	**Data analysis and reporting**

A few additional considerations

1. Subject matter experts

2. Sense of humor

3. Facilitation skills

4. Go back to your needs assessment- other gaps?

Task list:

1. Background literature review
2. Evaluation project planning
3. Survey or tool development / testing
4. Staff training for data collection
5. Data collection
6. Program observation/ feedback
7. Data entry and frequency generation
8. Data coding/ code book development
9. Data analysis and reporting

Four Paths:

1. Really need one task, repeatedly for most projects

2. Really need one task, but maybe need all these different tasks, just one at a time

3. Need multiple tasks/ most tasks/ all tasks for most projects

4. Completely no rhythm or predictability, every evaluation is on a case by case basis

Last Part: Where to find these people?!

Lucky you are in DC!

American Evaluation Association: http://www.eval.org/

Washington Evaluators: http://washingtonevaluators.org/

Your sector: Health/ Education/ Youth/ Law enforcement

Word of mouth/ co-workers/ team members/ previous jobs or projects

Look around

Do *some* research

Stand up!

Stand up and go to the opposite side of the room:

Left side of room: **What is your biggest challenge in approaching program evaluation projects?**

Right side of room: **What is the easiest part of program evaluation for you? What do you look forward to, what makes the most sense, what do you have down pat?**

Read a few stickies

Thank You!!

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Rebekah Sobel, PhD

Manager, Planning and Evaluation rsobel@ushmm.org

202.314.0395   ushmm.org