



The Health Disparities Service-Learning Collaborative
*An Initiative of Community-Campus Partnerships for Health Funded by the
Learn and Serve America Program of the Corporation for National and Community Service*

EVALUATION & CONTINUOUS IMPROVEMENT

HDSLCL Teleconference Call #5 February, 27 2008

HDSLCL consultant **Suzanne Cashman** provided an overview of program evaluation, including reasons for conducting an evaluation, identifying your audience/stakeholders, and collecting and analyzing data. Highlighted below are key points from this presentation. For presentation details, please refer to Suzanne's slides, which are posted on the secured webpage.

- Evaluation is a mechanism for telling a story about your program. Think beyond numbers and head counts. Use community partners to capture the story threads.
- Clear goals and objectives (time sensitive, measurable) are key to a successful program evaluation.
- Consider your audience when developing the evaluation (e.g., administrators, funders, community partners) and the information they need to support your program. Keep stakeholders engaged in your process (e.g., elicit input during data analysis, disseminate draft reports for feedback).
- Conducting an evaluation can take time and money. Tap into available resources such as student helpers, secondary data and piggybacking on data collection already occurring (e.g., add questions to an existing survey).
- In evaluating program impacts, use intermediary indicators that measure assets, not just deficits.
- As with any research or intervention that engages community, be sensitive to the community's different needs in terms of action, focus, etc.