

# Evaluate Progress and Demonstrate Success

JULY 21, 2012

STACIE F. HITT, PH.D.  
DIRECTOR, MFRI OPERATION DIPLOMA

#SVO3D



# Overview

WHY EVALUATE?

WHAT IS THE DIFFERENCE BETWEEN AN  
OUTPUT AND AN OUTCOME?

WHAT ARE THE BEST METRICS?



# Why evaluate?

- Did your time, money, and effort have the intended results?
- Can you demonstrate that you are legitimate and worth consideration?
- Are you making progress toward your objectives?
- How will you plan for the future?

# **Refer back to objectives**

**Specific**

**Measureable**

**Attainable**

**Relevant**

**Timely**

**Evaluate**

**Re-evaluate**

# Questions to ask

What did we do?

*Outputs*

What difference did it make?

*Outcomes*

# Output questions

What events did we have?

How many participants attended?

How many meetings did we have?

How many new members did we get?

# Output metrics

- Frequencies
- Rates
- Proportions
- Durations
- Expenditures

# Outcome questions

In what ways did we ease the transition to school for our members?

How was the academic experience improved for our members?

Did we raise awareness? How do we know?

How did we collaborate with other groups on campus? In the community?



# Outcome metrics

- Knowledge acquisition
- Motivation
- Perception
- Behavior change
- Policy shift

# Evaluation essentials

- It is key to program improvement, sustainability, and the ability to secure resources.
- Begin planning how and when to do it at your very next meeting.
- Don't forget to establish baselines.

*“The only man who behaves sensibly is my tailor; he takes my measurements anew every time he sees me, while all the rest go on with their old measurements and expect me to fit them.”*

George Bernard Shaw