

# CENTRE FOR INNOVATION IN CAMPUS MENTAL HEALTH

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Evaluation 101 Webinar – April 26 2018

# INTRODUCTION TO PROJECT

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# Centre for Innovation in Campus Mental Health



- CICMH is a partnership project of Colleges Ontario, The Council of Ontario Universities, the Ontario Undergraduate Student Alliance, the College Student Alliance and the Ontario Division of the Canadian Mental Health Association.

# Centre for Innovation in Campus Mental Health

- Mission is to help Ontario's college and universities enhance their capacity to support student mental health and wellbeing.
- Focus on:
  - Facilitating a campus mental health community of practice
  - Coordinating access to expertise
  - Fostering and supporting innovation
- CICMH is funded by the Ministry for Advanced Education and Skills Development.

# Evaluation Capacity Building Project

- Both MAESD and CICMH had been hearing about a desire from campuses (especially those providing mental health and addiction services) to better understand how to evaluate what they were doing
- For the sake of:
  - Learning about improving what they were offering to students
  - Enhancing sustainability efforts
  - Telling their best story
- MAESD funded CICMH for a 2-year project focused on evaluation and capacity building

# PROJECT GOALS AND KEY ACTIVITIES

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# Goals

- Develop and disseminate a set of resources aimed at building the capacity of colleges and universities across Ontario to evaluate diverse mental health and addictions services and initiatives being implemented on campuses (with partners);
- Validate and pilot developed resources with the support of identified services and initiatives on campuses;



# Goals

- Support the identification and development of mental health and addiction evaluation champions across Ontario;
- Provide recommendations to MAESD on further developing capacity of the PSE to evaluate mental health and addictions services and initiatives, and for resourcing those evaluations.





## Key Activities



- Develop a Evaluation Toolkit that is targeted to people providing and managing front-line services and programs on campuses (e.g., in student wellness centres, counselling centres, accessibility offices)
  - Interactive, tailored to the PSE environment
  - Toolkit on line - feedback will be welcome!
  - In French and English
  - <https://campusmentalhealth.ca/toolkits/evaluation/>

## Key Activities

- We are also linking to our partner's evaluation resources on the website on how to conduct evaluations, evaluation approaches (like developmental evaluation) using evaluation results and more!
  - Ontario Trillium Foundation
  - Innoweave – J.W. McConnell Foundation
  - Centre for Addiction and Mental Health
- French and English resources
- Worksheets, webinars, e-learning courses and more!

## Key Activities

- Have selected programs/services on four campuses to work with an evaluation coach, using the resources available through the project and more
- Coaches are all working in the PSE sector, as evaluators/researchers, academics with a focus on mental health, mental health policy and strategy leaders
- Coaches and selected sites will develop evaluation capacity building goals and work together over 1 year to strengthen capacity to conduct evaluation and to build evaluative culture



## Key Activities

- Intend to evolve that group of coaches into an ongoing group that will champion and foster evaluation capacity and culture relative to provision of mental health and addiction programs and services in campuses
- Feedback on the Toolkit, as well as feedback from the selected sites and coaches will help form the basis of recommendations to MAESD on how to further support evaluation of mental health services and programs in the PSE sector going forward

# What Should You Do?

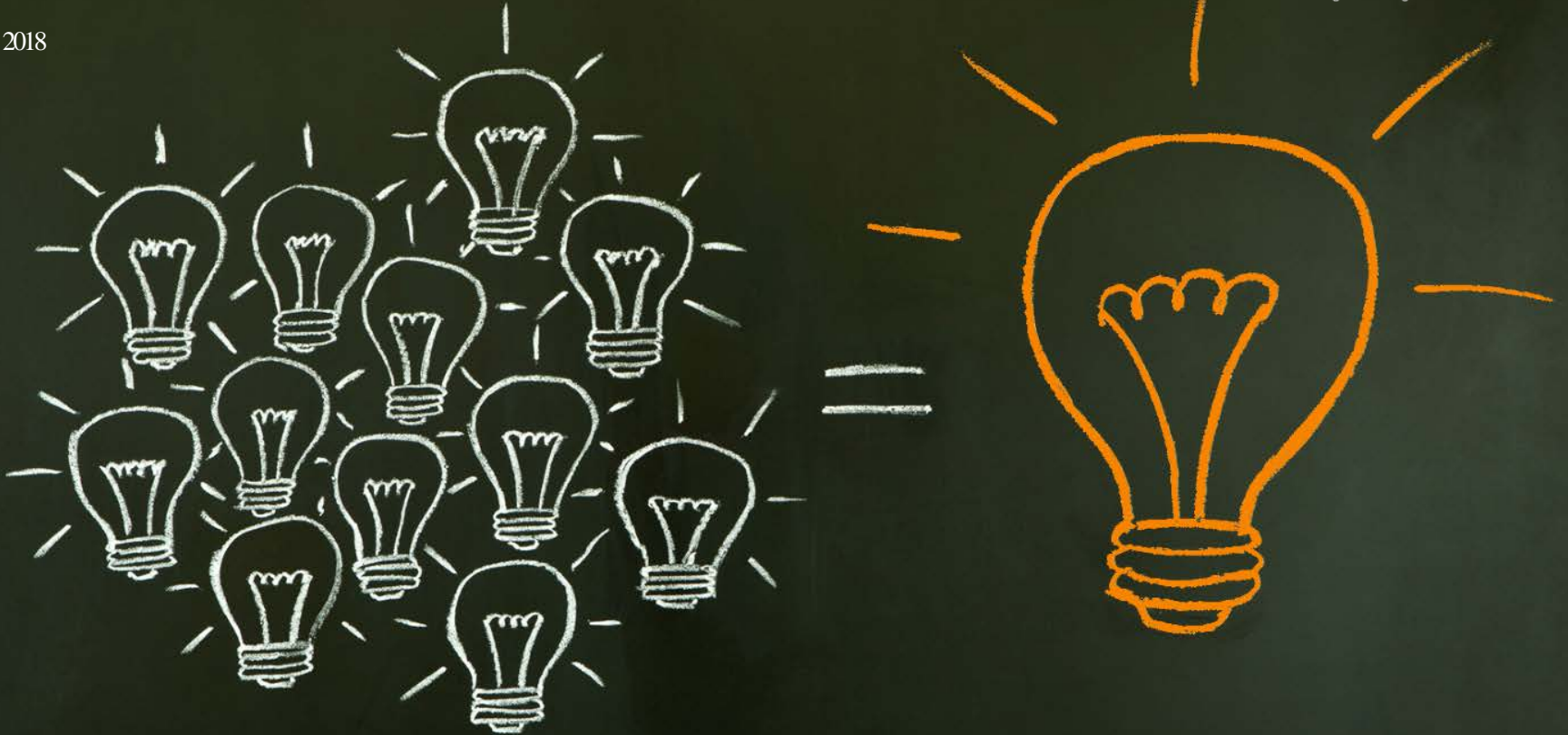
- Go to the link and look at the Toolkit – use it and provide your feedback on it
  - Feedback form will be provided on the website – it will be simple and short!
- Use the other resources that are available
- Share the resources with colleagues! Start the conversation about evaluation
- Email Radha at [radha@nayarconsulting.ca](mailto:radha@nayarconsulting.ca) if you have any questions about the project



# Evaluation 101

Stacey McDonald

April 2018



# What will we cover today?

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## What is Evaluation?

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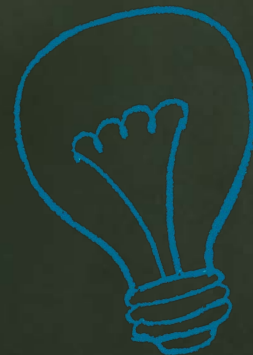
## Why Evaluation Matters

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## Understanding the Basic Components of Evaluation



# What is evaluation?





# Evaluation Is...

..the **systematic** gathering  
and interpretation of  
information about a program  
to help **decision-making**

...all about asking  
questions, and using  
what you have learned  
to move forward

# Different Types of Evaluation

## START



### Formative & Developmental evaluations

- Developing program
- Make early improvements

## MIDDLE



### Process / Implementation evaluation

- Improving or describing program
- Understand how program was implemented

## FINISH



### Outcome, Impact & Summative evaluations

- Measuring outcomes and/or long-term changes
- Understand program effectiveness

# Why evaluate?



# Evaluation Can help you...

- Learn & improve design & implementation
  - Evaluations can help you **learn** about what's working, and what isn't, and can **help you make decisions**
- Reflect and generate ideas
- Answer important questions
- Understand if your work is contributing to positive changes & **demonstrate impact**
- Tell your story to donors & funders
- Be accountable



## Evaluation Should Be...

Useful

Relevant

Timely

Specific

## Evaluation Needn't Be...

A pass or fail

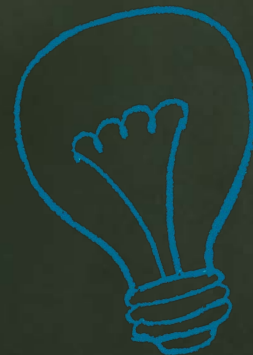
Expensive

Academic research

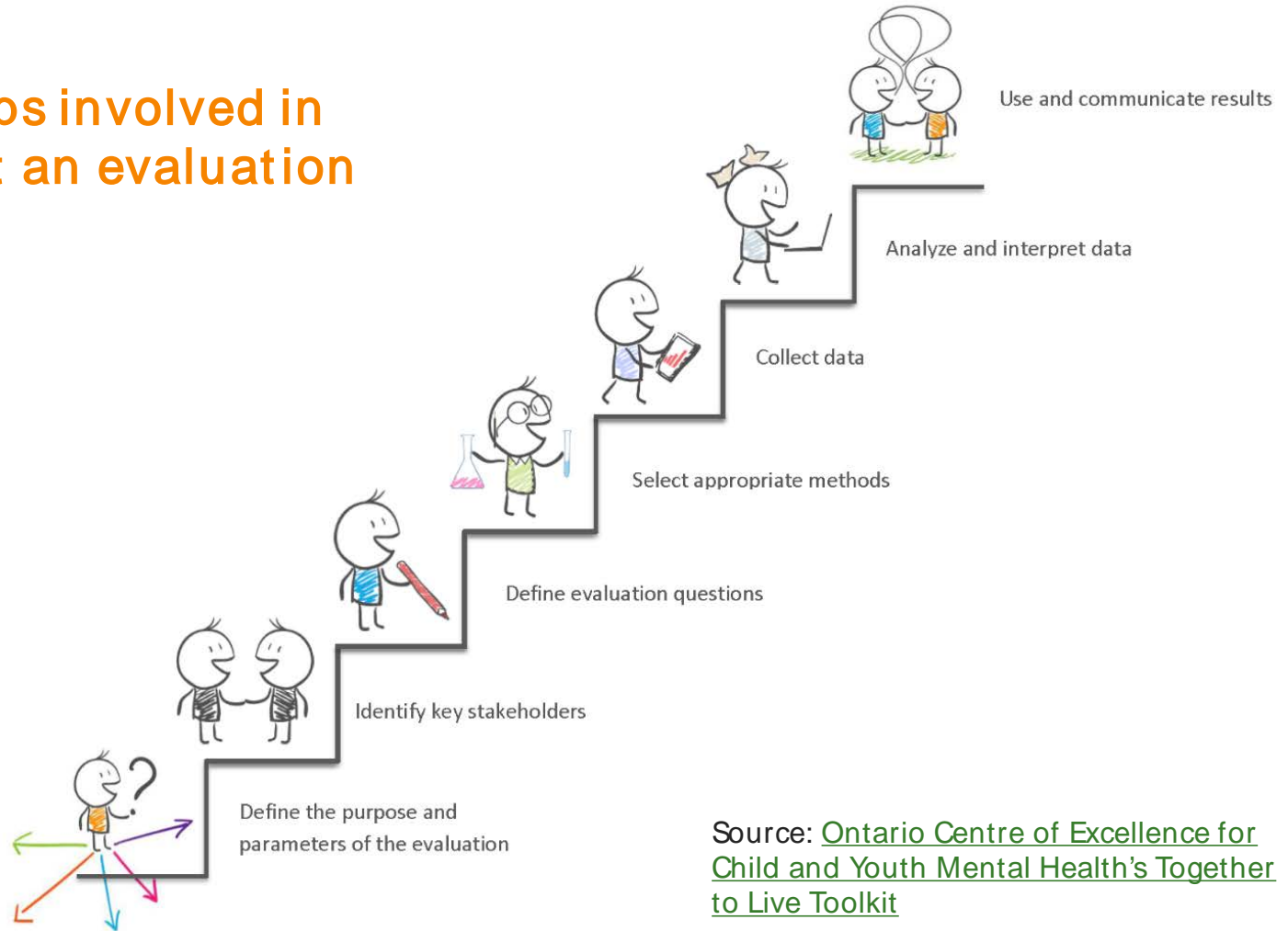
Labour intensive



# Basic components of an evaluation



# General steps involved in carrying out an evaluation





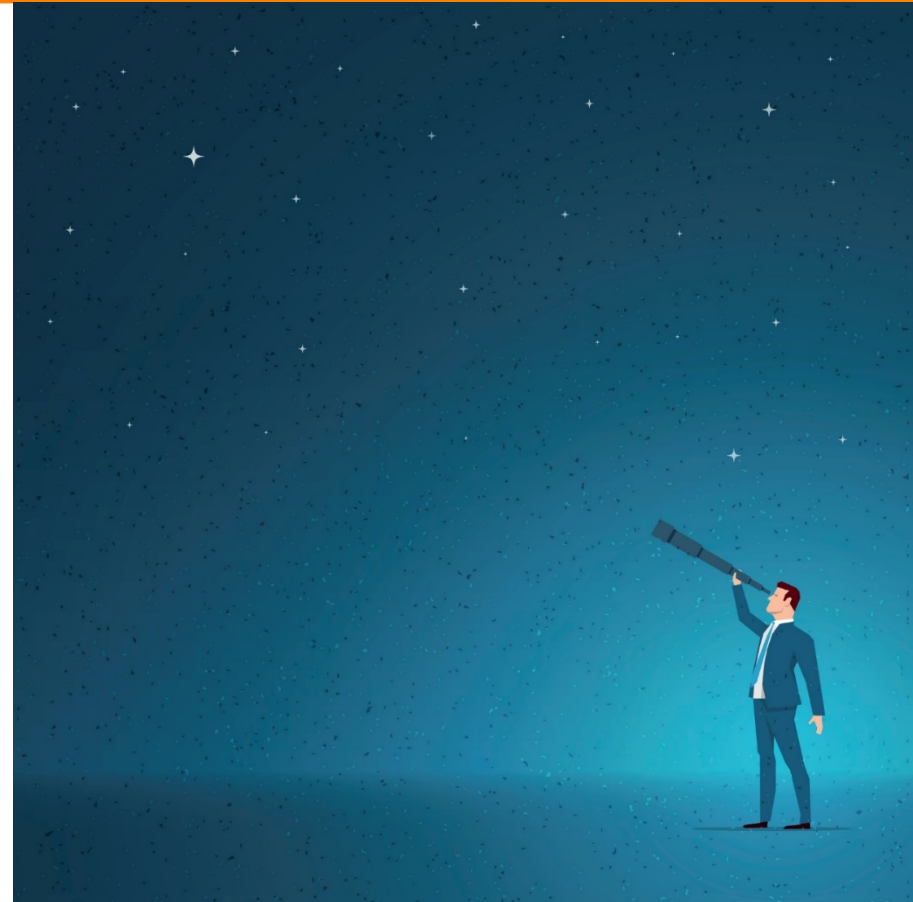
## Before you begin, you need a clear description of:

- your program
- your program's goals
- how your program will achieve those goals



# Define your evaluation purpose and parameters

- Ask yourself, “why are you evaluating your work?”
  - Learning (for improvements, build evidence of success, or make decisions)
  - Accountability (to funders, beneficiaries or partners)
- Determine the main issue that will be explored
- Outline what’s in and out of scope – what can you influence?



# Who are your stakeholders?

**Stakeholders are anyone with a vested interest in your organization's work**

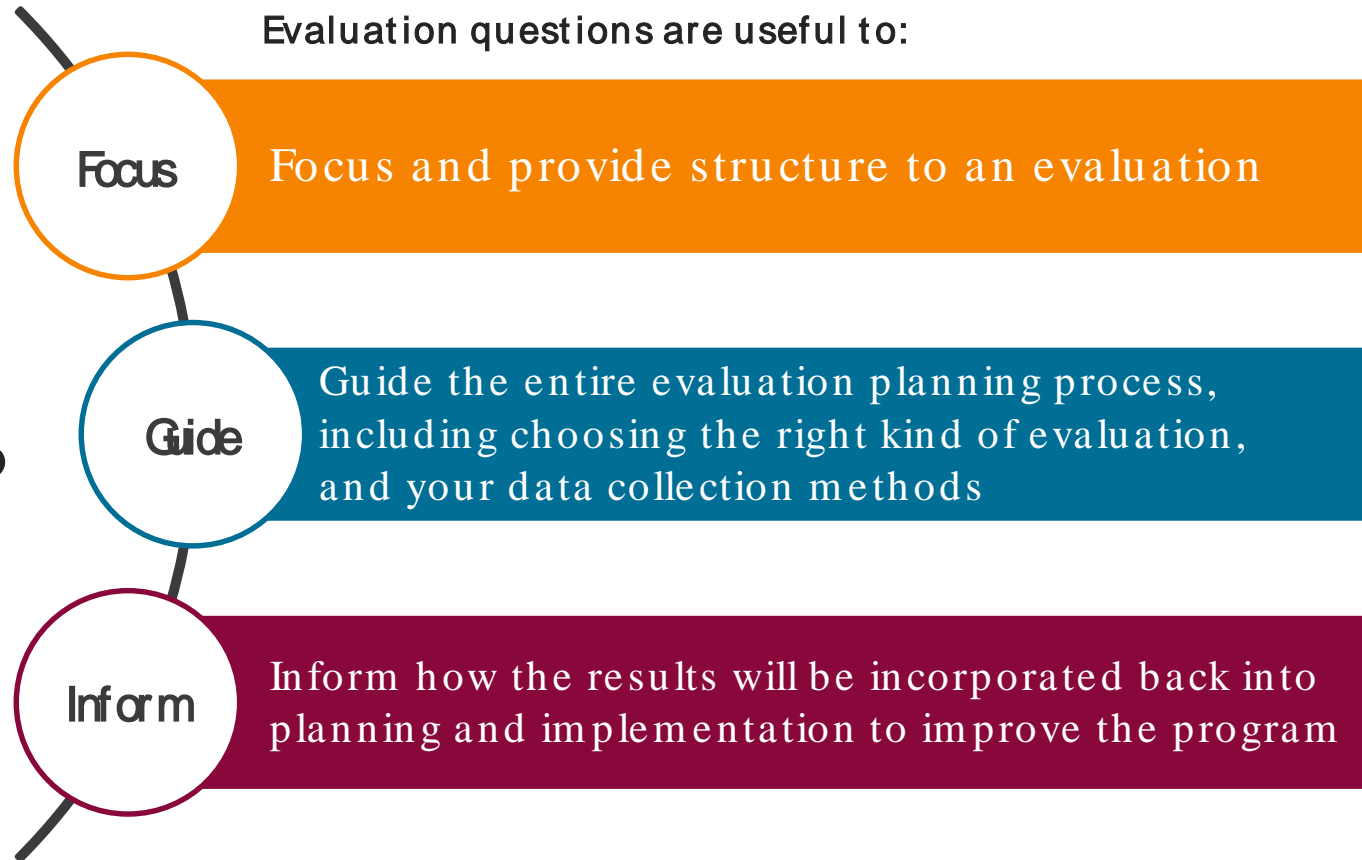
- Anyone benefitting from or contributing towards your work
- Anyone who would be interested in your findings

**You don't have to do it alone!**



# Developing Evaluation Questions

Evaluation questions establish what you are trying to answer in your evaluation



# Creating A Good Evaluation Question

## Is this a good example?

‘Do young people feel safe, included, respected, and empowered?’

## Instead, consider:

‘**To what extent** do young people **in our program** feel safe ~~included, respected, and empowered?~~’

- Get specific
- Avoid yes or no questions
- Quantify the result



# Tips For Developing Evaluation Questions

Have a clear  
link to the  
purpose of the  
evaluation

Avoid asking  
two questions  
in one

Address 3-5  
very specific  
issues

Ensure you can  
answer each  
question!

Be sure they  
are realistic  
given time &  
budget

Involve  
stakeholders

# Planning your evaluation

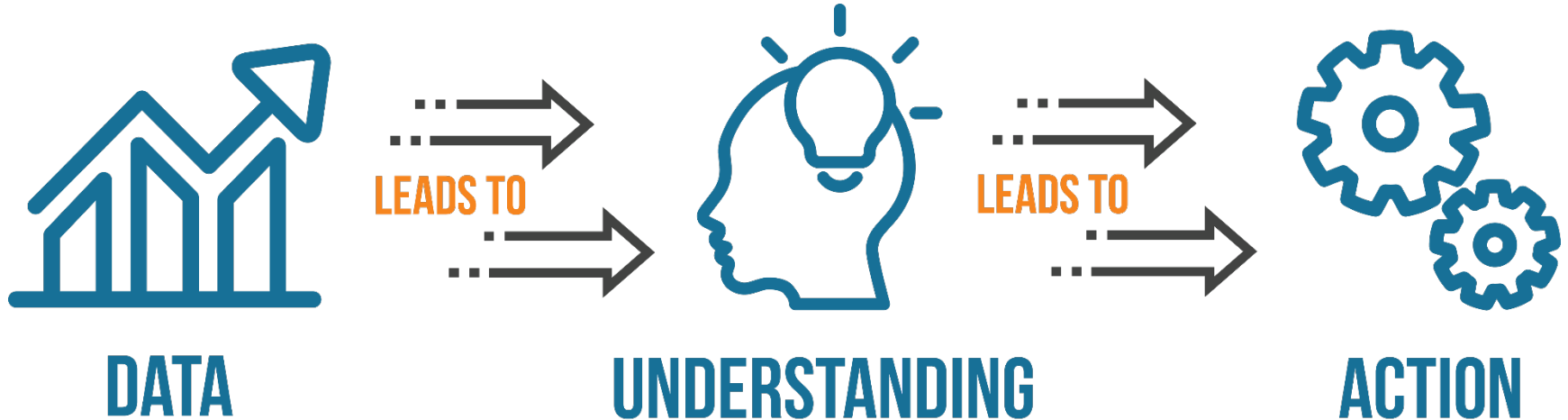
## When planning, you'll need to:

1. Choose your team & assign responsibilities
2. Select the design & approach that aligns with the evaluation purpose
3. Determine what data you need to collect to answer your evaluation questions
4. Pick the methods best suited to what you need to know
5. Develop your budget



## Only collect what you need to know!

Make sure that every piece of data that you collect will help you answer one of your evaluation questions



# Different kinds of data can tell us different things

	Quantitative	Qualitative
Goal	Discovering facts, explanation or causation	Learn what people are doing, and why they are doing it, from the participant's perspective; focus on meaning
Research Question	What, when, where and who questions	How and why questions; explanatory
Sample	Large number of people	Usually smaller groups of people
Data	Measurable data gathered via surveys or secondary data	Words, behaviours or visual; collected through participant observation or interviews to enhance understanding
Analysis	Statistical methods	Data analyzed by themes, data is categorized into patterns



**Quantitative data + Qualitative Data = **

The best way to tell the story is to use both quantitative and qualitative methods. Let both methods support each other.

## Tips:

- Concentrate your analysis on answering your evaluation questions
- Take time to review and reflect on findings
- Ask yourself:
  - Were there results that surprised you?
  - Are there things that need further investigation?
- Visualizing data can help you make sense of it, and tell a more compelling story



# Use What You Learn and Share it!

Your analysis is done.  
Now what?

- Summarize your analysis & reflect on what you've found
- Engage stakeholders to discuss findings and create action plan
- Share what you've learned!



# Remember ...

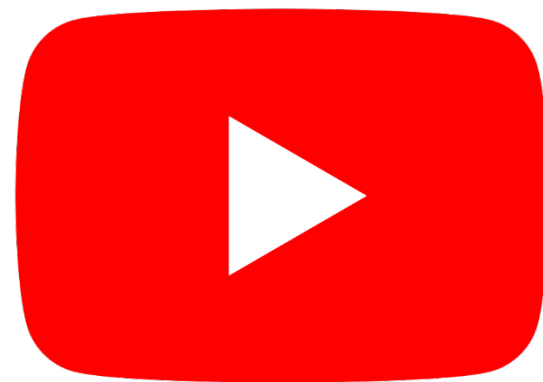
1. Have a clearly defined evaluation purpose.
2. Ask actionable evaluation questions, and choose methods based on these questions.
3. Check that your plan is feasible and realistic.
4. How you conduct the evaluation matters! Conduct evaluations in an ethical manner & consider cultural appropriateness and equity.
5. Once you have your findings, take action!



# Want to learn more?



<https://otf.ca/knowledge>



OTF's YouTube Channel

<https://www.youtube.com/trilliumfoundation1>

Thank you!

