Evaluation and MeasurementMaking it Count

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BTOP Recipient Post-Award Workshop Herndon, VA November 10, 2010





Agenda

- Rationale and Context For BTOP Evaluation
- Four Examples
- PCC and SBA Facilitated Discussion
- Workshop Summary





Worksheet A. Describe Project

A Logic Model

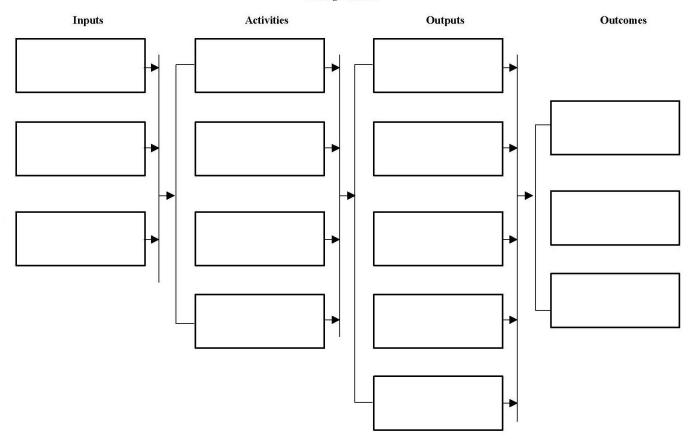






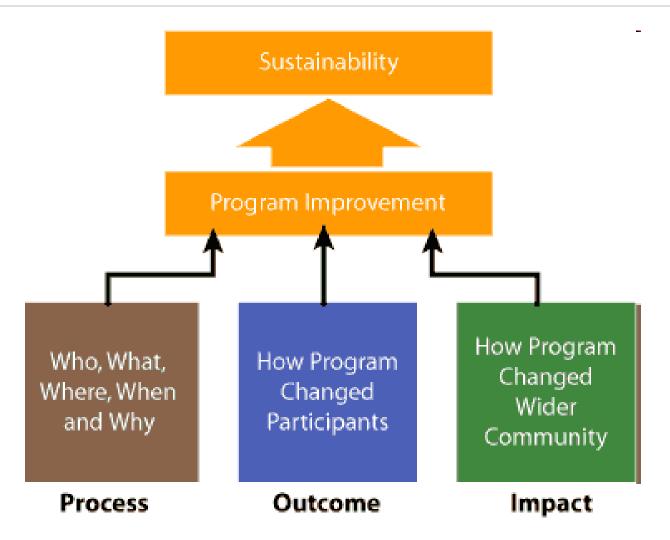
Figure 1: Information Dissemination Program Logic Model Inputs **Activities** Outputs Outcomes Short-term Intermediate Long-term Staff Media campaign: Number of people Audience Change in Change in Broadcast TV reached targeted social, familiarity with audience or or radio advertisements participants' health, or Equipment behavior (e.g., advertisements to Number of environmental reduced smoking conditions (e.g., the targeted activities Change in population completed (e.g., audience or initiation reduced Materials advertisements among youth) smoking-related participants' Instruction: run, calls knowledge, illness) Inform or train answered. awareness. Adoption of suggested Partnerships interested parties brochures attitudes, skills, (e.g., hold distributed) or intent to practices by workshops, change participants or Time answer calls for facilities assistance, distribute brochures) External factors Other environmental influences on program operations or results

Source: GAO's analysis.

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GAO-02-923 Program Evaluation

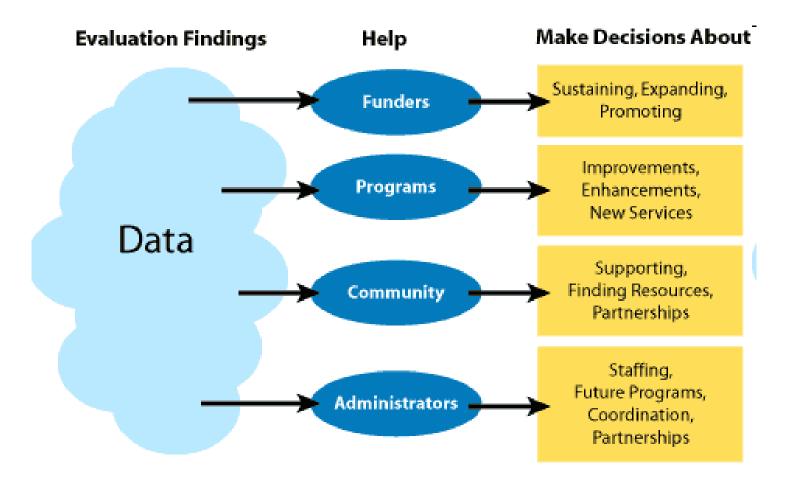




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PCC Facilitated Discussion Suggested Topics

- Measurement techniques, tools, and resources.
- Asking the right evaluation questions.
- Moving from outputs to outcomes.
- Resourced for conducting evaluation.



SBA Facilitated Discussion Suggested Topics

- Measurement techniques, tools, and resources.
- Engaging subjects in evaluation and research.
- Understanding the different impacts of training, content, and applications.
- Best practices for working with 3rd party evaluators.
- Using evaluation data to build support.



Questions to Think About

- Why is evaluation important for BTOP? What can the project evaluations contribute?
- What is the evaluation framework that links PCCs and SBAs?
- How do you get from objectives to intervention to measurement?
- How much (and what kind of) technology is being used for research and evaluation?



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