

AEA 2018 ANNUAL CONFERENCE

Building the **Evaluation Capacity** of Community-Based Organizations



Evaluation Center

Brown School

Sarah Bobmeyer

Associate Director (*former*)

Nancy Mueller

Assistant Dean & Director

Meihsi Chiang

Evaluation Associate

Heather Jacobsen

Evaluation Manager



Center for Community
Health Partnership and Research

INSTITUTE FOR PUBLIC HEALTH AND INSTITUTE OF CLINICAL
AND TRANSLATIONAL SCIENCES AT WASHINGTON UNIVERSITY

Hilary Broughton

Project Administrator

Angela Brown

Co-Director



Washington University in St. Louis

A Capacity Building Partnership



Evaluation Center

Brown School

**We support organizations to
create lasting social impact**

EVALUATION



Improve efficiencies & program outcomes

Enhance evaluation capacity

Use data for decision-making & improvement

Tell your story effectively



**Center for Community
Health Partnership and Research**

**INSTITUTE FOR PUBLIC HEALTH AND INSTITUTE OF CLINICAL
AND TRANSLATIONAL SCIENCES AT WASHINGTON UNIVERSITY**

**Reduce disparities & improve
health & wellness in St. Louis**

IMPROVE HEALTH & QUALITY OF HEALTHCARE



Support and promote community-academic
partnerships and research

Provide CBOs with educational & training
opportunities

OUR PARTNERSHIP VALUES



Recognition
of the value
added of
each partner



A commitment
to ongoing
quality
improvement



Use of a
collaborative,
integrated
approach

**We are
in this
together**

Initiative

Purpose & Process

INITIATIVE PURPOSE

Step 1

Organizational Capacity Needs Assessment

Findings

(2016-2017)

- CBOs in St. Louis region
- Online survey/phone interviews with staff & leaders
 - Current capacity & training
 - Technical assistance needs
 - Resource needs



Training & technical assistance
for evaluation and data
collection/management

INITIATIVE PURPOSE

Step 2

Evaluation
Capacity Building
(2017-2018)

- 2 evaluation workshops
 - Evaluation 101 (evaluation planning)
 - Leveraging the Power of Excel
- Technical assistance
 - 14 applied, 3 selected

Criteria



Readiness

Scope of evaluation

Current capacity

Timeline alignment

EVALUATION PARTNERSHIP



A vibrant independent living community for older adults with limited incomes

Building two new living facilities, including a community center for residents and non-residents



Individual. Familiar. Mobile.

Provides primary and preventive healthcare services to uninsured, underinsured and underserved

Occurs in the community at schools, shelters and social service organizations



Connects people to services and resources relating to Sudden Unexplained Infant Death

Provides educational services and programs, as well as grief support

Evaluation

Challenges & Successes

**A vibrant independent
living community for
older adults with limited
incomes**

Evaluation planning

- Logic model
- Evaluation questions
- Evaluation plan

CHALLENGES

Large group of engaged stakeholders

SUCCESSES

Partners empowered to
implement their
evaluation



“

You guided us through a process that will continue to help us understand our resources, the needs of those we serve and if we are meeting them. Your education will enable us to do this on our own, going forward. What a gift!”

Healthcare in schools,
shelters and social service
organizations — where it's
needed most

Evaluation planning

- Logic model
- Evaluation questions
- Evaluation plan

CHALLENGES

Clarifying evaluation roles
and responsibilities

Partners' schedule — planning
done in one day

SUCSESSES

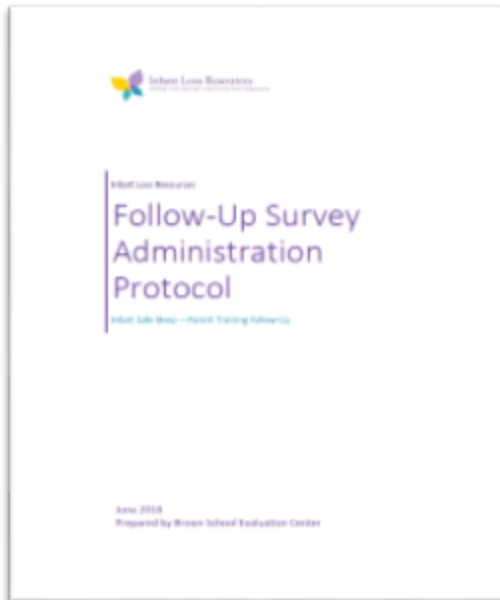
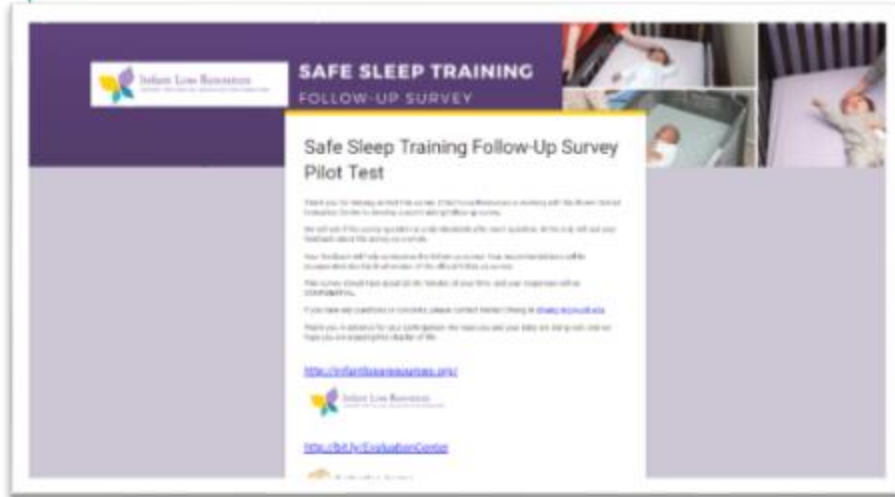
Logic model facilitated
program understanding

Plan to implement evaluation
with practicum student



Infant Loss Resources

SUPPORT FOR FAMILIES | EDUCATION FOR CAREGIVERS



Connects people to services
and resources relating to
**Sudden Unexplained Infant
Death**

Survey development

- Platform
- Questions & protocol
- Pilot test

CHALLENGES

Align survey best practices
with capacity & client needs

Using a sustainable survey platform

SUCCESSSES

Improve survey process

Plan to implement survey with
practicum student

Lessons Learned

KEY TAKEAWAYS



High demand to build evaluation capacity



Select projects that fit the timeframe



Clarify the evaluation services provided

Q&A

For more information, please contact:

Heather Jacobsen

[hjacobson@wustl.edu](mailto:hjacobsen@wustl.edu)
evaluationcenter.wustl.edu

Center for Community Health Partnership & Research

publichealth.wustl.edu/centers/community-health/