



# Research, Planning and Evaluation

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Question:  
What do we want our evaluation strategy to be?



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## RESEARCH

Seek to generate  
new knowledge

Researcher-focused

Hypotheses

**METHODS**

Make research  
recommendations

Publish results



## EVALUATION

Information for  
decision making

Stakeholder-focused

Key Questions

**ANALYSIS**

Recommendations  
based on key questions

Report to stakeholders

Source: John LaVelle, PhD



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# Why Evaluate?

- ✓ Focus attention on achieving important child outcomes.
- ✓ To establish and monitor key goals and objectives.
- ✓ Provides oversight and accountability.
- ✓ Test out ways to improve services and programming.
- ✓ To help further equitable practices and distribution of resources.
- ✓ Assess effectiveness of programs across populations and contexts.
- ✓ Supplies publicly accessible results that supports transparency.
- ✓ Provide evidence to demonstrate the integrity and value of our work.
- ✓ Supports development of knowledge, innovation, and learning.

Evaluation is an important tool for achieving improvements in child well-being.



# What are evaluation priorities of Children's Services Councils?

## 1) To understand the needs of children and families.

→ “To collect information and statistical data and to conduct research which will be helpful to the council and the county in deciding the needs of children in the county.” (Florida Statute [125.901](#))

## 2) To determine if services are effective and beneficial.

→ “Information on the effectiveness of activities, services, and programs offered by the council, including cost-effectiveness.” (Florida Statute [125.901](#))

→ “Detailed information on the various programs, services, and activities available to participants and the degree to which the programs, services, and activities have been successfully used by children.” (Florida Statute [125.901](#))



## Forms of Inquiry

Monitoring and Performance Measurement

Process Evaluation (Formative)

Developmental Evaluation

Impact Evaluation (Summative)

Research

## Purpose

**Tracks** adherence to accountability requirements; Assesses a program or initiative by quantitatively measuring key indicators of progress.

**Explores** how a program or initiative is making progress towards its goals in terms of outputs and short-term outcomes.

**Supports** innovation by bringing data to inform and guide on-going decision-making as a part of the development process.

**Determines** the long-term effects (positive or negative, intended or unintended) of a program or initiative.

**Seeks** answers to questions in order to generate new knowledge and/or understanding.



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Source:



# Results-Based Accountability (RBA)

## Population Accountability

### Who?

- Multiple stakeholders sharing accountability for a well-being result among an entire population.

### What?

- Examines indicators of results/outcomes in an entire population.

## Performance Accountability

### Who?

- Program, agency, or service system.

### What?

- Examines performance measures within a program, agency, or service system.

- 1) How Much Did We Do?
- 2) How Well Did We Do It?
- 3) Is Anyone Better Off?

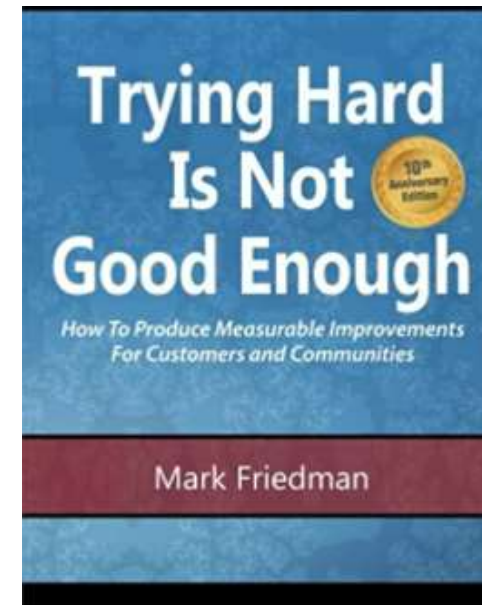


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- ✓ Provides and promotes the use of common language among stakeholders.
- ✓ Simple and logical.
- ✓ Provides a framework for discussing and monitoring the achievement of goals.

Source:

Friedman, M. (2015). *Trying Hard is Not Good Enough: How to Produce Measurable Improvements for Customers and Communities*. Parse Publishing





“Evaluation is an essential function of an effective governance. Obtaining systematic evidence about performance is a core responsibility for program management.”



- ★ Knowing empowers us.
- ★ Knowing helps us decide.
- ★ Knowing keeps us on track.
- ★ Knowing keeps us improving.



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## Additional References:

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