



## Evaluation Capacity Building Technical Assistance Workshops @ The Arts Commission 2011-2014

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### Key Questions

- Are our grantees successfully **monitoring** and **reporting** on their funded projects?
- Are we **using data** to drive our internal decision making and planning?
- Are our grants **supporting the change** we want to see?

## Research and Program Design

- ⦿ **Research**

- Literature Review
- Grantee Survey Data
- Interviews

- ⦿ **Design**

- Training Guides

## Evaluation Capacity Building

at the Los Angeles County Arts Commission

### Two Levels

#### 1. Fundamentals

- a. Reporting
- b. Applying

#### 2. Skills Building

- a. Evaluation
- b. Survey Design

## What happened?

**April 2011 – December 2014**

**Total 17 workshops**

- Reporting – 6
- Applying – 4
- Evaluation – 3
- Survey Design – 4

### Fast Facts: Workshop Participation

\*18 non-OGP attendees

Workshop	Orgs	Percent	Attend	Percent
2011Reporting-1	11	3.00%	12	2.78%
2011Reporting-2	25	6.81%	28	6.50%
2011Evaluation-1	27	7.36%	29	6.73%
2011Evaluation-2	24	6.54%	26	6.03%
2011Evaluation-3	23	6.27%	28	6.50%
2011Applying	27	7.36%	27	6.26%
2012Reporting-1	13	3.54%	14	3.25%
2012Reporting-2	19	5.18%	25	5.80%
2012Surveys-1	19	5.18%	23	5.34%
2012Surveys-2	18	4.90%	26	6.03%
2012Applying	22	5.99%	24	5.57%
2013Reporting	11	3.00%	13	3.02%
2013Applying	22	5.99%	22	5.10%
2013Surveys	23	6.27%	29	6.73%
2014Reporting	38	10.35%	41	9.51%
2014Applying	24	6.54%	40	9.28%
2014Surveys	21	5.72%	24	5.57%
<b>17 Workshops</b>	<b>367</b>		<b>431*</b>	

## Fast Facts: Workshop Participation

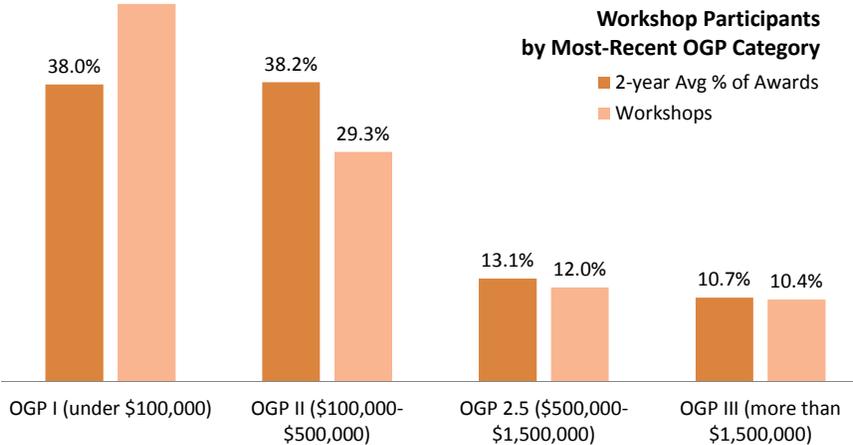
\*41 orgs account for 1/3  
org participants. 26 have  
attended 3+ times.

OGP Recent	Frequency	Percent
NA	5	1.9%
OGP I	125	47.3%
OGP II	76	28.8%
OGP 2.5	31	11.7%
OGP III	27	10.2%
	<b>264*</b>	

Type	Frequency	Percent	Orgs	Percent	Attend	Percent
Applying	4	23.53%	95	25.89%	113	26.22%
Evaluation	3	17.65%	74	20.16%	83	19.26%
Reporting	6	35.29%	117	31.88%	133	30.86%
Surveys	4	23.53%	81	22.07%	102	23.67%
	<b>17</b>		<b>367</b>		<b>431</b>	

## “Who came” compared

413 participants from 259 OGP organizations



**Fast Facts:  
By Attendance**

	Applying	Evaluation	Reporting	Surveys	Totals
OGP I	83	30	53	15	181
OGP II	16	26	44	29	115
OGP 2.5	4	15	14	20	53
OGP III	3	12	22	27	64
Totals	106	83	133	91	413

**Fast Facts:  
By Number of Orgs**

	Applying	Evaluation	Reporting	Surveys	Totals
OGP I	74	27	43	13	157
OGP II	15	24	42	25	106
OGP 2.5	3	15	14	15	47
OGP III	2	8	18	20	48
Totals	94	74	117	73	358

## How did it go?

### Feedback form (N=303)

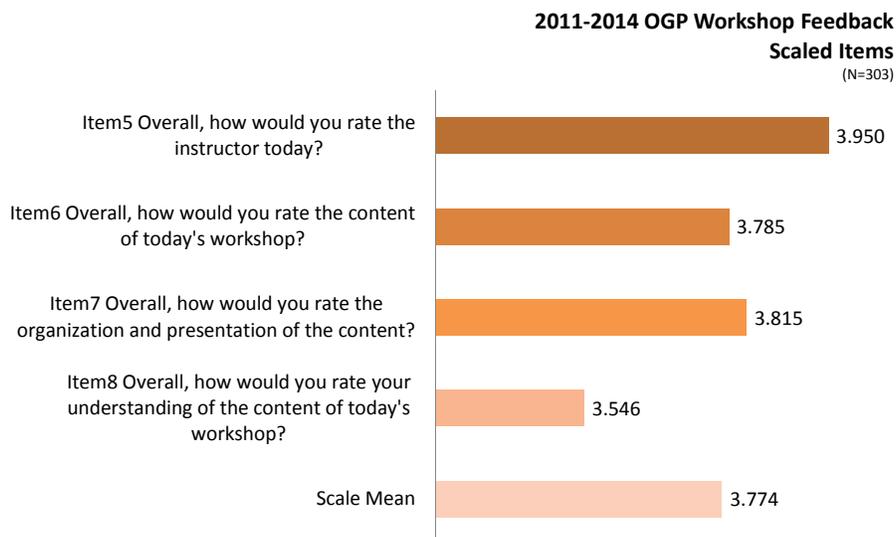
- Four **short-answer** items
  - **Item1.** What aspects of today's workshop interested you the most? The least?
  - **Item2.** Was there anything we did or talked about that particularly helped you understand what you'll need to do to report on your OGP project?
  - **Item3.** Was there anything mentioned during the workshop that you'd like to know more about or that would help you with your OGP project?
  - **Item4.** What would you change about today's workshop to make it more satisfying and/or useful?

## How did it go?

### Feedback form (N=303)

- ◎ **Four scaled items** (Very Poor=1 → Very Good=4)
  - Overall ratings
    - **Item5.** Overall, how would you rate the instructor today?
    - **Item6.** Overall, how would you rate the content of today's workshop?
    - **Item7.** Overall, how would you rate the organization and presentation of the content?
    - **Item8.** Overall, how would you rate your understanding of the content of today's workshop?

## What they said . . .



## What they said . . .

“While waiting for the workshop to begin, and looking over 40+ slides, I was thinking ‘*this is a bunch of **psycho mumbo jumbo**, I **don't understand**, I **don't like**, it **won't help**,’ negative, negative.*”

**I was wrong.”**

## What they said . . . 2011-2012

The **need for evaluation**. Why it is a useful tool vs. a burden.

The examples of each **OGP grant sample scenarios** provided me with the best information.

**Best:** The detailed guide for qualitative and quantitative methodologies.

## What they said . . . 2013-2014

The **supplemental resource packet** with tips was excellent - it allowed you to talk about **basics** while providing a resource for individuals to **explore the topic more in depth**, which was a nice way of **accommodating a range of expertise**.

**Most: Recommendations** for survey tools, **tips** for focus groups, **suggestion** of Lime Service, **sample scenarios** for reporting examples.

**Least:** Details of online reporting platform.

I think all information will be useful, but it was **a lot of information to absorb in one setting. That's really good, even though my brain was melting.**

## What do they (say they) want?

### Technical assistance wish list 2011-2012

- ✓ **Surveys:** Designing, developing, deploying
- ⦿ **Data visualization and presentation:**  
Generating readable and usable reports
- ⦿ **Planning:** Creating and using logic models, asking good questions, outputs vs. outcomes
- ⦿ **Demographics:** Who's our target population (and how do we figure that out)?
- ⦿ **Data analysis:** QUAL/QUANT, desktop and online resources

## What do they (say they) want?

### Technical assistance wish list 2013-2014

- **Data analysis:** QUANT and QUAL methods and tools; **Excel**
- Data **presentation** and **visualization**
- Identifying and describing **target populations**
- **Making it measurable:** Outcomes and outputs; goals and objectives; strategies and activities; indicators and measures
- **Surveys:** Designing, developing, deploying
- **Focus groups:** Designing, conducting, moderating
- **On-line** tools and resources
- **Data management systems** (that nonprofits can afford . . . )
- Odds and ends: More **time** to work together, more guided **practice/exercises**, more **samples/examples**, **differentiated** groups, more **interaction** (“lab”), workshop(s) for **beginners**

## Learning into Action

### Happening now (2012)

- ✓ **Now . . .** analyzing and thematizing.
- ✓ **Now . . .** reports are attached to applications and reviewed by panelists.
- ✓ **Now . . .** designing a new format for final reports.
  - From hard copy via **snail mail** . . .
    - to documents and attachments via **email** . . .
    - to submission via **online** questionnaire and uploaded attachments

## Learning into Action

### Segmentation (2012)

- ⦿ **Question:** Do our grantees have different needs based on organizational **purpose** and/or **budget size**?
  - Performing, presenting, curating, creating
  - Arts education: In-schools, community, OST
  - Small, medium, large, largest
- ⦿ **Question:** Do we need to re-think review panel **rubrics** and **rater instructions** to reflect such segmentation?

## Discussion

### Thinking about grantees . . .

- ⦿ **Why** do we ask grantees to evaluate their funded programs?
- ⦿ What can we do to help them create a “**measurement pathway**” if they currently lack knowledge and skills?
- ⦿ Are we using the evaluation process to **cultivate relationships** with our grantees?

## Discussion

### How can we help grantees . . .

- ⦿ . . . **know what we want** from them when we ask them to evaluate?
- ⦿ . . . develop the **knowledge, skills, and understanding** they need to give us what we want?
- ⦿ . . . by providing them with **appropriate amounts of funding** for them to implement the project AND measure achievement?