RECONSTRUCTIVE EVALUATION TO REDESIGN AN UNSUCCESSFUL PROJECT

AMERICAN EVALUATION ASSOCIATION 2016

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WELCOME!

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THE PERFECT WORLD

Evaluation Cycle

- Situate
- Design
- Implement
- Revise
- Analyze
SOMETHING IS NOT WORKING!

Maybe you need a **new tool** or maybe you’re **using it wrong**
RECONSTRUCTIVE EVALUATION

is using the established methods and principals of evaluation to reconstruct a project that was not successful and identify improvements
“To conquer frustration, one must remain intensely focused on the outcome, not the obstacles.”

T.F. Hodge
CASE STUDY

“Teaching Statistical Thinking”
STEP 1
IDENTIFY PROBLEMS
TIP: IDENTIFY & DOCUMENT SUCCESSES

WHAT SHOULD HAVE HAPPENED

WHAT REALLY HAPPENED
POSSIBLE PROBLEMS

- Reach
- Recruitment
- Retention
- Results
Where would we first look for what caused problems in this class?
STEP 2
COLLECT DATA TO IDENTIFY CHANGES
1. IDENTIFY PROBLEMS

2. COLLECT DATA TO IDENTIFY CHANGES
DATA COLLECTION TIPS

**Stakeholder Analysis**
Be inclusive; talk to everyone who could be involved

**Participant Involvement**
Consider surveys, interviews, and focus groups

**Other Data Sources**
Data not immediately needed can be stored for later use
OUTCOMES AND LEARNING OBJECTIVES

▸ What will someone be able to do after completing your program?

▸ What will be different after your program?
What types of data should we collect to identify changes?
STEP 3
PLAN FOR FUTURE SUCCESS
1. IDENTIFY PROBLEMS

2. COLLECT DATA TO IDENTIFY CHANGES

3. PLAN AND IMPLEMENT CHANGES
INVOLVE EVERYONE
TIP: BE VERY SPECIFIC

SPECIFY

WHAT TO CHANGE

WHO MAKES THE CHANGE

HOW TO MEASURE THE RESULT
What could you measure to know if the changes worked?
STEP 4
MANAGE THE PROJECT
1. IDENTIFY PROBLEMS

2. COLLECT DATA TO IDENTIFY CHANGES

3. PLAN AND IMPLEMENT CHANGES

4. MANAGE THE PROJECT
Words Matter

- Evaluation report
- Progress assessment
- Feedback report
- Project update

Recognize Your Role

Be the reconstruction architect, not the builder
CREDITS

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THANKS!

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