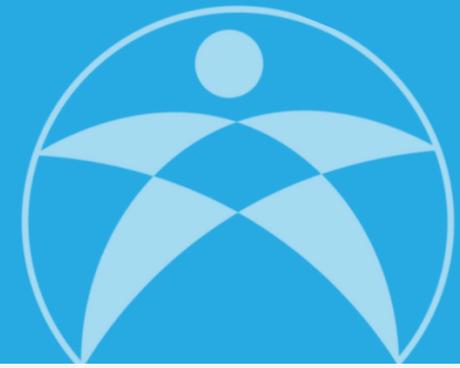Ambassador Academy

Show Me the Numbers: Using Data to Drive Program Success

Facilitator: Pria Islam

Ambassador Academy

Workshops created with you in mind!

- Purpose: to help Ambassadors develop and expand on your professional skills.

- Topics include designing promotional materials, evaluating programs, engaging offsite staff, and more!

- You'll receive a certificate of completion for each workshop you complete.

Today's Workshop Objective:

Understanding the utility of program evaluation and learning how to collect data to measure the impact of your wellness programs
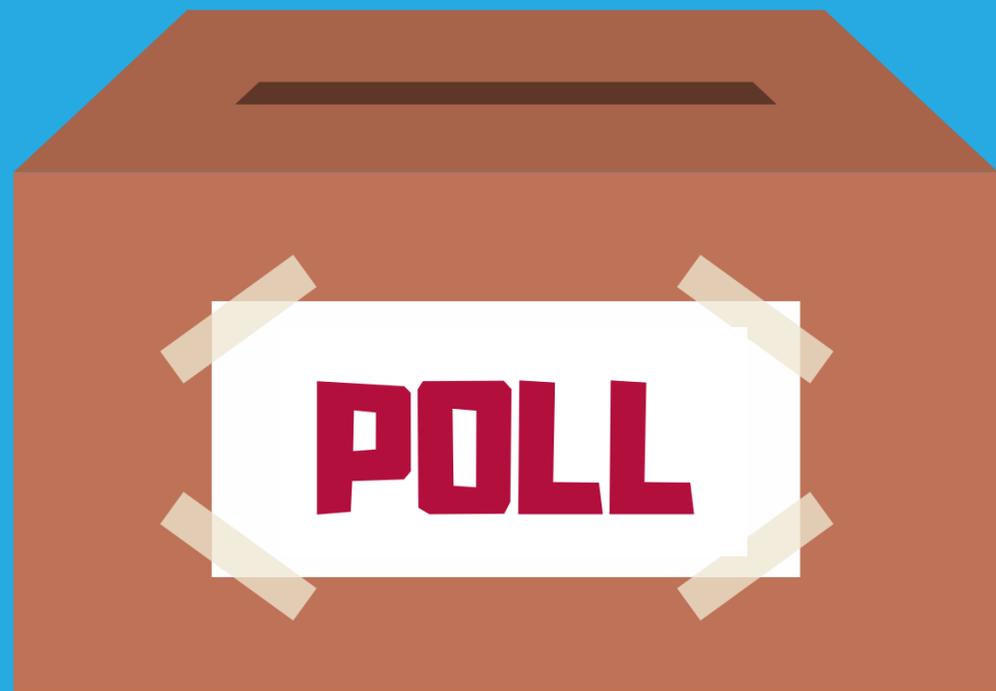
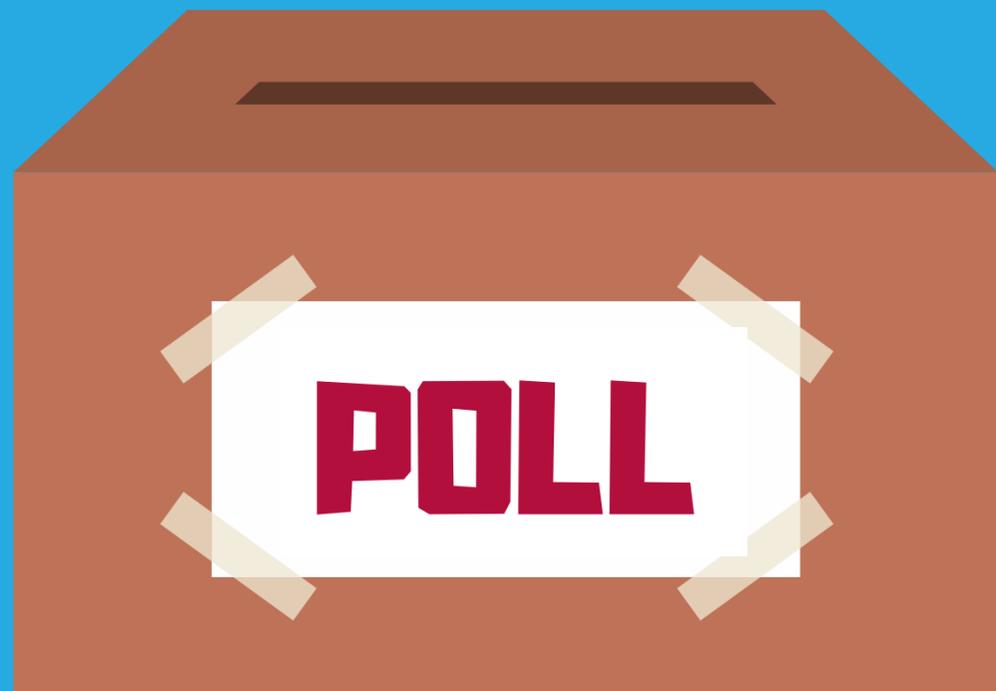# Meet the Facilitator

Pria Islam
Senior Analyst, WorkWell NYC

Agenda:

- Program Evaluation 101

- Collecting Data

- Setting Program Goals

- Designing a Survey

- Utilizing Data

POLL

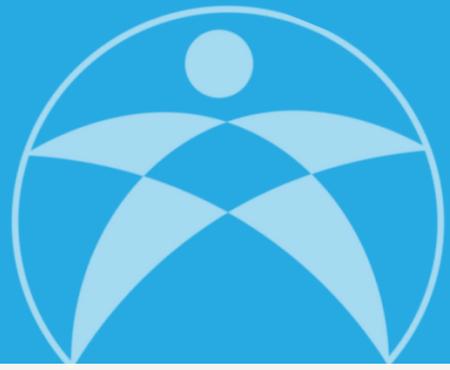Do you currently evaluate your programs?

What kind of feedback have you gotten from your programs?

What is Program Evaluation?

- A method used to collect, analyze and use information to understand **how effective a program is**

- Program evaluation allows you to answer the question – **how is my program doing?**

- **Key consideration:**
  - Although program evaluation tends to be conducted systematically, there are many ways to collect data, formally and informally

What Are the Benefits?
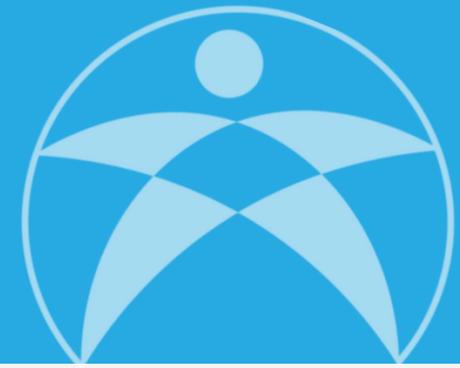
- Helps you understand how **effective** a program is and whether you used resources **efficiently**

- **Valuable feedback** from program participants and stakeholders to understand employee needs

- **Improve program logistics** (e.g., timing, location)

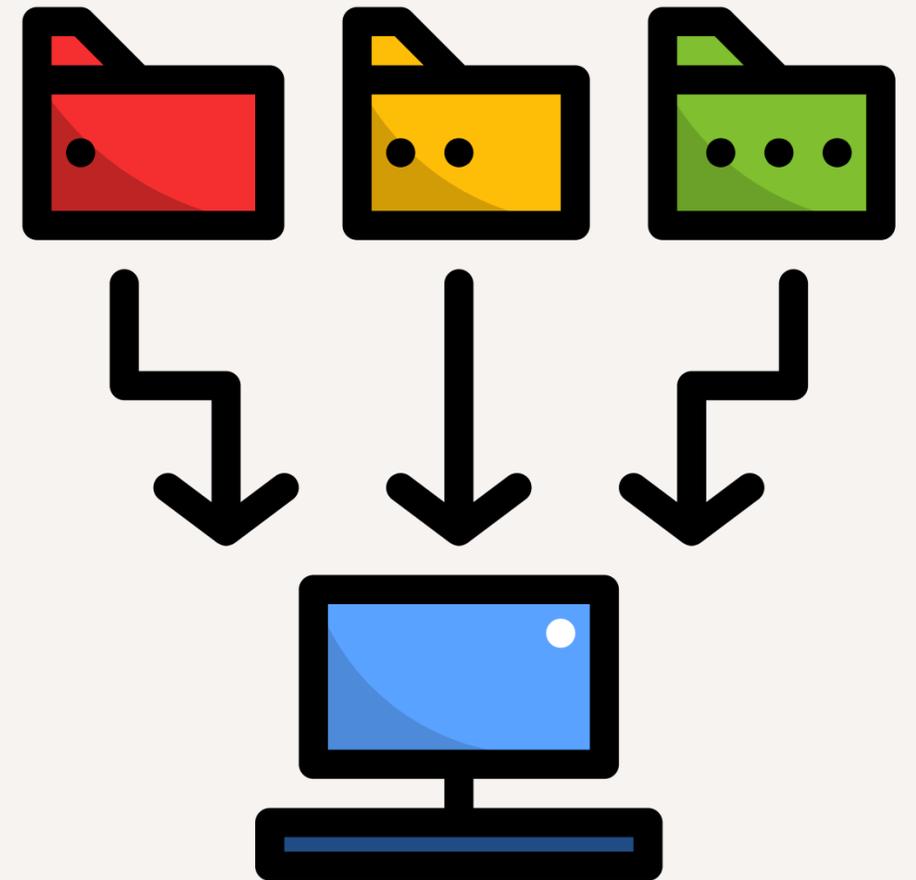- **Build leadership case** to show the benefit of worksite wellness activities

Data Collection

Collecting Data
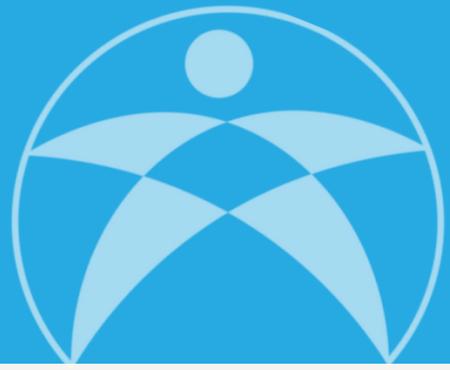
What is data collection?

An approach to gathering and measuring information from a variety of sources to gain further understanding about an area of interest

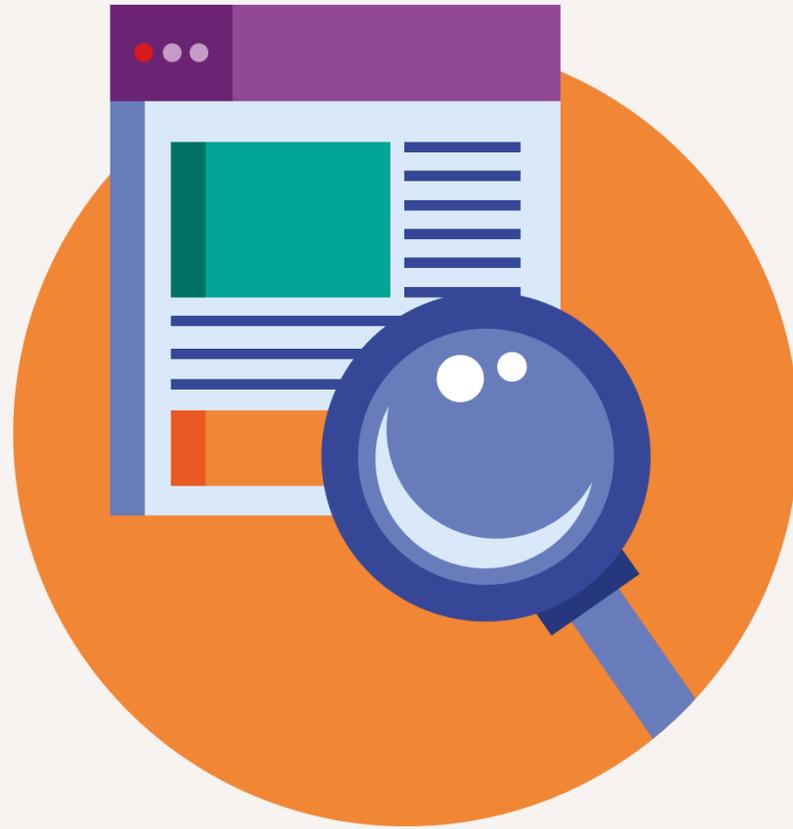# Categories of Data

Quantitative

How many?

Qualitative

Why?

Where can data be collected?
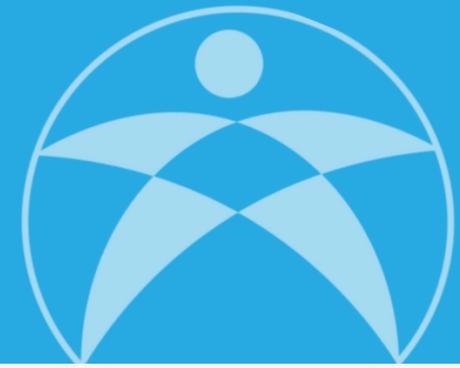
EVERYWHERE!

Data Collection Types

- Direct observation
- Registration/participation tracking (e.g. Zoom)
- Surveys & questionnaires
- Interviews/focus groups
- Past documents/records

Setting Program Goals

Setting Program Objectives

Framing questions/considerations

- What does your program hope to accomplish?
  - Ex. Behavior change, increase in knowledge about a topic

- Is your objective measurable?
  - What change do you want to see? By when?
  - How will you know if the change has occurred?
  - How will the data be collected?

Remember: Program evaluation is iterative
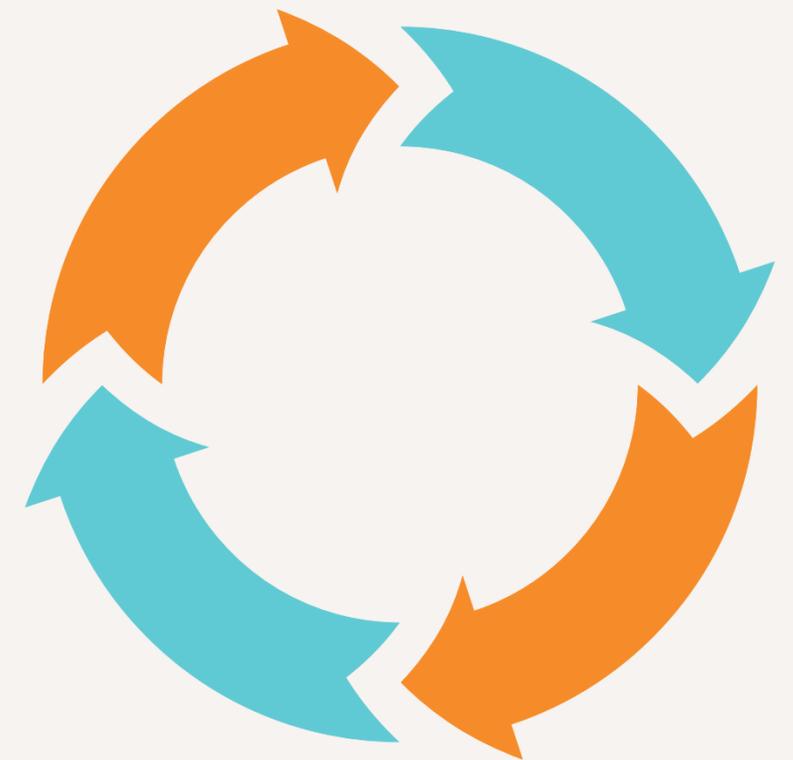
Creating S.M.A.R.T. Goals

Goals are more likely to be achieved when they are **S.M.A.R.T.**

- **<u>S</u>pecific** – What do you want to do?
- **<u>M</u>easurable** – How will you know when you've reached it?
- **<u>A</u>chievable** – Is it in your power to accomplish it?
- **<u>R</u>elevant** – Does it contribute to your overall mission?
- **<u>T</u>ime-based** – When do you want to accomplish it by?
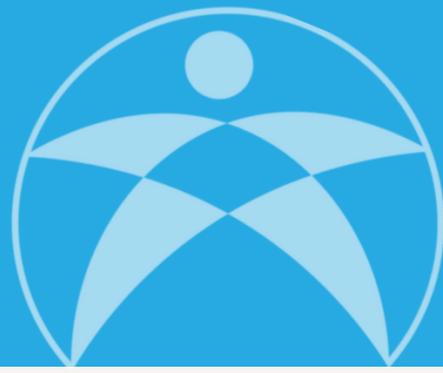
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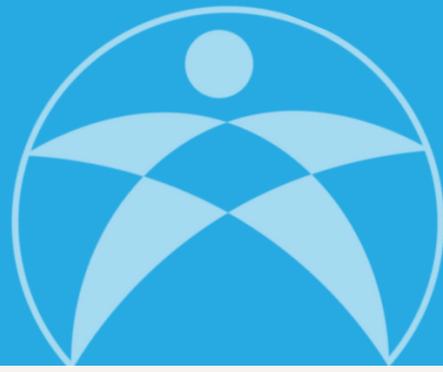- **<u>T</u>ime-based** – When do you want to accomplish it by?

SMART Example: Over the next 6 months, ABC will offer 12 Mindful Meditation workshops to ABC employees.

Tracking Goal Progress

SMART Example: Over the next 6 months, ABC will offer 12 Mindful Meditation workshops to ABC employees

Objective: To reduce employee stress at work

What to Track
- Change in participant stress levels
  - **Sample question:** Did participation in this program help relieve stress?
- Participation
  - How many people are impacted by this program?

If you need help setting goals...

Program Planning for Success!

Program planning is essential to help you identify the best course of action to achieve your desired goals. This program planning worksheet serves as a guide to ensure your program is both successful and impactful.

If you need assistance completing this worksheet, WorkWell NYC is here to help! Please contact Ambassador Coordinator, Imo-Jah De Souza at **idesouza@olr.nyc.gov**.

1 Program Details:
Here is where you want to outline your program details.

Program Lead:

Program Name:

Program Date(s):

Program Description:

2 Program Objectives:
What is the purpose of this program? Each program should have at least 1 objective but no more than 3 to ensure you have clear and concise goals.

Objective 1:	Objective 2:	Objective 3:

3 Program Outcomes
What does success look like for you? Revisit these goals once your program is complete to understand what worked and what didn't work.

Proposed Outcome	Proposed Goal
Ex. number of employees registered for workshop	25 employees

Note: Be sure to think about how you'll capture this information. Will you be using a registration form/sign-in sheets? Do you plan to send out a satisfaction survey?
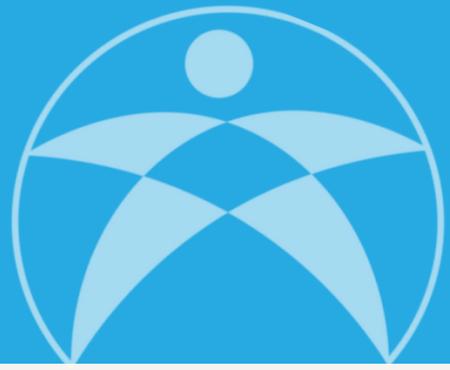
4 Program Action Plan
What steps do you need to take to successfully implement this program at your agency and by when do you need to complete them?

Download the program action plan at **on.nyc.gov/actionplan** to help keep your program on track!

This template also features a tab to help you plan out your communications.

What to Measure - Examples

- How many registrants would you like?
- How many participants do you want to attend your program?
- How many sessions do you want to conduct?
  - One-time or multiple sessions?
- What do you want participants to get out of this program? What observable change do you want to see?
  - Knowledge, healthy behavior change

Remember: Even if you've never evaluated a program before, these questions may help you **establish a baseline**

Designing a Survey

Survey Best Practices

Survey Formatting

- Paper vs electronic
- Phrasing questions clearly and concisely
- Survey length
- Purpose of questions
- Order of questions

Privacy and Anonymity

- Data use language – what are you using the data for?
- Maintaining employee anonymity
- Providing an unbiased space for feedback

Note: Not all questions should be asked (even if it would be interesting to know)!

Question Phrasing

Avoid leading questions

- A leading question encourages a respondent to give a particular answer.
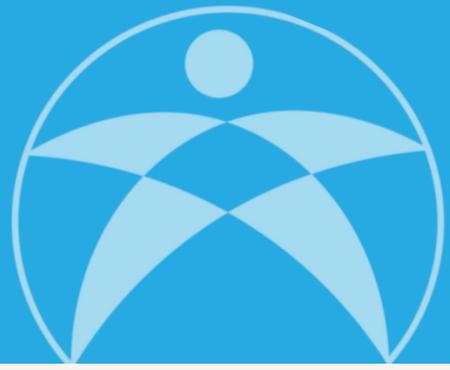
Example

Your experience in this program was amazing, wasn't it?

How can we rephrase this?

How would you rate the overall quality of this program?

Sample Survey Components

Title

- Clear & concise

Introductory Language

- What is the purpose of this survey?

- Why are you collecting data?

- Are you being explicit about privacy concerns?

Sample Survey Components

Title

- Clear & concise

Introductory Language

- What is the purpose of this survey?
- Why are you collecting data?
- Are you being explicit about privacy concerns?

Example: Please take a moment to answer a few short questions. Your answers are important to help WorkWell NYC improve future programs offered at your workplace. Your responses are confidential, and cannot be traced back to you. This survey is voluntary. Thank you for your feedback!

Sample Survey Components
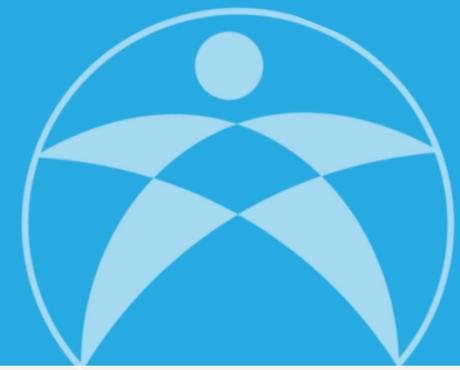
Satisfaction

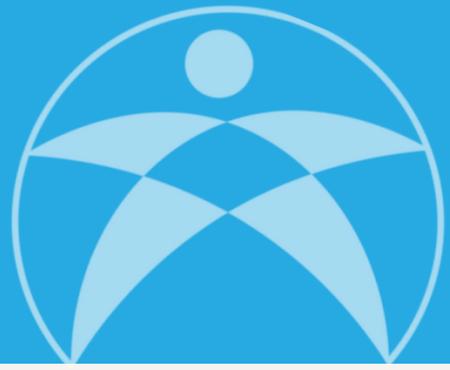Overall quality of program & willingness to recommend

Program Impact

Assessment of knowledge, skills, attitudes

Demographics

Optional – consider why you are asking and what you can do with this information

Demographics

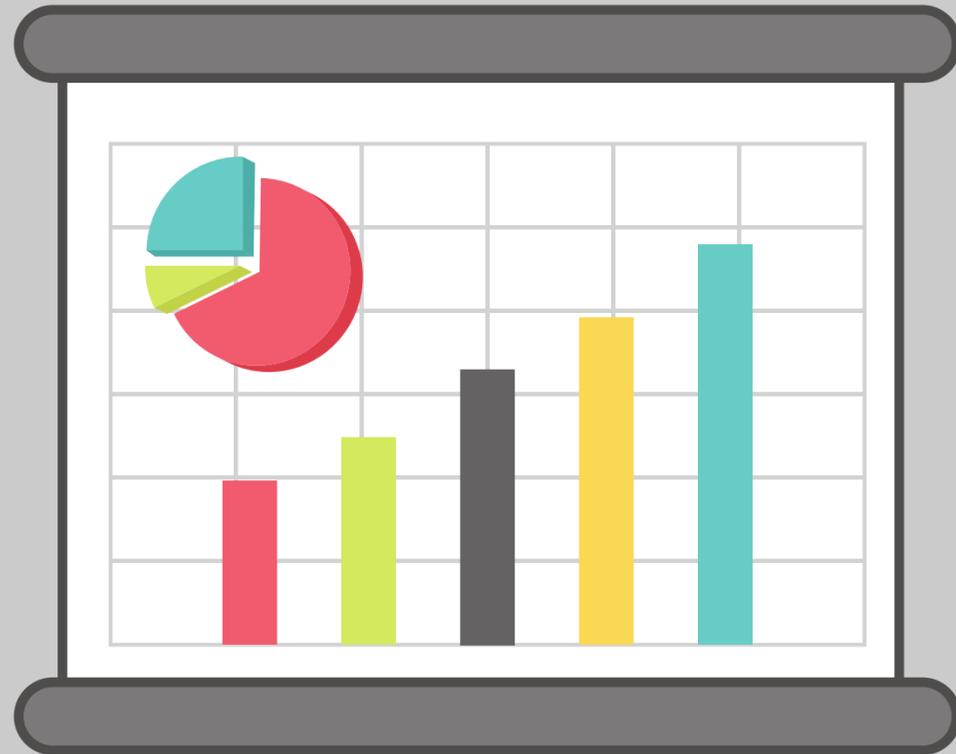**Note:** When asking demographic questions, make sure response options are **inclusive**.

Example: Gender

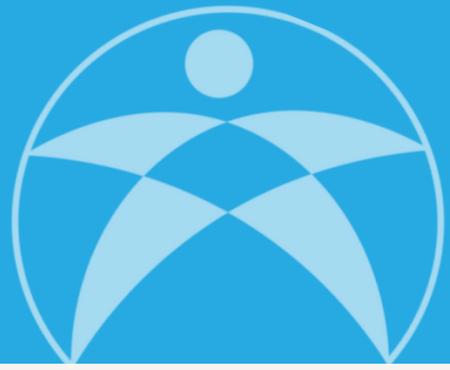**Question:** How do you describe yourself?

Answer Options:
- As a man
- As a woman
- As a transgender man or woman
- As gender non-conforming/Another gender identity
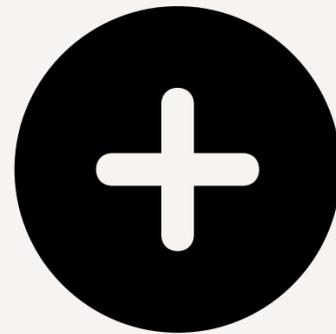- Prefer not to answer

Utilizing Data

Plan for Future Programs

SUCCESSES
What worked?

+

LIMITATIONS
What didn't?

Building Your Case

Compiling data reports

- Identify important stakeholders to your mission
  - E.g. leadership, supervisor, employees

- **Summarize your data findings into a report**
  - Registration/participation touchpoints
  - Survey highlights: themes, satisfaction, qualitative feedback
  - Recommendations

Q & A:

What questions do you have about evaluating your programs?