Office of Justice Programs

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Program Evaluation

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3:15–4:15 p.m. EST

Presenters:

Mollie Ring, Senior Vice President, Kinesis

Rissa Obcemea, Senior Human Trafficking Training and Technical Assistance Specialist, OVC TTAC

The material presented during today's webinar session will be available on the Human Trafficking Learning Community.

The session will be recorded and will begin shortly.

As with all technology, we may experience a momentary lapse in the Webinar session. In the event of a problem, please be patient and remain on the line.
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Agenda

- What is program evaluation?
- Choosing the right method
- Utilizing incentives
- Steps to completion
- Analyzing your results

What is Program Evaluation?

Terms:

- Program evaluation
- Process, outcome and impact evaluations
- Participatory evaluation

Common Concerns

- Diversion of resources
- Overly complicated
- Burden on staff
- Negative results
- Confusion with program monitoring

What can we learn from program evaluation?

- Level of satisfaction with service provision
- Outcomes/benefits realized by clients
- Information to help explain client ratings

Two Pieces of the Evaluation Puzzle

Process Data and Outcome Data

TIMS	Type and # of service hours delivered per client
Outcome Evaluation	How well those services meet your client's needs

Together they paint a more complete picture of whether your program is fulfilling its mandate

Evaluation as a Service

Program evaluation as a service to your clients and to your program:

- Offers tangible ideas for how to improve the value of your program.
- Offers an opportunity to empower your clients to take ownership over their healing process and to contribute their perspective.

Methods of Program Evaluation

Methods of collecting client feedback to measure program outcomes

- Written surveys
- Focus groups
- Interviews
- Observation

Choosing the right method

	Pros	**Cons**
Surveys	• Good for closed-ended questions • Easy to analyze • Require limited resources	• Only as good as they are written • Only as good as how well they are completed
Interviews/Focus Groups	• Allows you to capture more nuanced data • Clients may feel more empowered at the end of the process	• Require well-trained facilitator • Time intensive (one-on-one)
Observation	• Requires minimal added capacity • Requires nothing from subjects	• May be difficult to derive generalizable data • Does not engage the client

How to write a survey

General guidelines

- Ask questions that clients can and are willing to answer
- Ensure that questions can be interpreted consistently by all clients and can be answered accurately and truthfully
- Consider word choice and order

Survey Tips

- Issues covered by a client survey should correspond to the key service outcomes an organization wishes to track.
- Length affects response rates. Goal is to create the shortest possible survey
- How often to survey?

Example: Lunch Program

- Have you participated in the lunch program?
- If yes, how often do you typically participate?
- If you have not participated in the lunch program, why not?
- What do you like most about the lunch program?
- What can we do to improve the lunch program?

Focus Groups

You get richer, more nuanced information out of a focus group than even a well-written survey.

- Ideally professionally facilitated
- Can be less traumatizing to have peers around.
- May include a meal to foster a positive experience.
- Ways to keep things interactive

Observation

Example: Observable indicators that a CSEC client is satisfied with your services:

- They returned to your organization for services after:
  - Conflict with another client
  - Case Manager delivered difficult news or had to make a decision that they did not like
  - Arrest or runaway episode, demonstrating that the organization/Case Manager was an anchor
- They stayed in contact even when everything else in their life was unstable.

Other observable indicators

- Did the client show up on time for their appointment?
- How often and what is their level of engagement with services or social events outside of the program?
- Perception of opportunities
- Aspirations – educational, professional, ability and desire to set goals

Additional methods of collecting data

- Suggestion box
- Response cards
- Online client satisfaction questionnaire
- Informal conversation

Utilizing Incentives

- Incentives acknowledge that someone has given their time and validates their contribution.
- Sends the message that “you are the expert”
- Focus groups are easier to incentivize
- For one-on-one services, it is important to distinguish this time as unique.

Basic Steps to Conducting an Evaluation

Step 1:	Define evaluation goal & objective
Step 2:	Identify evaluation team
Step 3:	Develop an evaluation timeframe and framework
Step 4:	Orient the evaluation team
Step 5:	Define evaluation questions, develop data collection instrument
Step 6:	Conduct interviews, focus groups, surveys or observation

Basic Steps to Conducting an Evaluation

Step 7:	Analyze information collected
Step 8:	Summarize findings
Step 9:	Formulate lessons learned for each question
Step 10:	Assess the evaluation process
Step 11:	Develop an action plan
Step 12:	Inform participants of your findings and/or implementation strategy.

Analyzing Results

- Lead with lessons learned
- Identify where improvements have occurred and where they are needed
- Identify trends
- Clarify program purpose for staff and motivate them
- Encourage innovation

Closing the loop on client feedback

- Keep your clients informed
  - Validates client contributions and encourages ongoing participation in evaluation exercises
- Requires infrastructure to send the feedback up to management and then back through the Case Managers to the client.

Finding Support

- Victims of Human Trafficking are hard to reach populations
- Use this diverse network of providers for support in identifying solutions
- Best practices are constantly emerging

TIMS for Program Evaluation

RISSA OBCEMEA, OVCTTAC

Evaluation Scenario

Springfield Community Services (SCS, fictional OVC grantee), part of the Springfield Human Trafficking Task Force, provides comprehensive services to U.S citizens and foreign national survivors of trafficking. Overall, they have seen steady growth in their total client population and feel that so far their program has been successful in serving victims of trafficking overall.

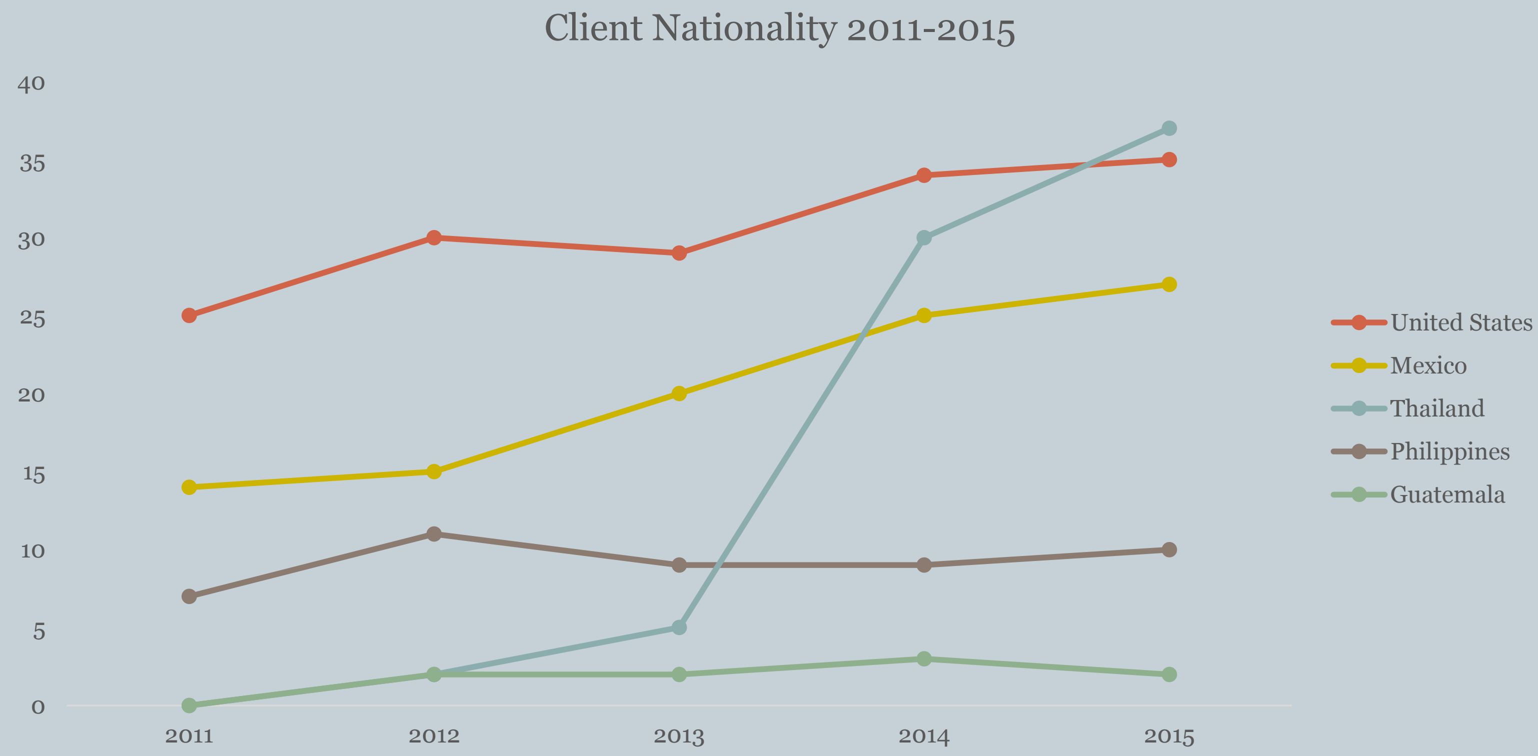
They are applying for funding and want to evaluate their current program in order to promote their successes as well as create detailed plan on how they would use the additional funds to improve or expand their program.

Evaluation Question

SCS strives to provide comprehensive case management to a diverse population of trafficking victims.

Do they meet this goal?

Data Chart 1: Longitudinal Report



Why did the number of Thai clients increase?

- Large trafficking case identified
- Increase in overall Thai population in the area
- Snowball effect - client referrals within the community
- New partnership with a Thai community organization
- Newly hired case manager with ties to the community
- Targeted outreach methods

Examine Potential Factors

- Meet with law enforcement partners, task force, or coalition to get information on trends they are seeing.
- Review county population data.
- If referral source is tracked in intake forms, see if Thai clients were referred by friends or a specific organization.
- See if there is a spike in Thai client intakes after outreach events.

Next Steps

1) Identify current capacities.
   - Language capacity through Thai-speaking case manager and/or interpreters
   - Partner organization capacities
   - Culturally-specific or religious needs
   - Immigration advocacy
   - Family reunification
2) Plan to increase program capacity
   - Identify new partners
   - Program planning with support programs or current partners

Follow-up Evaluation Methods

- Additional TIMS data review
  - Service Provision Report
  - Client Immigration Status Report
  - Collaborative Partners Report
- Stakeholder focus groups or surveys
  - Direct Services Staff, current clients, partner organizations

Reminders

- GMS and TIMS reports are due January 30
- New changes in TIMS
  - Eligible Family Members have an asterisk.
  - Added new options for Immigration Status and transferring client.
  - Removed citizenship eligibility requirement.
  - Exploitation settings and trafficking type for eligible family members removed.