

**WELCOME!**

# Evaluation Guides Effective Conservation: Practical Tools to Measure Your Conservation Success and Guide Your Next Steps



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# DEFINING PROBLEMS

# STRUCTURING YOUR EVALUATION

FRONT-END

FORMATIVE

SUMMATIVE



# STRUCTURING YOUR EVALUATION

FRONT-END

Timeframe: BEFORE the program begins

Uses:

- To document program objectives
- To guide program planning
- To understand stakeholders' goals
- To identify participants' needs



# STRUCTURING YOUR EVALUATION

FORMATIVE

Timeframe: DURING the program

Uses:

- To access program components
- To identify areas for improvement
- To measure progress toward short-term goals



# STRUCTURING YOUR EVALUATION

Timeframe:

AFTER the program is  
COMPLETE

Uses:

- To examine program success
- To determine impact of the program
- To measure if objectives were achieved
- To collect results for accountability to admins and funders

SUMMATIVE





# **DIFFERENT TIMEFRAME = DIFFERENT EVALUATION QUESTIONS**

Evaluation questions guide planning

What do you want to know about your program?

# DIFFERENT TIMEFRAME = DIFFERENT EVALUATION QUESTIONS

What do you want to know about your program?

- Front-end: What are your concept, objectives, etc.? What do your stakeholders want from the program?
- Formative: How is it going? What are they learning? What do stakeholders think? How can it improve? Etc.
- Summative: How did it go? What impact did your program have? Etc.

# **EXAMPLE: JACKSONVILLE ZOO & GARDENS HOMESCHOOL PROGRAM**

## Front-End Evaluation Questions:

- What are the Zoo's goals for the homeschool education program?
- What are the parent's goals/expectations for the homeschool education program?
- How does the zoo's education department currently design their programs?
- Does the zoo want to improve the program? If so, in what way?

TIME FOR

**SMALL GROUP  
DISCUSSION**

**S**

**M**

**A**

**R**

**T**

**S**pecific

**M**easureable

**A**chievable

**R**ealistic

**T**ime-bound



TIME FOR

**SMALL GROUP  
DISCUSSION**

TIME FOR  
**A BREAK!**

# LOGIC MODELS

# LOGIC MODELS

To begin evaluating your program, a logic model organizes the program components and ideal outcomes into:

- Inputs
- Outputs – Activities and Participation
- Outcomes – Short, medium, and long-term
- Assumptions
- External factors

# LOGIC MODELS

To begin evaluating your program, a logic model organizes the program components and ideal outcomes into:

## Outcomes

### Short-term

Students increase knowledge after learning about animals and the environment

Students share knowledge with their families

### Medium-term

Students develop interests in science and the environment

Families increase participation in the organizations' education and volunteer programs

### Long-term

Students are more educated and prepared to be environmentally friendly citizens

Increased support and revenue for the organizations' programs



# LOGIC MODELS

Example:

Jacksonville Zoo & Gardens Homeschool Program

(See Workbook)



# LOGIC MODELS

Example:  
Niassa Lion Project

(See Workbook)

# LOGIC MODELS

Example:  
Seattle Aquarium

(See Workbook)

TIME FOR

**SMALL GROUP  
DISCUSSION**

# EVALUATION PROCEDURES

# EVALUATION PLANS

Using the Logic Models to organize your efforts

Evaluation Question	Indicators	Information Sources	Tools	Design and Sample
<b>What are the Zoo's goals for the homeschool education program?</b>	Responses to Zoo staff's interviews	Zoo staff and educators	Interviews with zoo staff	purposeful sample of key stakeholders (ie those responsible for developing and implementing the program)
<b>What are the parents' goals/expectations for the homeschool zoo education program?</b>	Responses to parents' surveys	Homeschool parents	Surveys with parents	Census sample of all parents on the program email list.
<b>Does the zoo want to improve the program? If so, in what way?</b>	Responses to Zoo staff's interviews	Zoo staff and educators	Interviews	purposeful sample of key stakeholders (ie those responsible for developing and implementing the program)
<b>How does the Zoo's Education Department currently design their programs?</b>	Responses to Zoo staff's interviews	Zoo staff and educators	Interviews	purposeful sample of key stakeholders (ie those responsible for developing and implementing the program)

# EVALUATION PROCEDURES

- Development
- Logistics planning
- Data Collection
- Data Analysis
- Reporting Back



# **Getting Stakeholders involved in Evaluation**

# What have we covered today?

By the end of the workshop participants will be able to:

- Identify and articulate the conservation problems around which their programs focus
- Define SMART goal setting steps
- Apply SMART techniques to their own conservation and education programs with hands-on examples and guidance through the workshop
- Understand and articulate the components and theory of change within logic models
- Understand the steps to important program evaluation
- Begin to design program monitoring steps for effective evaluation of their own programs

**Questions?**