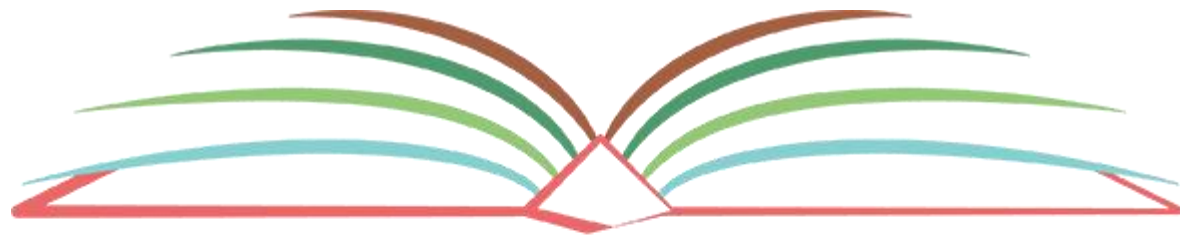# ECALA Summer 2020 Community Conversation: Data Collection Methods

June 19, 2020

AndersonDraper Consulting Inc.

Greetings from ECALA's Executive Director

ECALA

Alberta Government

Facilitators

Brief intro: Michelle & Sean

Sean to provide a brief overview of how to use Zoom for this session

Learning Objectives:

Building on the ECALA 2019 Needs Assessment findings and the Outcomes-based Measurement and Evaluation for the Community Adult Learning Program e-learning module, at the upcoming professional development opportunity, participants will…

Increase knowledge of data collection methods, considerations and data management.

Consider ways to collect data on learner and program outcomes.

Outline

9:30 Introductions & Learning Objectives

Data Collection Methods & situate them withing a measurement framework

Break out rooms (review data collection methods)

Break

Groups Report Back

Data collection considerations

Data management

11:45 Next steps, feedback and any questions

Learner-Centred

Share pre-survey results

Hear from participants

Creating an Evaluative Culture

"Where evidence—empirical information—on performance is valued, sought out, and seen as essential to good management" (Mayne, J. 2010).

- A learning focus

- Commitment by leadership

- Capacity building opportunities

- Organizational supports

How do you collect data in a **learner-centred** program?
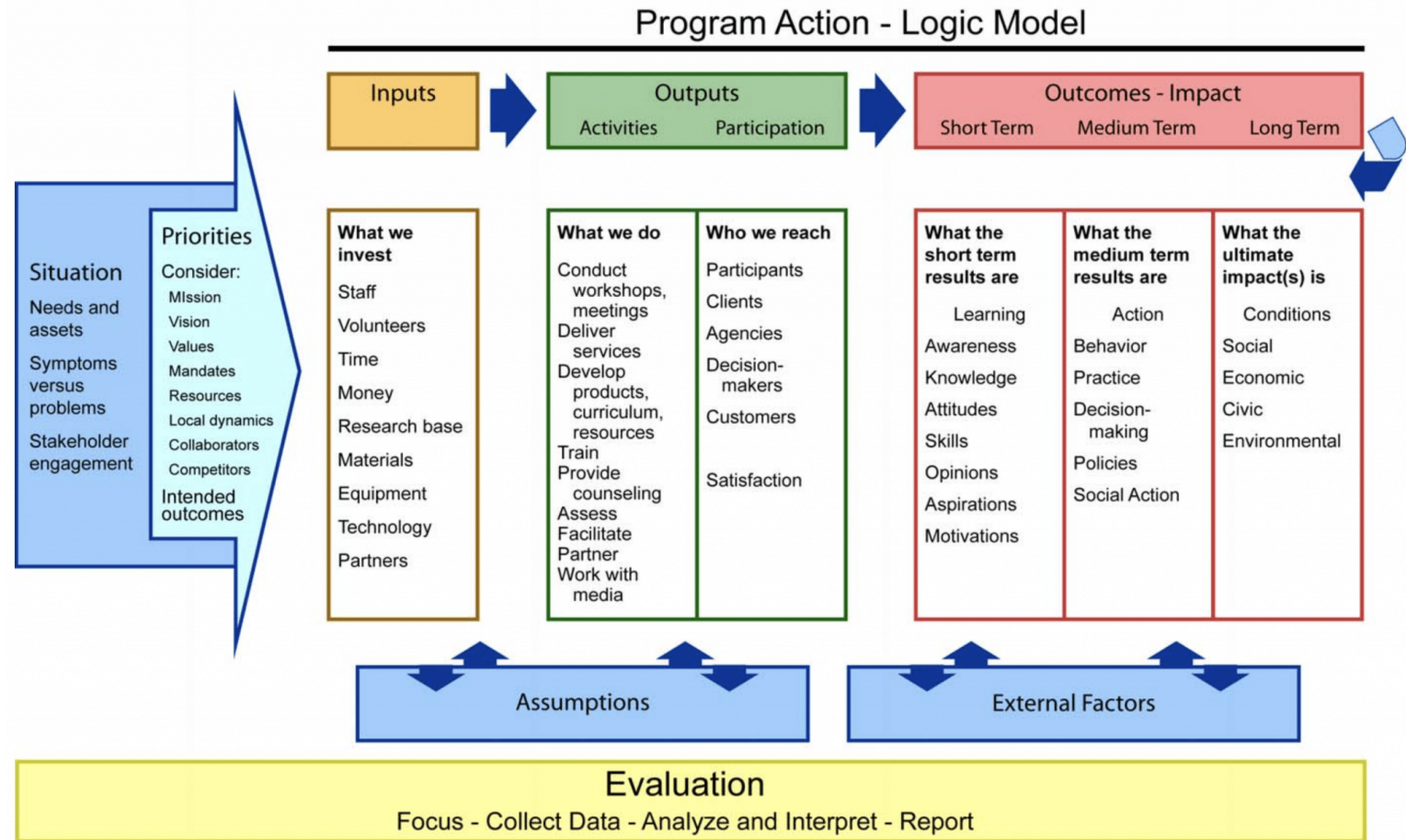
Measure What Matters!

How has connecting with participants and data collection changed because of our current context with Covid-19?

Where does data collection fit?

Credit: Conservation Education - Program Development. Forest Service - USDA graphic of logic model. https://inside.ewu.edu/ogrd/pre-award/proposal-development/writing-resources/logic-models/

Outcomes Measurement Plan

Expected Outcomes	Indicator	Baseline	Data Source	Collection Method	Responsibility	Timing
Adult learners acquire new skills	#/% who report using foundational skill everyday	Pre-survey (assess existing level of skill use)	Participants	Paper survey	Program Facilitator	At the start of the session & end
Programs know the learning needs of their communities	Needs assessment completed Evidence findings were used in program planning %/# of learners who may benefit from this type of programming	Review of previous needs assessments & literature/data	Participants, program staff, stakeholders Document review	Interviews, focus groups; existing stats on literacy	Program Manager	Before the program is developed, then used to inform future planning

DATA → KNOWLEDGE → ACTION

Data collection methods

- Program Records/Document Review
- Surveys
- Interviews
- Focus Groups
- Observations

Program Records / Document Review

Questions:

1. What are examples of **program records or documents** that would be useful to review as part of your evaluation?

2. What are some **advantages** of document reviews?

3. What are some **disadvantages** of document reviews?

4. How do you use program records/document reviews in your organization?
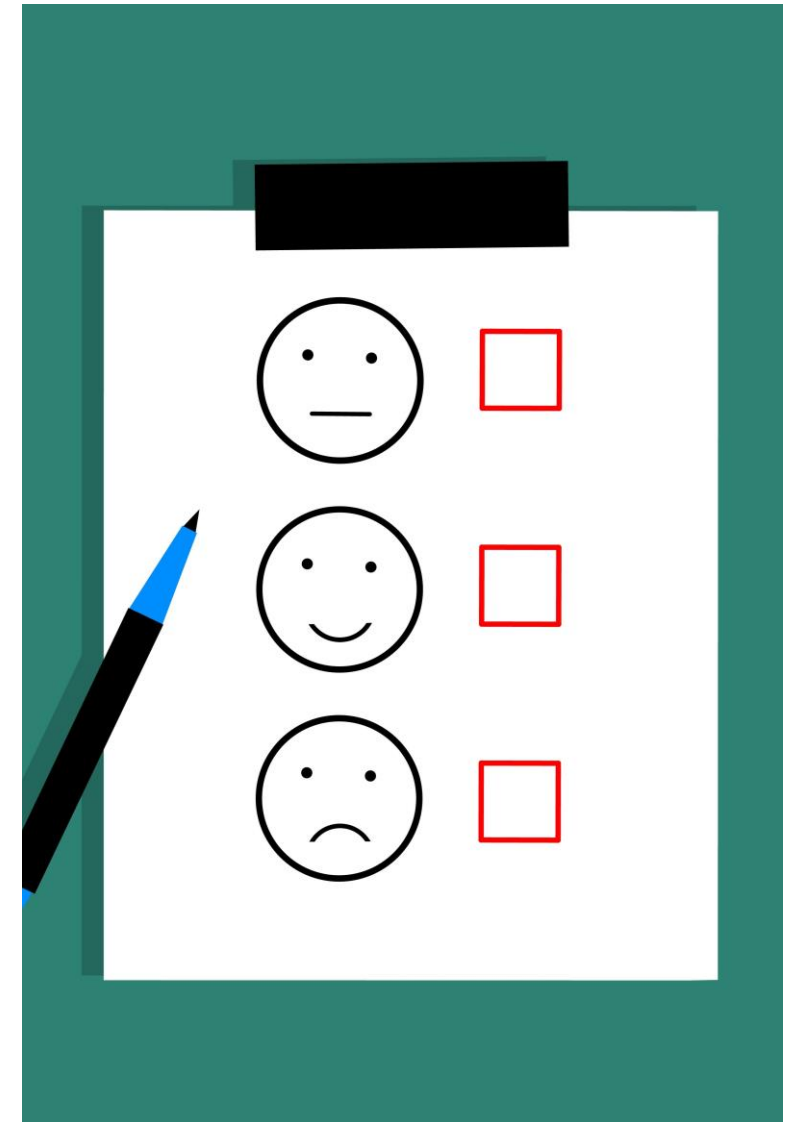
Group Work

Your Group Work Task:

- What is the data collection method (describe)?

- Identify some techniques and tips.

- What are advantages of the data collection method?

- What are disadvantages of the data collection method?

- How have you used the data collection method in your work?

Group 1: Surveys

Your Group Work Task:

- What are **surveys**?

- Identify some techniques and tips.

- What are advantages of surveys?

- What are disadvantages of surveys?

- How have you used surveys in your work?

Group 2: Interviews

Your Group Work Task:

- What are **interviews**?

- Identify some techniques and tips.

- What are advantages of interviews?

- What are disadvantages of interviews?

- How have you used interviews in your work?

Group 3: Focus Groups
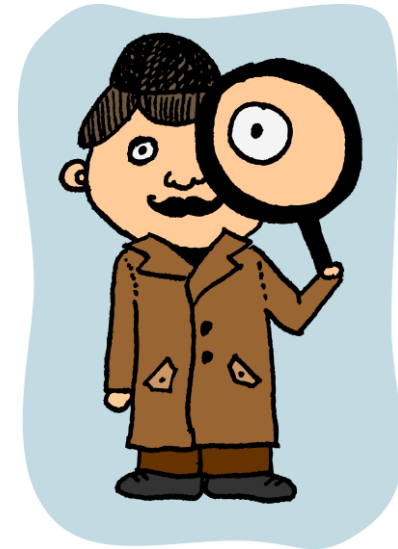
Your Group Work Task:

- What are **focus groups**?

- Identify some techniques and tips.

- What are advantages of focus groups?

- What are disadvantages of focus groups?

- How have you used focus groups in your work?

Group 4: Observations

Your Group Work Task:

- What are **observations**?
- Identify some techniques and tips.
- What are advantages of observations?
- What are disadvantages of observations?
- How have you used observations in your work?

Break Time (10 minutes)

Report Back

Data collection methods

- Surveys
- Interviews
- Focus Groups
- Observations

Survey/ Interview Guide Construction Critique

- http://www.bris.ac.uk/poverty/pse/99-Pilot/99-Pilot_10.pdf

Survey Questions (data types)

Closed question

Why don't you eat ice cream at Fictionals Ice Cream Parlour? *(Choose at least one answer.)*

- [ ] I don't like the flavours
- [ ] It's too expensive
- [ ] The service is bad
- [ ] I don't like the ice cream
- [ ] It's too far from my house
- [ ] I don't know

Open-ended question

Why don't you eat ice cream at Fictionals Ice Cream Parlour?

I am lactose intolerant so I can't eat most ice creams, and it's really hard to find a store that offers good lactose-free ice cream. I've never heard of Fictionals but if I knew that they offered some, I would definitely try them out because I love ice cream!

The Importance of Pre-Testing

- A crucial part of good research design concerns making sure that the questionnaire design addresses the needs of the inquiry.

Pre-testing a survey questionnaire has three purposes:

- 1. Identifying technical issues in completing the questionnaire.

- 2. Checking whether the questions and answers are clear and follow a logical structure.

- 3. Noting the time needed for completion (normally longer than expected)

Malone, L. (2018). Desire lines : A guide to community participation in designing places. Retrieved from https://ebookcentral-proquest-com.proxy1.lib.uwo.ca

Comprehension

- Keep the language to what your respondents understand and are familiar with. This will increase your response rate.

- Keep the language simple and direct.

- Alberta Reading Benchmarks for Adults: www.readforward.ca.

- CALP Grant recipients work with adults who are assessed between 1 – 2. Level three adults are considered proficient in reading and are not generally in the programs.

Considerations

Control measurement quality through:

Pre-testing tools

Train data collectors – peer interviewers

Supervise and verify data collection

Consider reliability and validity

Secure sensitive data
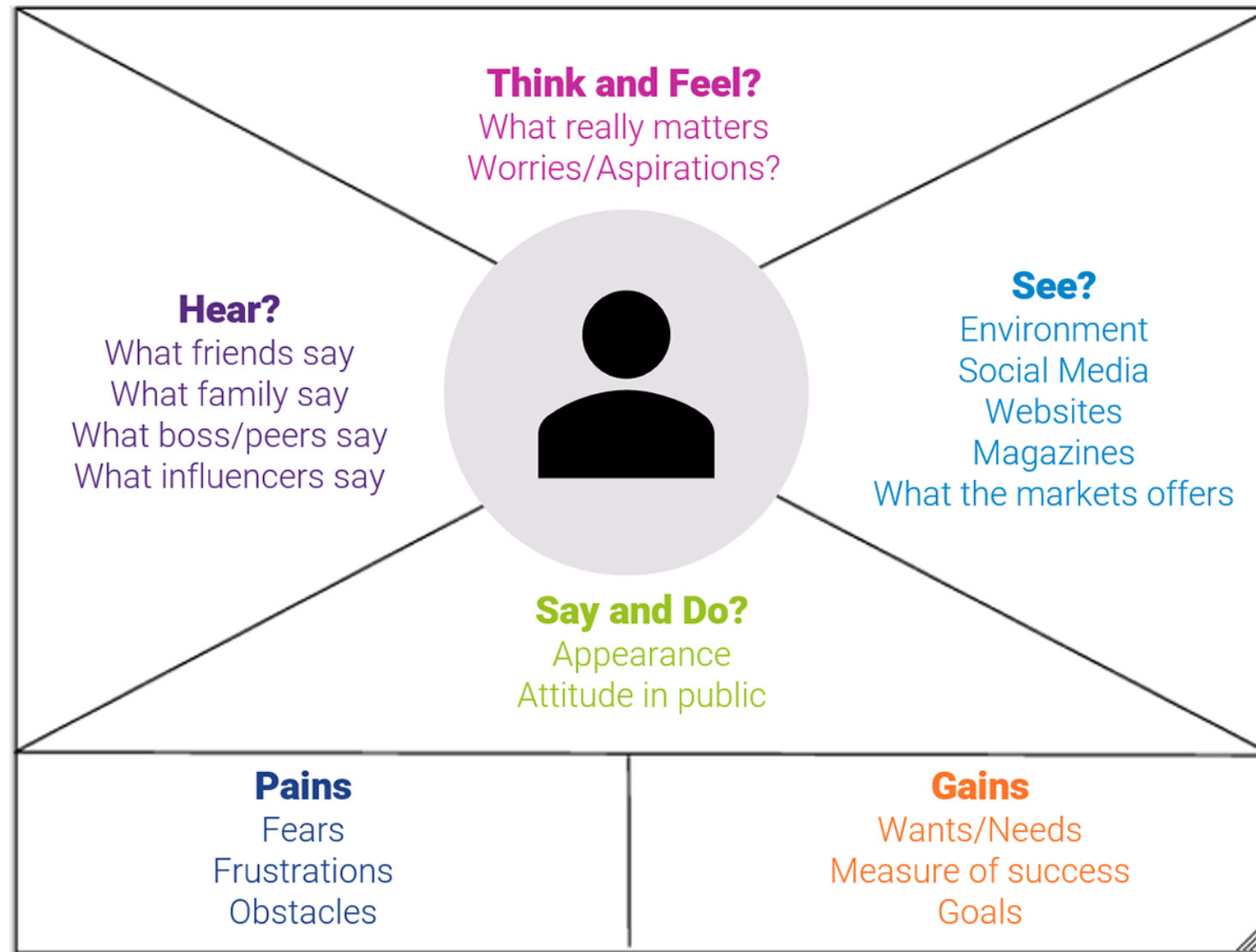
Observation Checklist

Name: Date: Observer:

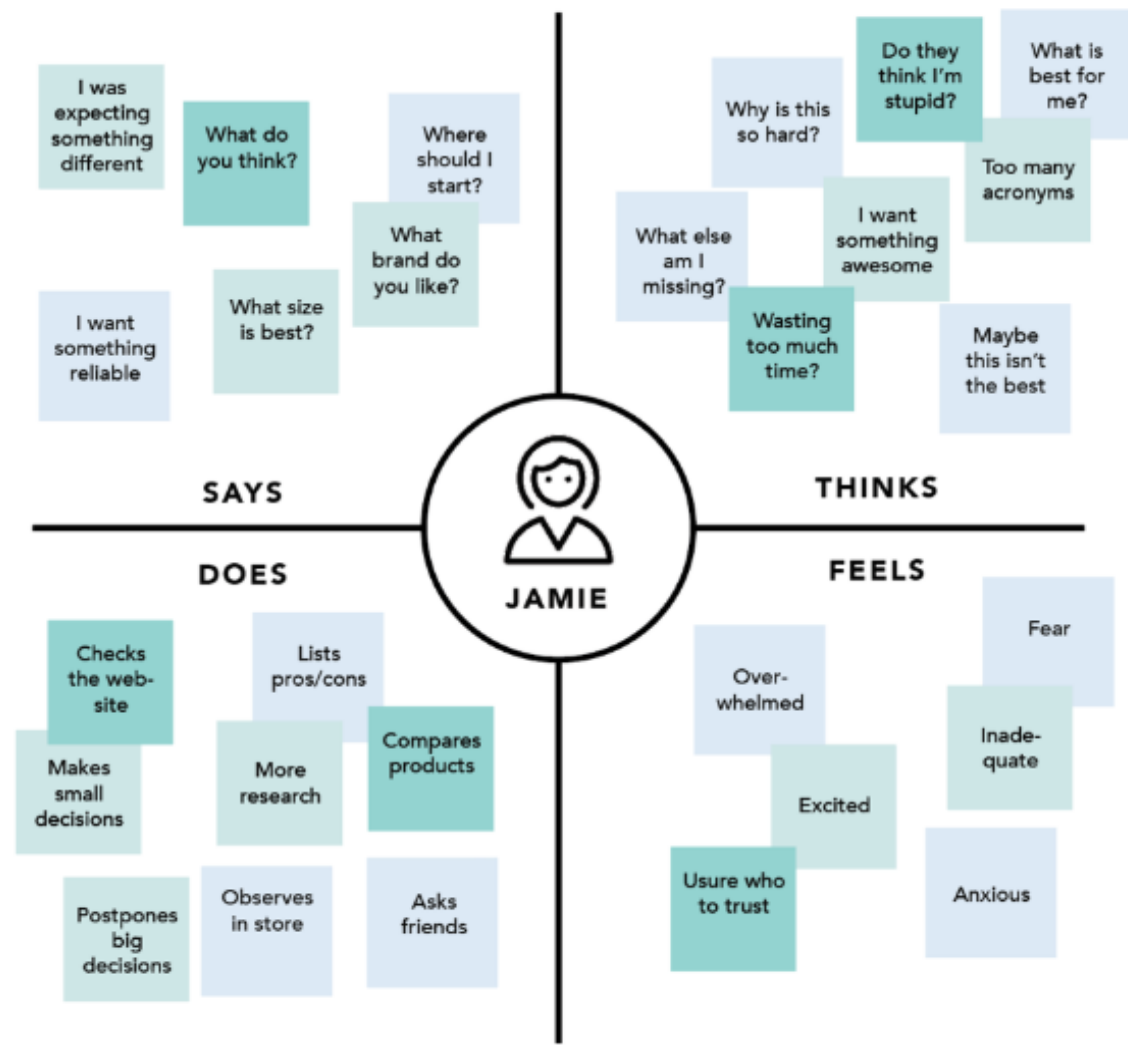| 1: not evident 2: emerging 3: evident	1	2	3
Requests / accepts help (confidence)			
Takes risks / willing to try (confidence)			
Perseveres in learning despite obstacles (commitment to learning, confidence)			
Acknowledges his/her achievements (confidence, learner progress)			
Will help others in class (confidence)			
Contributes to class discussions verbally, in writing, or online (confidence, skills use)			
Indicates they want to do more (confidence, commitment to learning)			
Willingness to try something new (confidence)			
Describes positive change in attitude to learning (confidence, commitment to learning)			
Uses what is learned in other contexts outside class (confidence, skills use)			
Applies what is learned in a new situation (confidence, skills use)			
Shares and compares learning experiences with others (confidence, commitment to learning)			
Asks others for support in learning (commitment to learning, confidence)			
Helps others with learning tasks (confidence)			
Other Observations:			

COMMUNITY ADULT
LEARNING PROGRAM

Engaging learners

- Engage intended users in generating meaningful questions
- How can learners help design the evaluation process and questions?
- Real life example: The Learning Centre

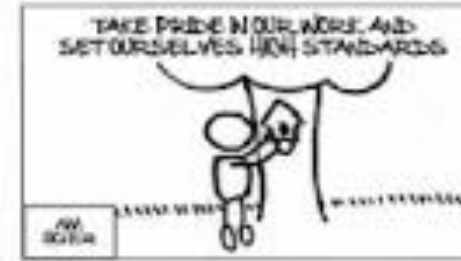Empathy Map

EMPATHY MAP *Example (Buying a TV)*

SAYS

I was expecting something different

What do you think?

Where should I start?

What brand do you like?

What size is best?

I want something reliable

THINKS

Why is this so hard?

Do they think I'm stupid?

What is best for me?

Too many acronyms

What else am I missing?

I want something awesome

Wasting too much time?

Maybe this isn't the best

JAMIE

DOES

Checks the web-site

Lists pros/cons

Makes small decisions

More research

Compares products

Postpones big decisions

Observes in store

Asks friends

FEELS

Fear

Over-whelmed

Inade-quate

Excited

Usure who to trust

Anxious

Storyboards

Data Management

- What is data management?
- What are you currently using to manage your data?
- What platforms are available to not-for-profit organizations at reduced / no cost?

Summary & Feedback

- Thinking back to our outcomes and your goals for this session, let's discuss how we did.
- What did you like?
- What did you wish we did more of?
- What would you like to see for next time?

Next Steps

- September 23rd, 2020 session: focus on continuous improvement, report writing, sharing findings & knowledge mobilization.

- ECALA Outcome Measurement and Evaluation Workshop which will guide you in completing ECALA's mandatory evaluation requirements https://www.ecala.org/programs/events-calendar/