Now it's built, will they come? Learnings from Evaluating Reach

PURPOSE

To learn what works and what doesn't in the successful evaluation of Reach

METHODOLOGY

Thirty evaluations were included in this research - 15 provincial (British Columbian) evaluations and 15 federal (Canadian) evaluations. The thirty evaluations were from more than five sectors (e.g., Health, Justice, Education, Labour Market, Environment, etc.) All were reported in the previous three years (2014 to 2016). The research was conducted in 2017. It began by using Awareness and Access questions/metrics/methods and sources categories previously identified. Each evaluation was reviewed in terms of these categories, the findings summarized in Excel and analysed thematically.

Evaluation Questions	Metrics	Methods/ Sources	Findings Themes
MOST OFTEN			
Which clients are participating in the program?	Overall definition(s)	Administrative data Program documents	• Participants may be individuals, family members (of children/seniors), projects, businesses/organizations, communities, governments, partners or other stakeholders
How many are participating?	Total # and take up levels/rates	Administrative data	• Participant totals and take up levels may be low, "sufficient", high or "too high" (with waitlists)
How are they participating?	Types of participation/ activities/streams	Administrative data	• Participation in terms of attendance/completion, length of involvement, barriers faced/services received and/or by program site/partner
Who are they?	Demo/firmographics	Administrative data Participant surveys	• Participants by gender, age, Aboriginal status, immigrant/newcomer type, first language, ethnicity, rural/urban, region/community, risk factors (e.g., homelessness, mental illness, substance use), organizational role, business size and/or income/revenues
SOMETIMES			
How are we communicating about (promoting) the program?	Channels/materials being used	Program documents Stakeholder interviews Analytics	• Popular outreach/communication activities include websites, blogs, email outs, newsletters, information sheets/flyers/ posters and onsite engagement activities (events) • Communications are direct (to clients) and indirect (to referrers or partners - those who also provide services to the same client base)
How did clients hear about it?	First heard/ongoing	Participant surveys	• Similar to activities list above
Why are clients participating?		Participant surveys	• Participants have need, are aware, eligible &/or encouraged by others
What makes it *more difficult* for them to participate?		Participant surveys Stakeholder interviews	• *Access* barriers include lack of (program) resources, lack of (potential participant) awareness, lack of clarity on selection process, administrative burden, poor opinions of the services
NOT OFTEN			
What makes it *easier* for them to participate?			• Convenience – location, hours, lack of wait time/list
What can we do to improve awareness and access?			

REFLECTIVE QUESTIONS

- Which Reach evaluation questions do you use most often and why?
- How easy/challenging/useful do you find different metrics or methods to be?
- How relevant/similar are these findings' themes to the ones in your own evaluations?

A summary of the key discussion points will be produced and available for download after November 15th from www.atrimonta.com

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