

Making An Evaluation Plan



Making An Evaluation Plan

- Evaluation question
- What is needed to answer that question
- Where are you going to get what you need?
- Data Collection Methods
- Data Analysis Methods
- Limitations

Evaluation Question

- What do they want to know?



Evaluation Question

- Clear and Specific
- Fair and objective
- Politically neutral
- Measurable
- Doable
- Key Terms Defined – Scope, Timeframe
Population

FM Food Donation Program

- What do they want to know? (return to the stated goal!)

Reduce hunger by diverting surplus farmer's market products from waste to local pantries

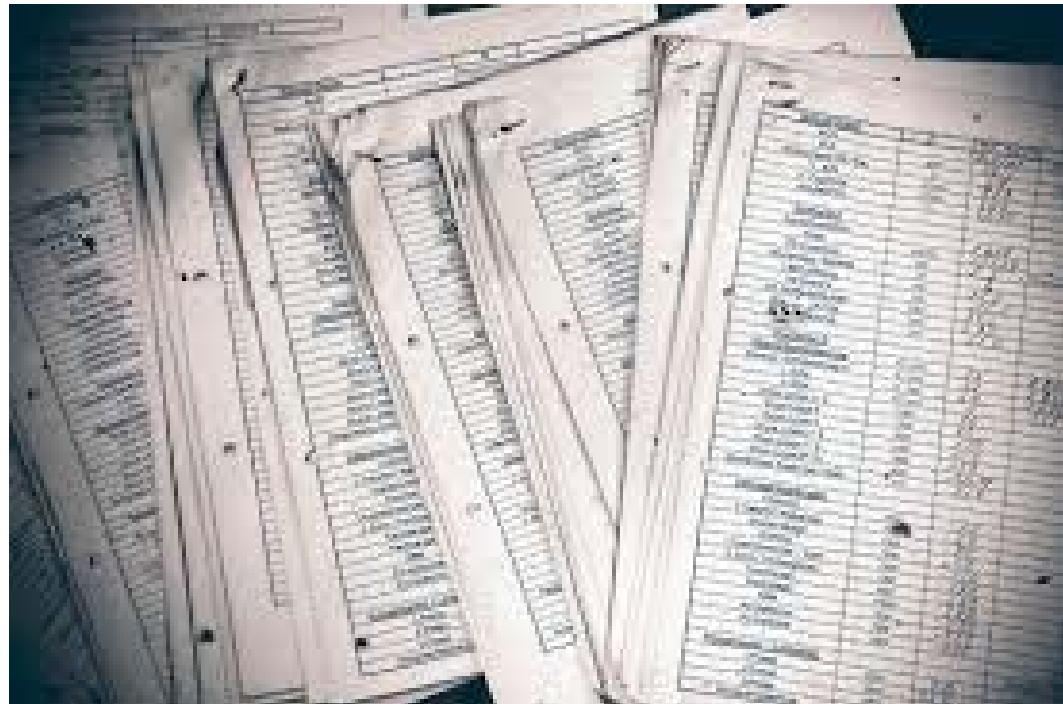
Did they? How could they do more?

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- Specific research questions may be:
- Does food collected represent potential waste?
- Is it going to pantries?
- Is it being distributed and eaten (valued)?
- Is it therefore contributing to reducing hunger?

Information Required

- What do you need to answer the question?



Information Required

- Evidence – Physical, Testimonial, Documentary, Analytical
- Program criteria
- Agency procedures
- Participant rates
- Cost information
- Funding levels

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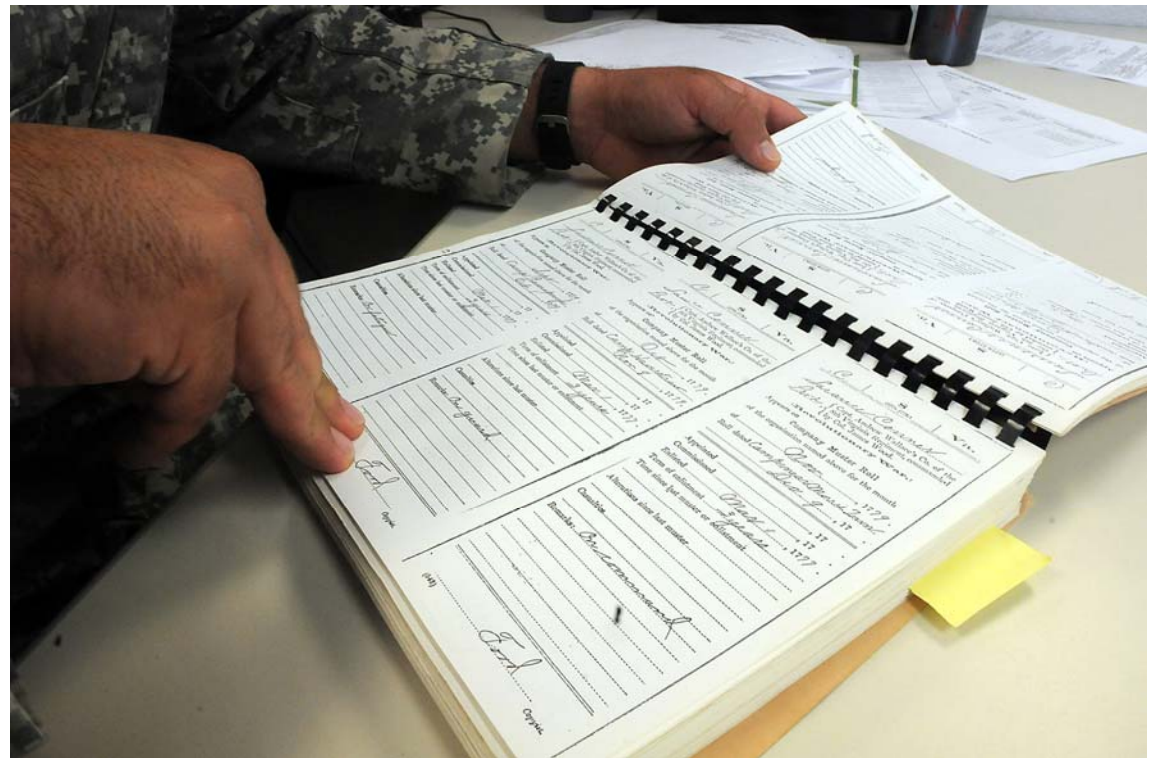
- What do you need to answer the question?
- Information on actual food donated
- Where it goes
- What happens to it after delivery

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- What do you need to answer the question?
- Type and amount of food
- Collection and delivery process info
- Data on which organizations receive it and how they distribute
- Who ultimately receives it and how they use it

Information Source(s)

- Where are you going to get it?



Information Source(s)

- Officials
- Program participants
- Inventory records
- Data bases
- Laws and regulations
- Previous studies

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- Where are you going to get it?
- Farmers
- Farmer's Market officials
- Pantries
- Clients

Data Collection Methods

- How are you going to get the information?



Data Collection Methods

- How are you going to get the information?
- Structured interviews
- Focus groups
- Structured questionnaires or surveys
- Visual inspection
- File/document review

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- How are you going to get the information?
- Interview farmers, officials, pantry staff, clients
- Observe/document the entire process on random days
- Review farmer, market and pantry records
- Client logs?

Data Analysis Methods

- What will you do with it once you get it?



Data Analysis Methods

- What will you do with it once you get it?
- Descriptive statistics
- Cost/benefit analysis
- Inferential statistics
- Qualitative analysis
- T-test
- Regression analysis

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- What will you do with it once you get it?
- Descriptive statistics - ✓
- Cost/benefit analysis - ✓
- Inferential statistics
- Qualitative analysis - ✓
- T-test
- Regression analysis

Limitations

- What can't you do (Caveats)?



Limitations

- What can't you do (Caveats)?
- Generalize
- Data quality and reliability
- Access to records
- Staffing/travel constraints



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- What can't you do? (Caveats)
- Generalize to other surplus food donation programs?
- Maybe no one tracks actual amounts