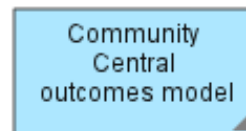


# Community Central Easy Outcomes Evaluation Plan

V1-5 October 2008

**A visual evaluation plan using the Easy Outcomes approach and DoView outcomes and evaluation software for evaluating a newly established internet-based system for community groups to network in the community sector.**



Click on small triangle

● [www.DoView.com](http://www.DoView.com)

● [www.EasyOutcomes.org](http://www.EasyOutcomes.org)

● [www.CommunityCentral.org](http://www.CommunityCentral.org)

● V1-4 19 September 2008 [www.easyoutcomes.org](http://www.easyoutcomes.org)

● doview.com model

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# Executive Summary

This is an evaluation plan for Community Central - a project developing an online system for community and public health workers to network. The evaluation plan has been developed using the Easy Outcomes approach and set out in a DoView Visual Evaluation Plan. Easy Outcomes uses a standardized template for developing an evaluation plan. The evaluation projects which will be undertaken and the evaluation questions they will answer are summarized below:

## ■ Evaluation Project 1: Peer review of tendering process

❓ Was the tendering process appropriate? ALREADY ANSWERED = YES

Evaluation method: Formative evaluation use of independent peer reviewer during all stages of the tendering process

## ■ Evaluation Project 2: What occurred in the development of Community Central

❓ What occurred in the development of Community Central? BEING ANSWERED

Evaluation method: Process evaluation documentation on project web site and possible academic paper to be written describing the process

## ■ Evaluation Project 3: Usability evaluation

❓ Is Community Central likely to meet user needs? BEING ANSWERED

Evaluation method: Drawing on formative evaluation of pilot project; User Reference group set up; formal usability testing of prototype; and accessibility audit.

## ■ Evaluation Project 4: Effect of Community Central on sector networking

❓ Is networking in the relevant sectors improving because of Community Central? BEING ANSWERED

❓ How can the system be improved? BEING ANSWERED

Evaluation method: Feedback from early adopters, support calls, presentations, training etc. Plus formal electronic questionnaire analysed by independent evaluator.

# Introduction

This draft evaluation plan uses the Easy Outcomes approach to evaluation planning to develop an evaluation plan modeled in DoView outcomes and evaluation software. The Easy Outcomes approach is covered by a creative commons license so it can be used by anyone with acknowledgement. ● [www.EasyOutcomes.org](http://www.EasyOutcomes.org) ● [www.DoView.com](http://www.DoView.com)

Easy Outcomes is a standardised but flexible template-type approach to setting out an evaluation plan. If there are aspects of this plan you do not understand then look at the Easy Outcomes site where the approach is explained in detail. The Easy Outcomes Workbook is available from the Resources Page on the Easy Outcomes site and it describes in detail how to develop each aspect of an Easy Outcomes evaluation and monitoring plan. ● [www.EasyOutcomes.org/resources.html](http://www.EasyOutcomes.org/resources.html)

The Easy Outcomes process consists of first constructing in DoView an outcomes model (like an intervention or program logic model) which is drawing according to the Easy Outcomes set of guidelines for drawing outcomes models. The next step is identifying possible indicators (yellow ruler icons) and mapping them onto the model. The same is done with possible evaluation questions (green question mark icons). Potential evaluation projects are then identified which will answer the evaluation questions. ● [www.EasyOutcomes.org/guidelines/outcomesguidelines.html](http://www.EasyOutcomes.org/guidelines/outcomesguidelines.html)

In regard to possible evaluation questions, a decision has been made as to whether or not the attempt will be made to answer them in this evaluation. An overall high-level outcome evaluation question has been identified and an analysis undertaken of potential outcome evaluation designs for answering this question. The high-level outcome evaluation question is: 'Is Community Central improving networking in the relevant sectors?'

Easy Outcomes identifies seven possible outcome evaluation designs, each of which has been considered as a possibility for answering the high-level outcome evaluation question. The outcome evaluation designs have been considered in terms of their appropriateness, feasibility and affordability. ● [www.EasyOutcomes.org/steps/evaluationoutcome.html](http://www.EasyOutcomes.org/steps/evaluationoutcome.html)

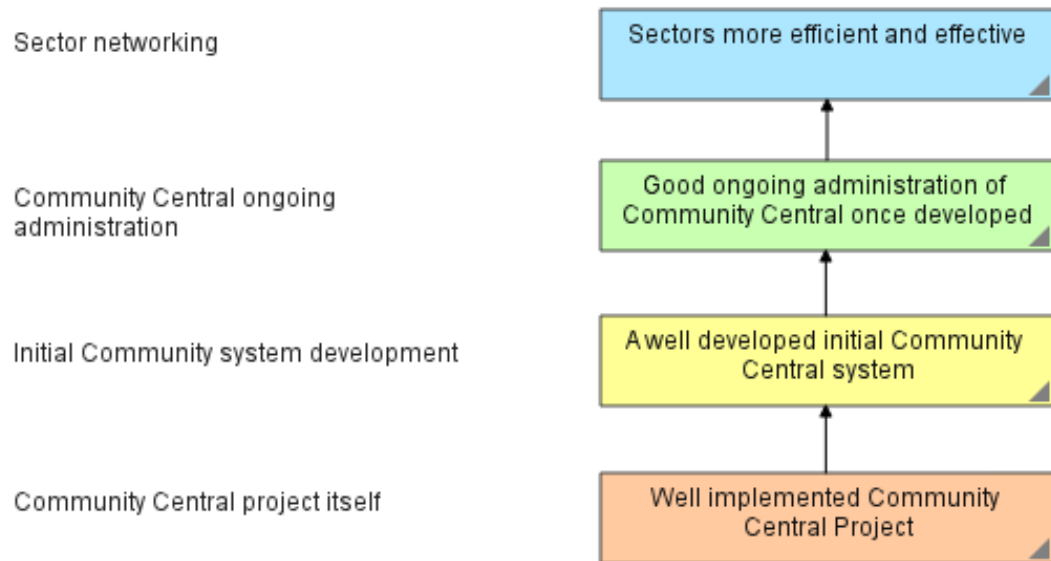
If the reader is interested in obtaining a DoView file of this model so they can amend it and use it for their own projects, one can be obtained from the OutcomesModels web site. ● [www.OutcomesModels.org/modelscommunitycentral.html](http://www.OutcomesModels.org/modelscommunitycentral.html)

## Section One: Outcomes model section

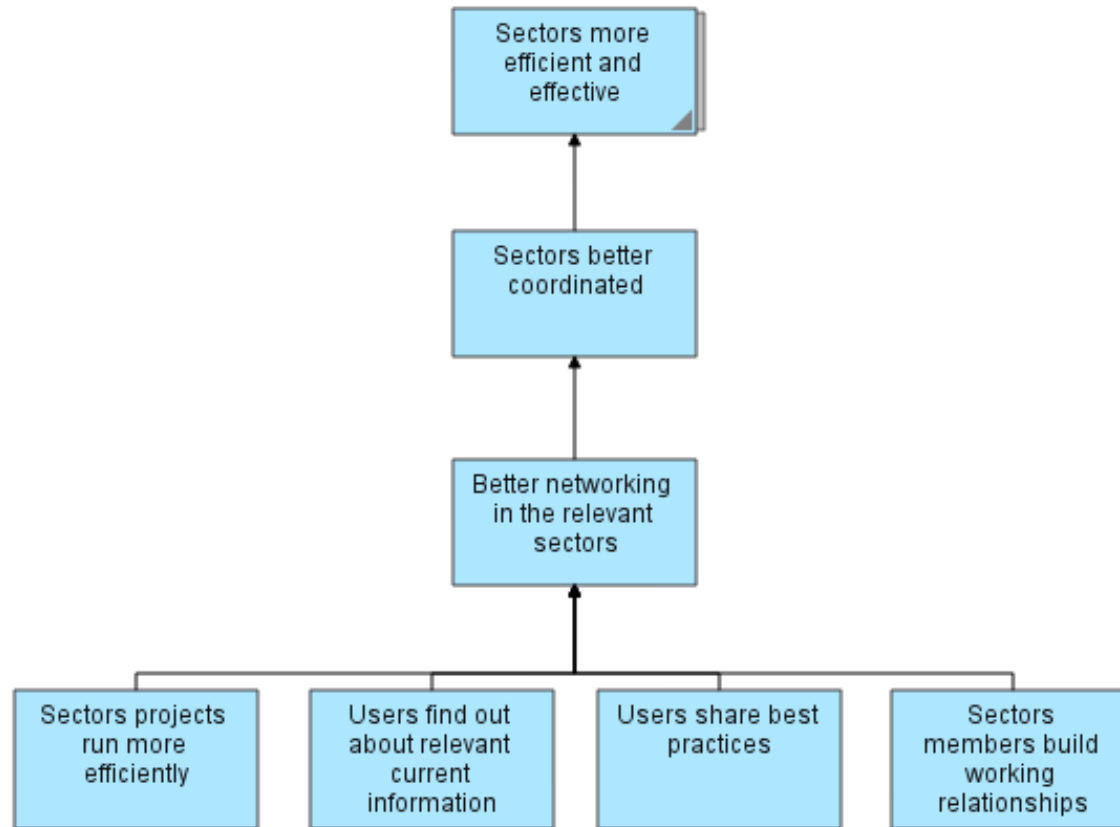
This section sets out the basic outcomes model. It is a model of all of the important steps required to achieve high-level outcomes. It has been set out in terms of four different levels.

Once this outcomes model has been built, indicators and evaluation questions are then mapped onto it in a subsequent section.

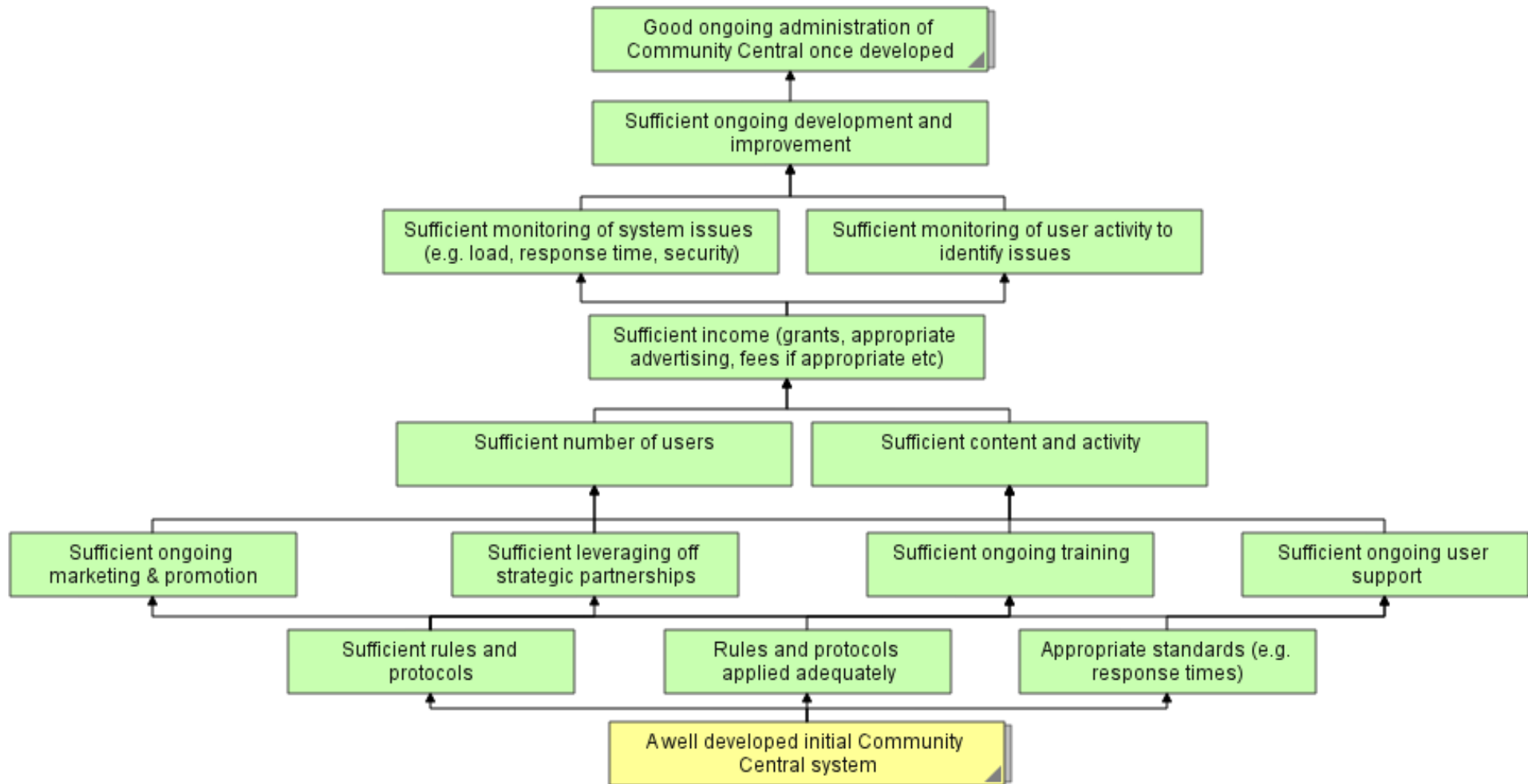
## Overview of Community Central outcomes model



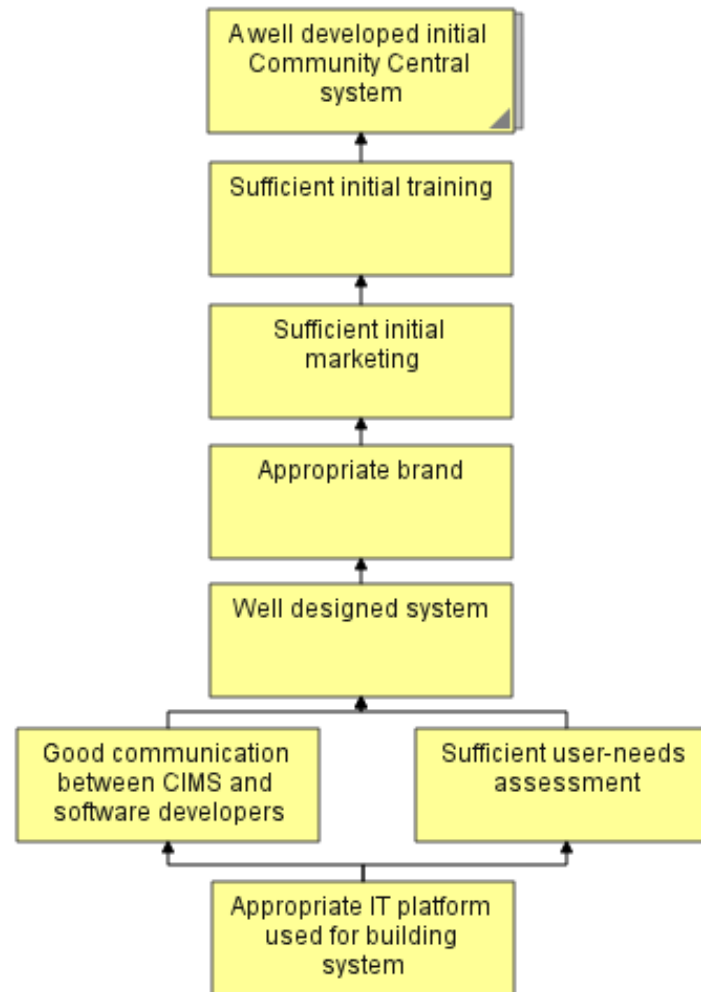
## Better networking in relevant sectors



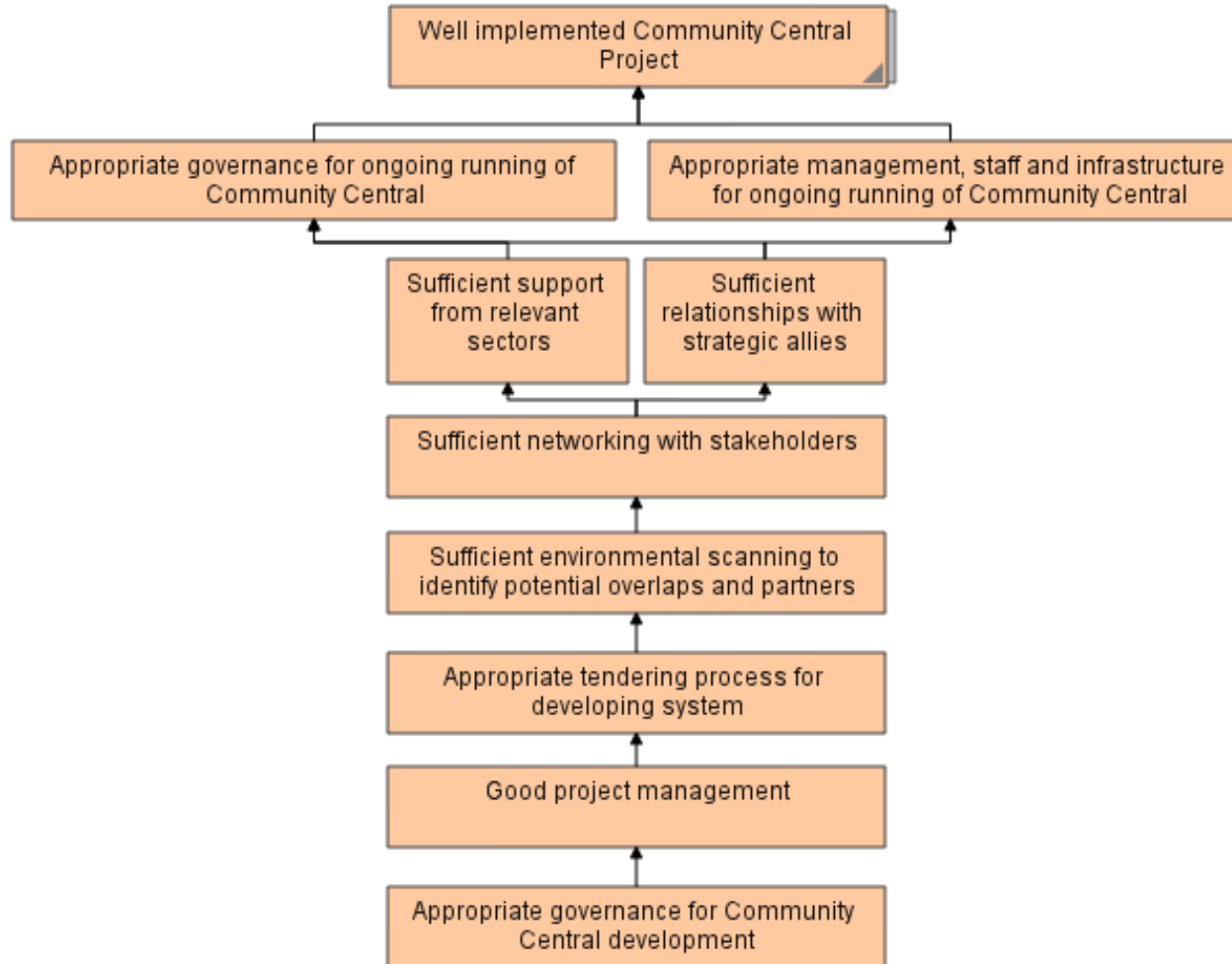
## Good ongoing administration of Community Central once developed



## A well developed initial Community Central system



## A well implemented Community Central project



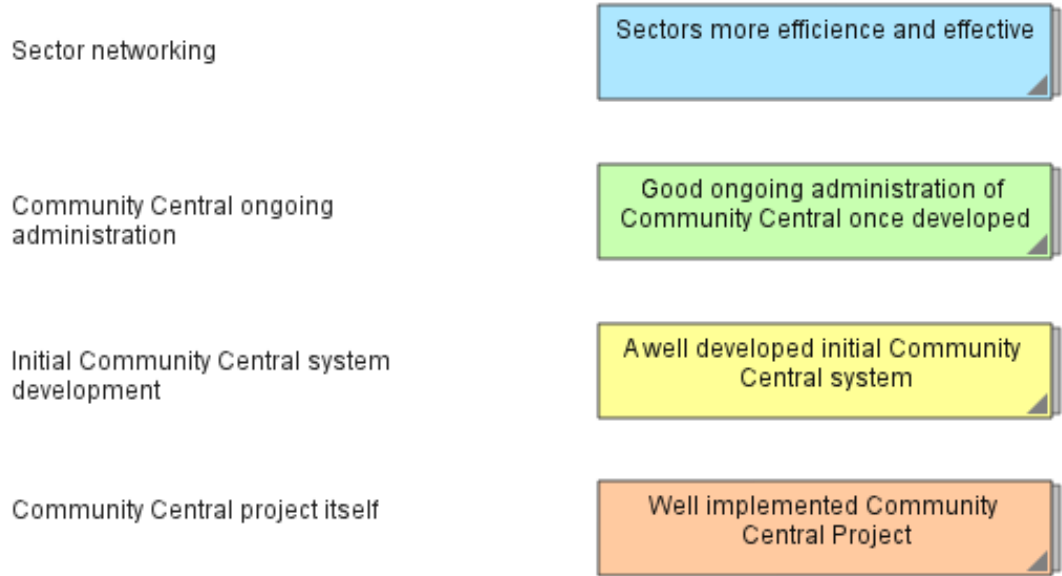
## Section Two: Indicators

This section sets out the indicators currently mapped onto the outcomes model. Indicators use routinely collected information to show that a project is still on track. This section shows the indicators which have been mapped so far onto the outcomes model and a list of indicators. The line and arrow links have been removed from the model to make the visualisation of the indicators clearer. The underlying links are still maintained in the DoView file with the DoView link endpoint icon. Indicators (and evaluation questions) are cloned within DoView throughout this model which means that if they are edited in one place they will change right across the model.

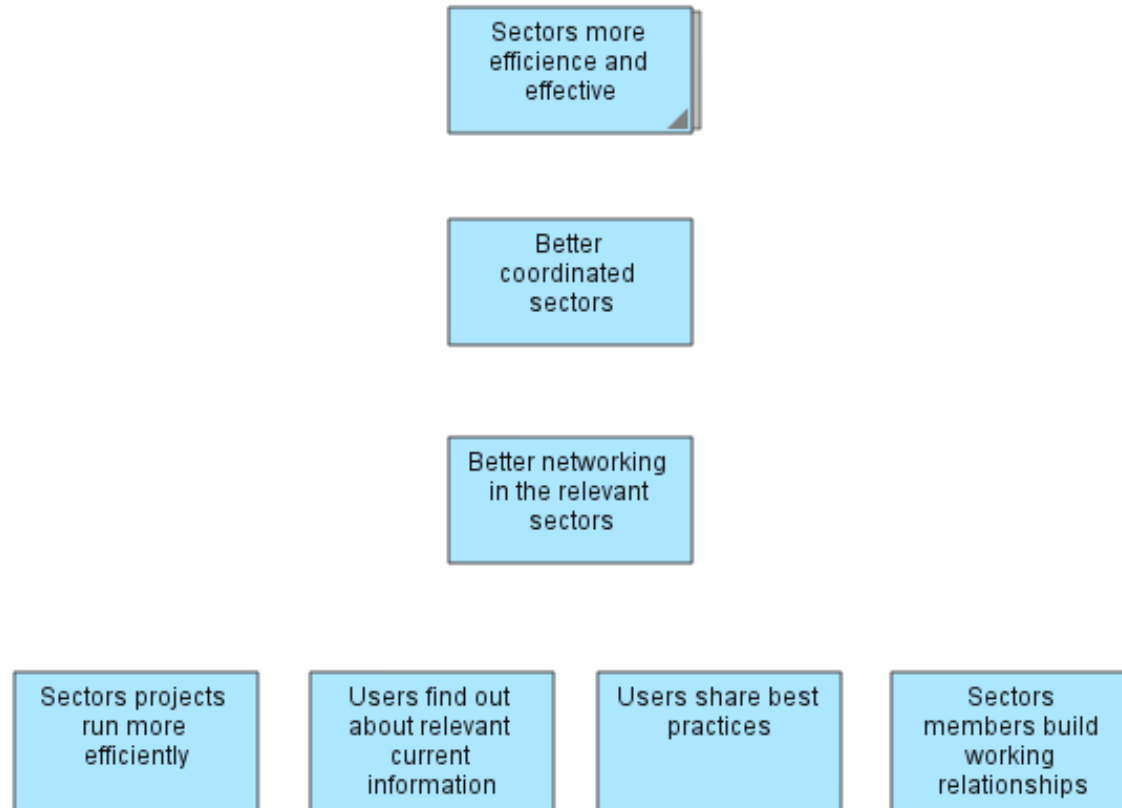
High-level outcomes at top


## Overview of Community Central Outcomes Models (Indicators)

Lines and arrows turned off for a cleaner visualisation

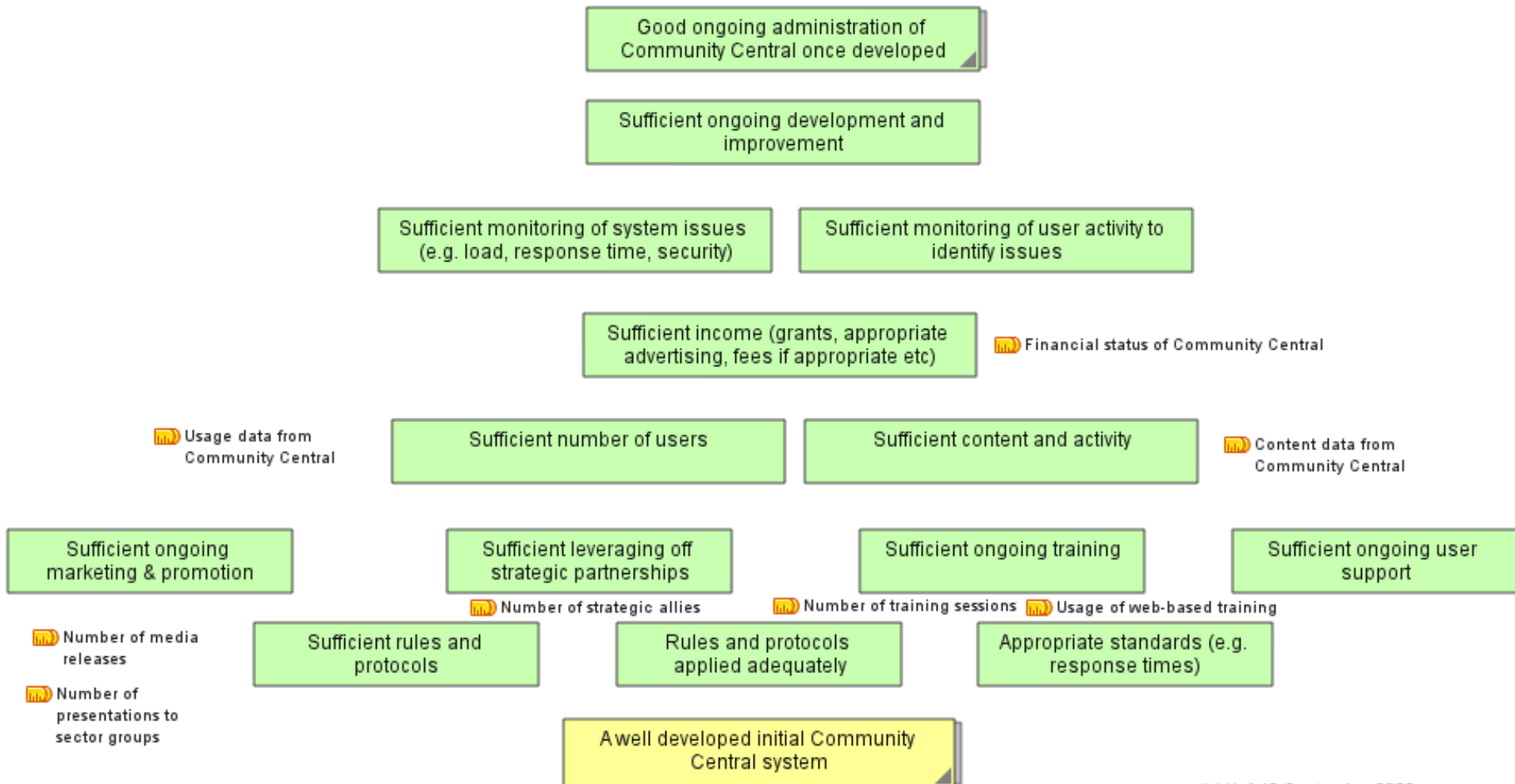


## Better networking in relevant sectors (Indicators)

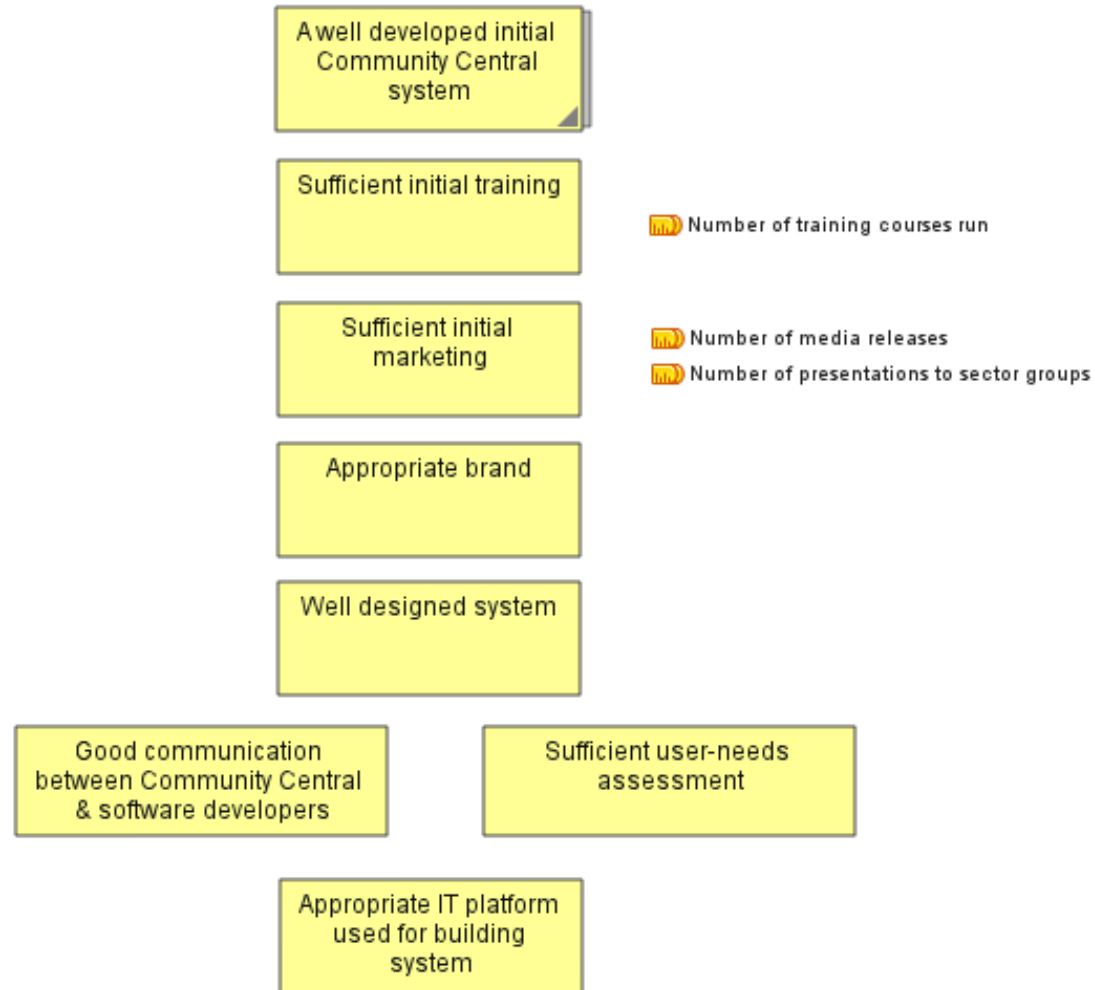


 Usage data from Community Central

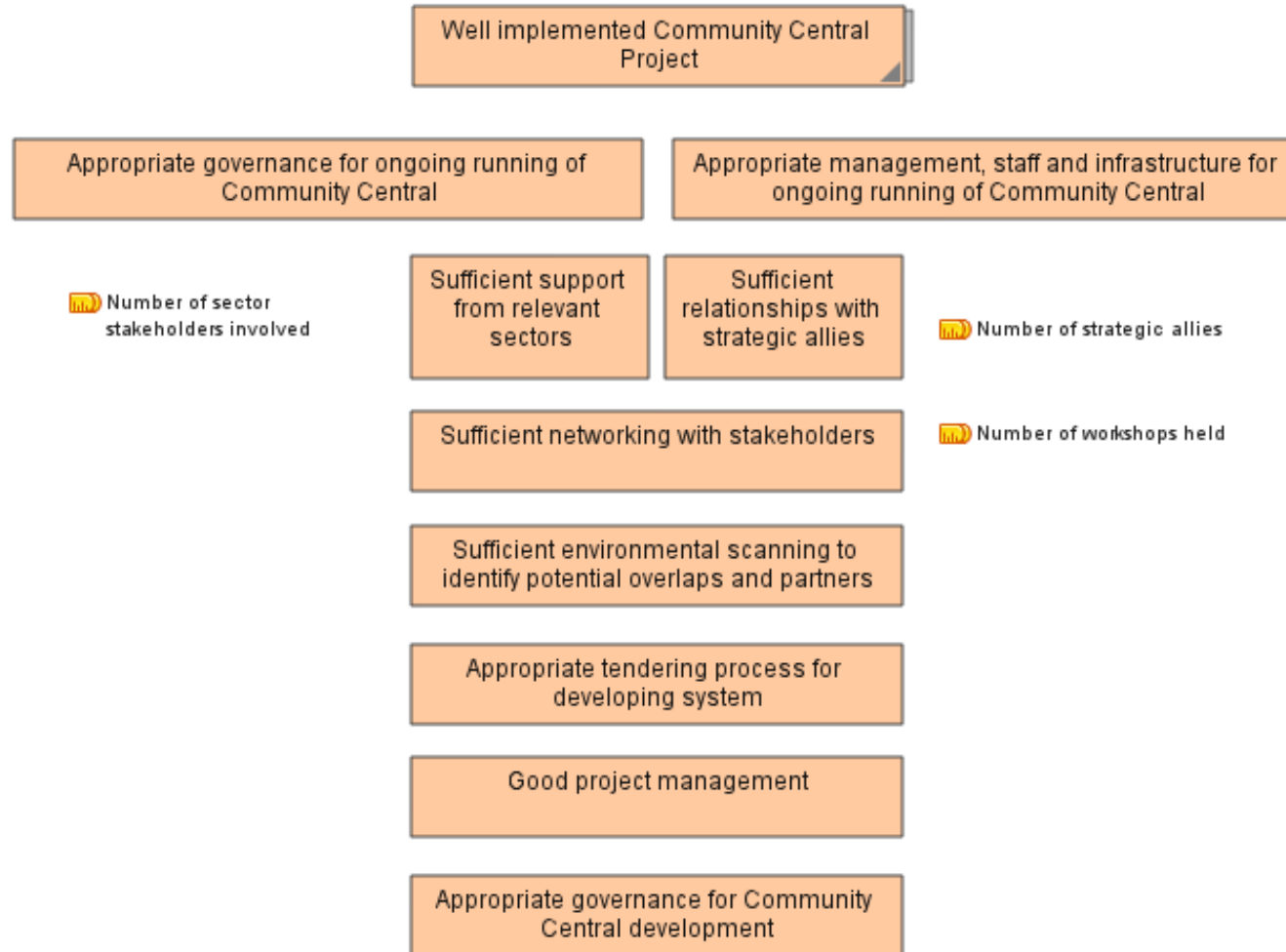
## Good ongoing administration of Community Central once developed (Indicators)



## A well developed initial Community Central system (Indicators)



## A well implemented Community Central Project (Indicators)



## Indicator list

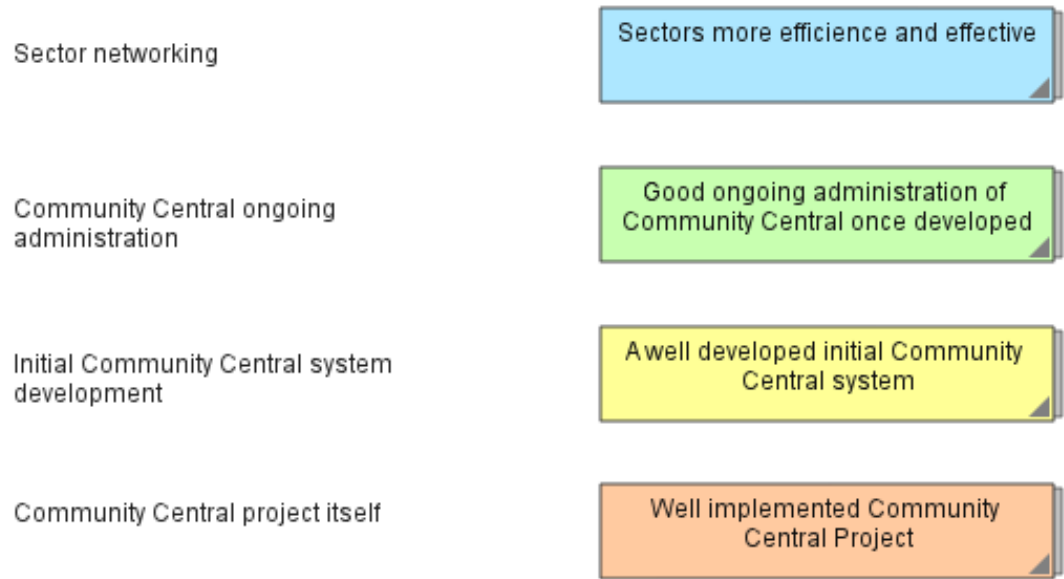
-  Usage data from Community Central
-  Financial status of Community Central
-  Usage data from Community Central
-  Content data from Community Central
-  Number of strategic allies
-  Number of training sessions
-  Usage of web-based training
-  Number of media releases
-  Number of presentations to sector groups
-  Number of training courses run
-  Number of media releases
-  Number of presentations to sector groups
-  Number of sector stakeholders involved
-  Number of strategic allies
-  Number of workshops held

## Section Three: Evaluation questions and feasibility analysis

This section lists the possible evaluation questions which have been identified, analyses which will and which will not be answered. It shows an analysis of the high-level outcome evaluation question which has been selected for focusing on in terms of which of 7 possible outcome evaluation designs identified in Easy Outcomes. Each of these designs are evaluated in terms of its appropriateness, feasibility and affordability.

## Overview of Community Central outcomes model (Evaluation questions)

Lines and arrows turned off for a cleaner visualisation



## Better networking in relevant sectors (Evaluation questions)

Sectors more  
efficiency and  
effective

❓ Is the sector more efficient and effective because of Community Central? NOT BEING ANSWERED

Better  
coordinated  
sectors

❓ Is the sector better coordinated because of Community Central? NOT BEING ANSWERED

Better networking  
in the relevant  
sectors

❓ Is networking in the relevant sectors improving because of Community Central? BEING ANSWERED

Sectors projects  
run more  
efficiently

Users find out  
about relevant  
current  
information

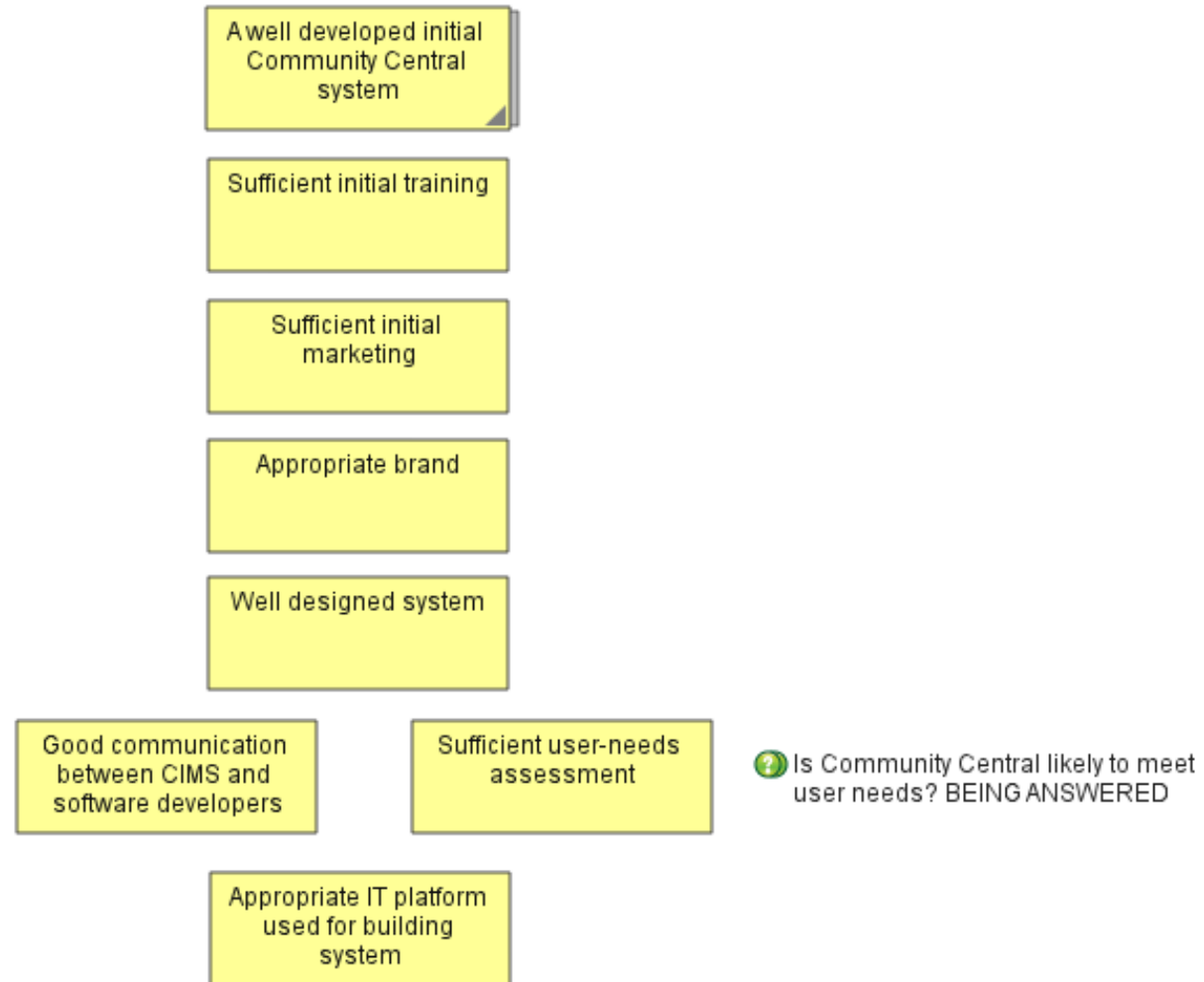
Users share best  
practices

Sectors  
members build  
working  
relationships

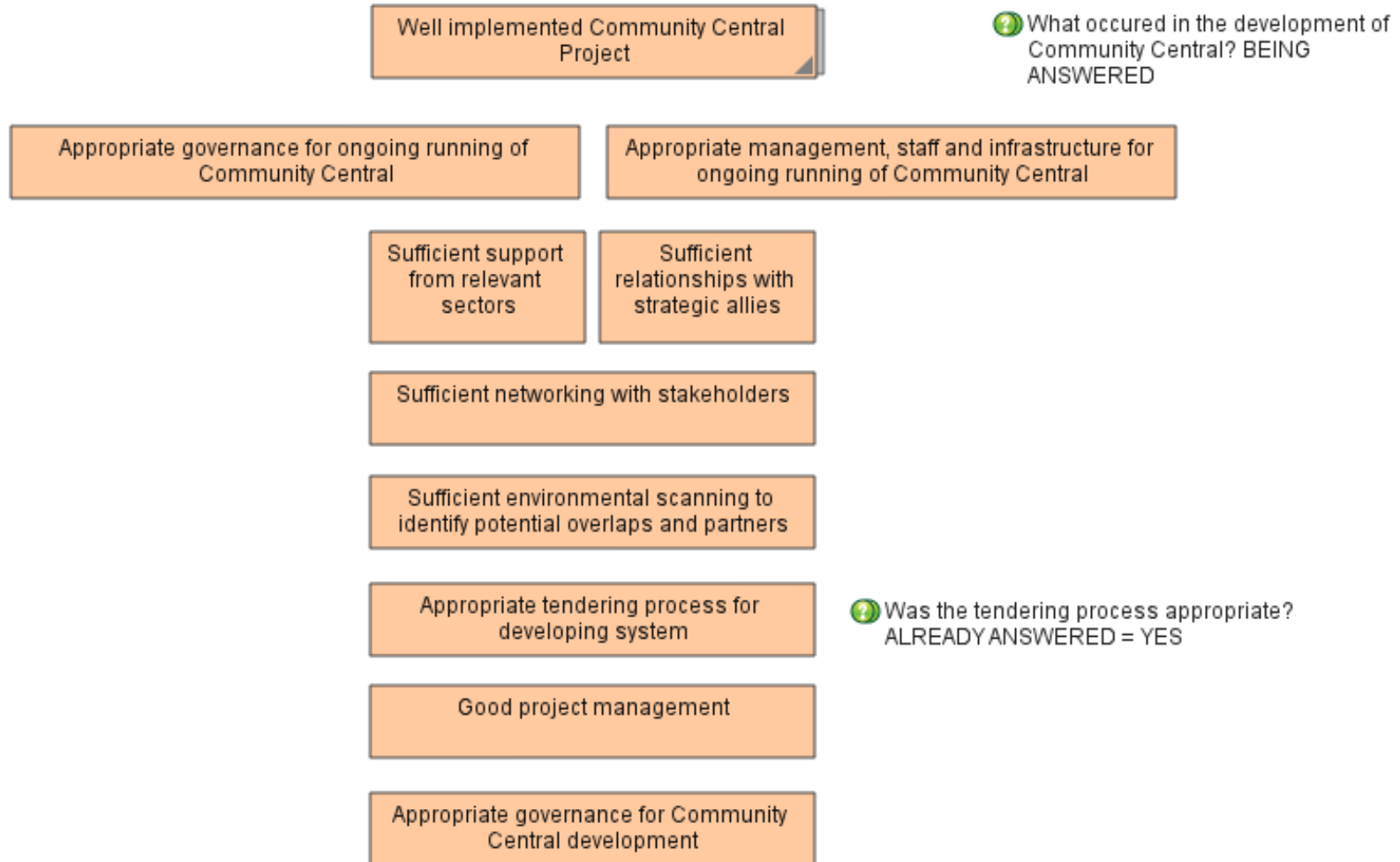
## Good ongoing administration of Community Central once developed (Evaluation questions)



## A well developed initial Community Central system (Evaluation questions)



## A well implemented Community Central Project (Evaluation questions)



## Evaluation questions list

- ② Is the sector more efficient and effective because of Community Central? NOT BEING ANSWERED
- ② Is the sector better coordinated because of Community Central? NOT BEING ANSWERED
- ② Is networking in the relevant sectors improving because of Community Central? BEING ANSWERED
- ② What occurred in the development of Community Central? BEING ANSWERED
- ② Is Community Central likely to meet user needs? BEING ANSWERED
- ② Was the tendering process appropriate? ALREADY ANSWERED = YES
- ② How can the system be improved? BEING ANSWERED

## Information on which potential evaluation questions will be answered

? Is the sector more efficient and effective because of Community Central? NOT BEING ANSWERED

**Notes:** This question is not being answered because it is beyond the scope of the resources available to the project to do an evaluation on this question. It is

? Is the sector better coordinated because of Community Central? NOT BEING ANSWERED

**Notes:** This question is not being answered because it is beyond the scope of the resources available to the project to do an evaluation on this question.

? Is networking in the relevant sectors improving because of Community Central? BEING ANSWERED

? Is Community Central likely to meet user needs? BEING ANSWERED

? What occurred in the development of Community Central? BEING ANSWERED

? Was the tendering process appropriate? ALREADY ANSWERED = YES

**Notes:** Tendering process was peer reviewed by outside IT adviser

? How can the system be improved? BEING ANSWERED

## Analysis of appropriate, feasible and affordable outcome evaluation designs for high level outcome evaluation question [1]

Bellow is an analysis that uses the seven types of outcome evaluation design identified in Easy Outcomes to examine the appropriateness, feasibility and affordability of each of these designs for answering the high-level outcome evaluation question which is being focused on (further information on these designs available at [www.easyoutcomes.org](http://www.easyoutcomes.org)):

🔍 Is networking in the relevant sectors improving because of Community Central? BEING ANSWERED

### True experiment

NOT FEASIBLE. Is it not feasible to randomly assign groups of sector users to using or not using Community Central on the full roll-out of the system as one could not stop the control group using electronic networking in their work. However the system will be piloted, but not using an experimental design because of the expense of an experimental design in piloting.

### Regression-discontinuity design

NOT FEASIBLE. This design which creates an intervention group by selecting those in most need of an intervention, giving them the intervention and comparing their outcomes to others with less need. It is no appropriate or feasible in this case.

### Time series analysis

NOT FEASIBLE. There is no good regular collections of data on networking amongst the relevant sectors which would provide a sufficiently long and detailed data-series to allow identification of the impact of the introduction of Community Central at a particular point in time on networking within the relevant sectors.

### Constructed matched comparison group design

NOT FEASIBLE. There is no group which is sufficiently similar to those who will be using Community Central which will not be using electronic networking and which could be used as a comparison group. This is because most people in most sectors are increasingly making use of electronic networking. An international comparison of New Zealand with another country would also not be feasible because all similar countries are moving to use electronic networking in relevant sectors.

## Analysis of appropriate, feasible and affordable outcome evaluation designs for high level outcome evaluation question [2]

High-level outcome evaluation question being analysed:

❓ Is networking in the relevant sectors improving because of Community Central? BEING ANSWERED

### Exhaustive causal identification and elimination design

NOT FEASIBLE. This design would rely on a robust measure of increased sector networking and then would try to identify all of the possibilities for why this may have occurred rather than Community Central having caused it. Then the role of these other factors would be systematically examined and if eliminated, the conclusion would be drawn that Community Central had caused the change. There is no real external measure of networking in the sector apart from the usage results from Community Central from which stakeholders will be able to draw their own conclusions about the level of networking occurring on Community Central.

### Expert judgement design

FEASIBLE HOWEVER NOT AFFORDABLE WITHIN EVALUATION BUDGET. This design, of asking an expert whether in their judgement there is improved networking in the relevant sectors is unlikely to add much more information over and above the usage measures which will be able to be provided from the system and from which stakeholders can draw their own conclusions about the level of networking occurring on Community Central.

### Key informant judgement design

APPROPRIATE, FEASIBLE AND AFFORDABLE. WILL BE DONE. This is the approach which will be used to answer this question. An electronic questionnaire will be circulated to groups of users within Community Central. This will include general users and administrative users who will be in more of a position to comment on the use of the system overall.

## Section Four: Evaluation projects

This section sets out the evaluation projects which will attempt to answer evaluation questions which are going to be answered. In each case evaluation methods are listed for the project.

The Appendix at the end of the model sets out the Easy Outcomes Methods Template which provides a list of possible evaluation methods which can be used in any evaluation project.

## List of Evaluation Projects

- Evaluation Project 1: Peer review of tendering process
  
- Evaluation Project 2: What occurred in the development of Community Central
  
- Evaluation Project 3: Usability evaluation
  
- Evaluation Project 4: Effect of Community Central on sector networking

## ■ Evaluation Project 1: Peer review of tendering process

### Evaluation question being answered

🔍 Was the tendering process appropriate? ALREADY ANSWERED = YES

### Method

Use of IT expert peer reviewer throughout the tendering process.

### Timing

Late 2007 - early 2008.

### Budget

Pro-bono work by IT peer reviewer.

### Result

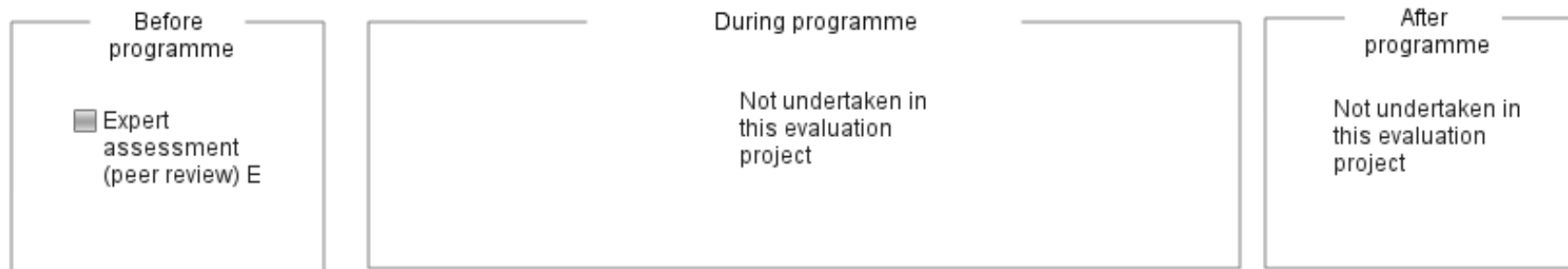
SUCCESSFULLY COMPLETED. Robust tendering process used. Internal process fully documented and Governance group signed off at all stages.

## ■ Evaluation Project 1: Peer review of tendering process

### Method, timing and analysis

This slice sets out the methods to be used in Evaluation Project 1. The types of analysis are indicated by the letter code (e.g. E).

#### Methods and Timing



#### Type of analysis

■ Statistical analysis = S

■ Qualitative analysis = Q

■ Economic analysis = \$

■ Expert assessment = E

## ■ Evaluation Project 2: What occurred in the development of Community Central

### Evaluation question being answered

🔍 What occurred in the development of Community Central? BEING ANSWERED

### Method

1. Documentation on project website.

The development of CIMS will be documented on the CIMS project website so that others who are doing similar projects can find out about the way the project is being implemented.

2. Possible academic paper on the development of CIMS.

An academic paper may be written on the development of CIMS outlining how the project was approached and the relationship of it to meeting sector needs.

### Timing

Ongoing.

### Budget

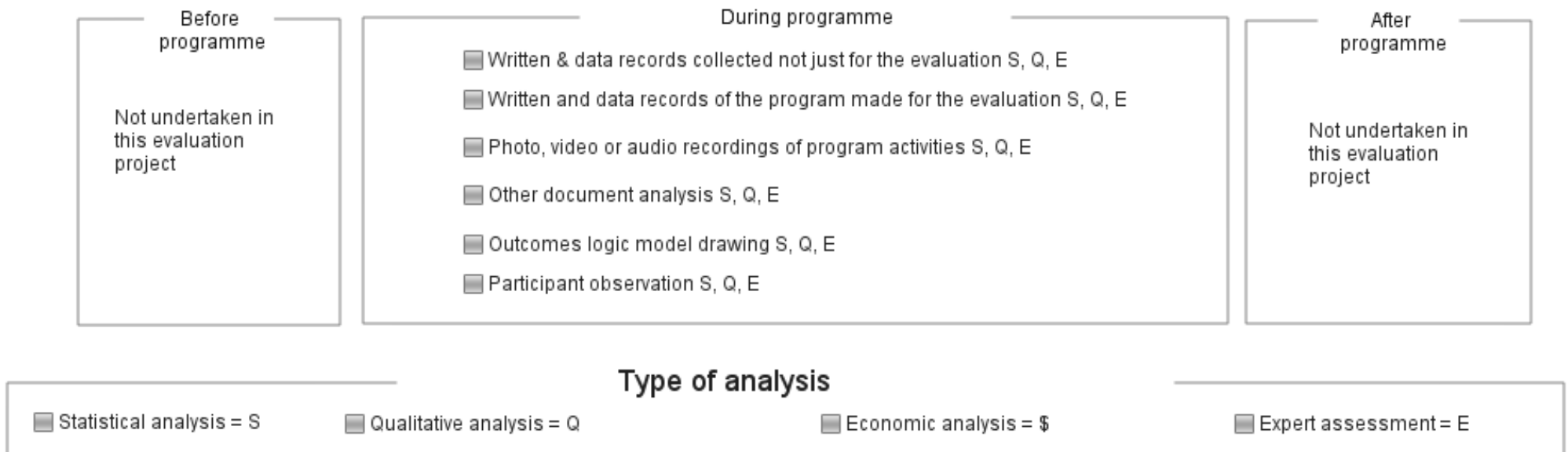
From within CIMS budget.

**■ Evaluation Project 2: What occurred in the development of Community Central**

**Method, timing and analysis**

This slice sets out the methods which may be used in Evaluation Project 2. The types of analysis are indicated by the letter code (e.g. S, Q, E). Not all these methods will be used as this evaluation project will be relatively small due to resource constraints.

**Methods and Timing**



## ■ Evaluation Project 3: Usability evaluation

### Evaluation question being answered

👉 Is Community Central likely to meet user needs? BEING ANSWERED

### Method

1. Input from the formative evaluation of the Community and Public Health Online Groups pilot (CAPH).
2. Setting up a User Reference Group to work on the design of the system.
3. Formal usability testing of the prototype of the system.
4. Accessibility access audit

### Timing

2008

### Budget

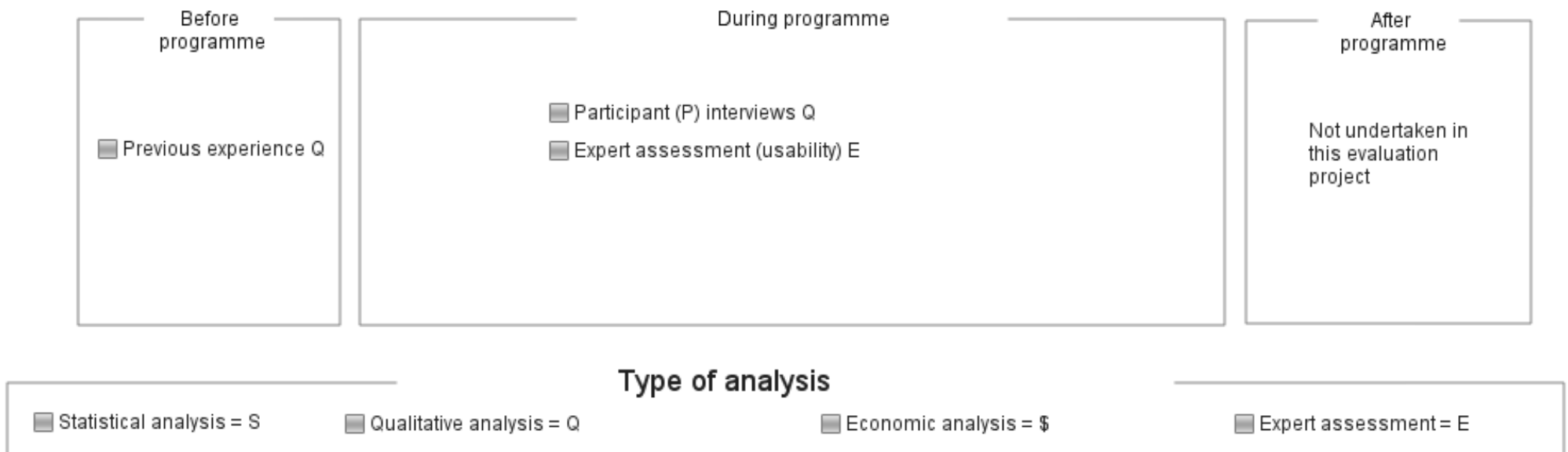
From within the CIMS budget

## ■ Evaluation Project 3: Usability evaluation

### Method, timing and analysis

This slice sets out the methods which may be used in Evaluation Project 3. The types of analysis are indicated by the letter code (e.g. S, Q, E). Not all these methods will be used as this evaluation project will be relatively small due to resource constraints.

#### Methods and Timing



## ■ Evaluation Project 4: Effect of Community Central on sector networking

### Evaluation questions being answered

- 🔍 Is networking in the relevant sectors improving because of Community Central? BEING ANSWERED
- 🔍 How can the system be improved? BEING ANSWERED

### Method

1. Feedback from early adoptors, support calls, presentations, training etc.
2. An electronic questionnaire will be distributed to users and the results will be analysed by an independent evaluator

### Timing

November 2008 - November 2009

### Budget

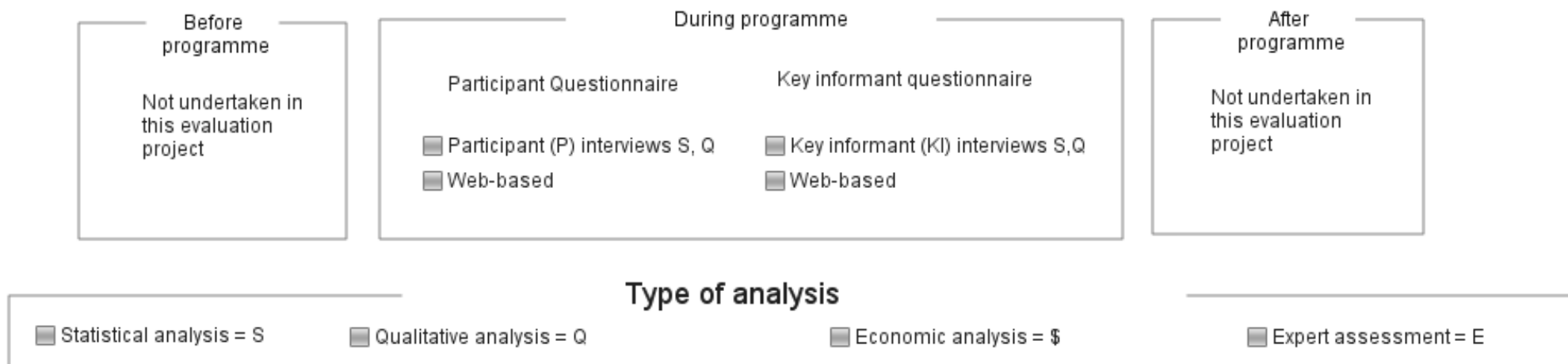
\$7,500

## ■ Evaluation Project 4: Effect of Community Central on sector networking

### Methods, timing and analysis

This slice sets out the methods to be used in Evaluation Project 4. The types of analysis are indicated by the letter code (e.g. S, Q). The questions which will be used in the electronic questionnaire which will be distributed to a sample of users and administrators will contain questions which should be determined from the evaluator building an outcomes model of a quality user experience. Once this has been built it will determine the questions at each level to be asked of the respondents. There will need to be follow up of the sample to ensure a high response rate for the questionnaire.

#### Methods and Timing



## ■ Evaluation Project 4: Effect of Community Central on sector networking

### Details of project

This slice sets out the details of Evaluation Project 4.

#### Timeline

1. Draft questionnaires and feedback sheets (November 2008)
3. Development of initial additional user outcomes model slice from users perspective to form basis of questionnaire design (November 2008-June 2009)
3. Finalise questionnaires (December 2008)
4. Review of research on online systems evaluation
5. Selection of an online questionnaire delivery mechanism (December 2008)
6. Distribute questionnaires (January-April 2008)
7. Revision of user outcomes model slice in the light of evaluation findings (May-June 2008)
8. Data entry (January-April 2008)
9. Data analysis (March-May 2008)
10. Writing report (June 2008)
11. Delivering report (June 2008)

#### Possible questionnaires and feedback sheets

- Presentations feedback sheet
- Face to face training session feedback sheet
- Help calls feedback system (to be considered)
- Administrator online questionnaire
- User online questionnaire

Write up of a meeting 14-10-08 between  
Xin Li, Paul Duignan and Stephen Blythe  
regarding evaluation planning

● V1-5 October 2008 [www.easyoutcomes.org](http://www.easyoutcomes.org)

## Section Five: Evaluation management issues

This section sets out how common evaluation management issues will be addressed.

# Evaluation management issues

## 1. Evaluation planning

This evaluation plan in DoView allows an overview of the evaluation strategy. It has been used for discussion with the Community Central Group regarding evaluation priorities and will be used for ongoing control of the implementation of the evaluation.

## 2. Evaluation management structure

Since this is a relatively small evaluation it will be managed by staff within Community Central itself. Given the scale of the project, no evaluation advisory committee will be set up.

## 3. Internal versus external evaluators

External evaluators will be used where necessary to ensure independence (e.g. external peer review of the tendering process, the electronic questionnaire to users and administrators of Community Central).

## 4. Knowledge management

Since this is a relatively small evaluation project, knowledge management will use normal office software plus the evaluation software DoView to manage and keep up-to-date the evaluation plan and to communicate it to the Governance Group and other stakeholders. Additional more detailed outcomes models may be drawn in DoView as evaluation findings come in. A web page version of the model produced by DoView will be posted on the internet. Evaluation findings related to particular outcomes may be recorded in the DoView record-table row associated with the outcomes in the outcomes model in this DoView plan, and/or there may be hyperlinks out from the DoView file to reevaluation reports.

## 5. Risk management

Not asking the right evaluation questions - this has been managed by undertaking an Easy Outcomes analysis visualized in this plan.

Lack of stakeholder confidence in independence of the evaluation - using external and internal evaluators will reduce this risk.

Getting evaluators with the right skills to undertake the evaluation - the external evaluators will be selected to have the relevant skills.

Drift in evaluation questions from those being initially asked - this is unlikely in such a small evaluation and the use of Easy Outcomes has meant that the evaluation questions are clearly specified and linked back to program outcomes in this plan.

Staff turnover - this risk will be minimized due to the outcomes plan being clearly specified using Easy Outcomes and kept up to date in DoView.

Integration of evaluation with monitoring and future strategic planning - this will occur because the Easy Outcomes model integrates monitoring and the same DoView outcomes model can be used as part of strategic planning for Community Central in the future.

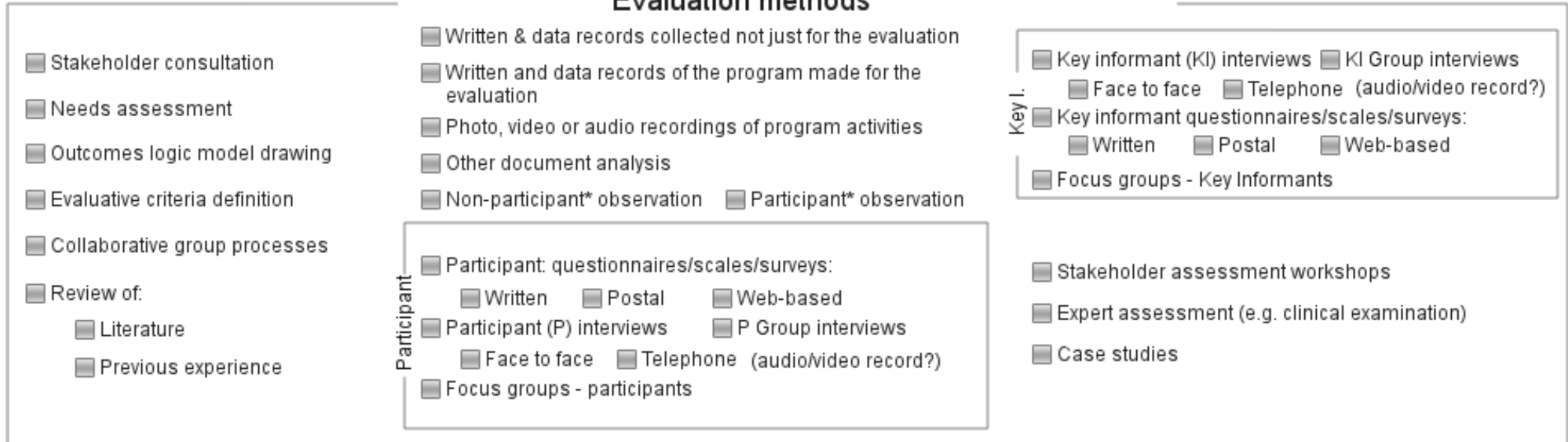
## Appendix: Evaluation methods

The next slide provides a generic list of evaluation methods which can be used when thinking about possible evaluation methods which could be used in evaluation projects.

## Potential Evaluation methods, timing & analysis

Note: This provides a list of potential evaluation methods. They can be used at different times in an evaluation and analysed in different ways.

### Evaluation methods



\* These two options mean observing and either interacting or not interacting with participants while you are observing