



EVALUATION ADVISORY COMMITTEE MINUTES

Thursday, December 13, 2007 2:00 p.m.

First 5 Monterey County

1125 Baldwin Street; Salinas, California 93906

Call to Order: David Dobrowski, Evaluation Officer called the meeting to order at 2:15 p.m.

Roll Call: A legal quorum was not present.

Commissioners in attendance: Robert L. Black

Absent: Len Foster and Xochitl Pasaye

Committee Members, Funded Partner Representatives, Consultants and Staff in Attendance:

David Dobrowski, Evaluation Officer; Beth Reeves-Fortney, Sr. Program Officer; Ana Gonzales Romo, Program Officer; Debi Diaz, Community Oral Health Services; Patricia Zerounian, Monterey County Health Department; Gay Spitz, Salinas Adult School; Larry Imwalle, Action Council; Michelle Magee, Raul Martinez and Gary Resnick, Harder + Company and Lisa Luis, Program Support (recorder).

Approve Agenda:

No action taken due to lack of quorum.

Public Comment Period: *Members of the audience desiring to address the Commission may do so during this time. Public comments on items not already on the agenda will be accepted.*

No public comment presented.

Action/Information Items:

- 1. Approval of Evaluation Committee Meeting Minutes** – October 11, 2007 & November 29, 2007
Approval of minutes tabled to next meeting due to lack of quorum.
- 2. Data System Update** – *David Dobrowski, Evaluation Officer*
David has been working with Persimmony in getting numerous questions answered. We are in the process of drafting points and legal language for contract, which will hopefully be executed in the next couple of weeks.
- 3. Review Evaluation Framework** - *Gary Resnick and Raul Martinez, Harder + Company*
The Evaluation Framework will be the main topic of discussion at the January 2008 Evaluation Advisory Committee meeting. Michelle explained that today we will be looking at the stages and then prioritizing sections. Committee examined the Four Stages of the Evaluation Framework and discussed each one.

Reason for the Evaluation Framework:

- To have an overarching evaluation framework to document the impact of the work of

- First 5 and Funded Partners.
- To be able to make specific recommendations for program improvement.

Four Stages of Evaluation Framework presented (Pyramid)

What does each stage represent?

Stage 1: Client Level Data:

- Data system helps build a foundation for further evaluation work.
- Will be useful to program to pull out information in an organized and easy way.
- Will be used internally, for F5MC reporting and for other funding sources

Stage 2: Program Implementation

- Used to describe how mature and fully executed programs are.
- Evaluation team will collect data to measure five domains of implementation:
 1. *Program fidelity*
 2. *Participant satisfaction*
 3. *Best practices*
 4. *Organizational capacity and support*
 5. *Program quality*

F5MC is in the process of doing an Organizational Assessment with Funded Partners, how is it different from this? We need to ensure we are not duplicating efforts.

Gary explained the Organizational Assessment is so far planned to only be done this year and is about the agency as a whole and not necessarily the specific program funded by First 5. This program implementation measurement is more targeted towards the programs in which you want to see outcomes for families and children. It could form the basis on why you could expect outcomes in Stage 3.

Gay and Debbie both shared that their agencies have already been doing many organizational assessments and that it is very popular lately.

Stage 3: Outcome Evaluation

- Focus should be on highest level design we can do with given limits to time and resources of (smoking gun – experimental design; circumstantial – pre/post design; and hearsay – post self report)
- Would it be ideal to see pre/post levels
- Expect a similarity of outcomes for families while there doesn't have to be a lot of homogeneity among programs' design.

Beth commented that the whole idea of approaching a research model is not a good use of time and money.

Larry commented that we need to ask questions in a certain way if pre/post are not done, for example: What behaviors are you doing that you weren't doing before?

Stage 4: Systems Change

- Purpose is to measure changes in the system of services for children and families in Monterey County.
- Will be done through a survey of program coordinators of funded parents and conduct interviews with non funded agencies.

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- Also document the impact of sponsorships and community events.

Michelle asked group - Based on conversations today,

Which Evaluation Framework Stage is the highest priority for First 5 Monterey County? In terms of getting the word out about what the impact is and producing recommendations.

Larry – Stage 3

Biggest impact is focusing on Stage 3. Interested in developing methodology that combines circumstantial and hear-say levels. Then the individual PEP, so they have mechanism to demonstrate outcomes and communicate them.

Debi – Stage 3, then Stage 2

Patricia – Stage 2, plus a little more

Cringes at trying to get at systems impact analysis.

Gay – Stage 3

Also looking at programs that are just starting up in a developmental process, obtaining client level data... we may not get there. Look at broader spectrum and what demands we make on them based on that.

Beth – Stage 2

Thinks that at the F5 level looking at implementing in our community best practices and what has been proven. Also what parents are commenting and thinking. Among Funded Partner and those we interact with we want to know: are we giving effective referrals, are parents accessing them, how do we need to communicate better.

Dr. Black - Stage 2

Have to have realistic goals that can be achieved, be understood by who you are questioning. Don't want them to feel threatened. So many variables around us – these are some of the barriers. Outcome measurement is very difficult.

David – Stage 3 and 4 and PEP's would be his priority

Stage 2 is least important, with everything being done with sustainability, most questions he gets from commissions and staff are about outcomes. More emphasis and blending circumstantial and hear say? Combo of pre and post.

David shared that Len, Francine and Krista have all commented that we need to be looking at Behavior Change. This is a theme they hear over and over again. Feel that the Commission would come out for Stage 3. Michelle would have said that Systems Change would be second priority.

Adjournment:

Meeting was adjourned at 4:10 p.m.

Upcoming Commission Meetings: *Unless otherwise noted, Meetings take place at: First 5 Monterey County; 1125 Baldwin Street; Salinas.*

- Regular Commission Meeting: January 18, 2008 at 9:00 a.m.
- Evaluation Advisory Committee Meeting: January 31, 2008 at 2:30 p.m.
- Finance/Personnel Committee Meeting: January 4, 2008 at 8:30 a.m.
- Executive Committee Meeting: January 9, 2008 at 12:30 p.m.

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