

LeadershipPlenty® Evaluation

Evaluation Overview

Evaluation is a key value of LeadershipPlenty®. As described in Module Eight, the Pew Partnership views evaluation as a learning exercise that involves asking good questions, using the answers to improve our work, and reflecting on progress. The LeadershipPlenty® evaluation strategy will focus on the following:

- Overall evaluation of the program's implementation across sites
- Evaluation of national partners', facilitators', and individual participants' experiences and behavior as a result of participating in LeadershipPlenty®
- Evaluation of community and civic impact in LeadershipPlenty® communities

As we embark on LeadershipPlenty® training, the following is a brief overview of the evaluation strategy.

Guiding Principles

The following tenets will guide the Pew Partnership in designing the evaluation of LeadershipPlenty®:

Research Standards: The LeadershipPlenty® evaluation will seek the middle ground between a traditional experimental design on one hand, and a purely anecdotal description on the other.

Participation by Key Stakeholders: The research design will include an active and participatory role for LeadershipPlenty® stakeholders.

Benefits to LeadershipPlenty® Partners: The research will provide a valuable opportunity for national partners, local affiliates, and other participants by building their capacity to systematically document and disseminate the results of LeadershipPlenty®.

LeadershipPlenty® Evaluation Framework

To capture the overall impact of the LeadershipPlenty® program, the Pew Partnership will be guided by the training evaluation framework developed by Donald Kirkpatrick. This model uses a four-level approach. The four phases include:

Level 1 – Evaluation of Participants' Reactions

The key question at this level is, “Did the participants like the training?” and “Did the training meet their needs?”

Level 2 – Evaluation of Learning

Assessing at this level moves the evaluation beyond participant satisfaction and attempts to assess the extent to which they have gained skills, knowledge, or attitudes.

Level 3 – Evaluation of Transfer

Determining what happens when trainees leave the classroom and return to their communities is the focus of this level. The key question is “How much transfer of skills, knowledge, and attitudes occurs?”

Level 4 – Evaluation of Results

This level is the most important and likely to also be the most difficult to measure. The goal is to determine what final results occurred because of attendance and participation in the program.

Research Team and Evaluation Toolkit

The Pew Partnership has assembled a research team with specific expertise in program evaluation and leadership development. The team, led by Professor F. Richard Rohs of the University of Georgia, will be responsible for creating an evaluation toolkit for participating LeadershipPlenty® communities.

We look forward to your thoughts and feedback as we go forward with the evaluation. Please contact the Pew Partnership for Civic Change for more information: mail@pew-partnership.org
