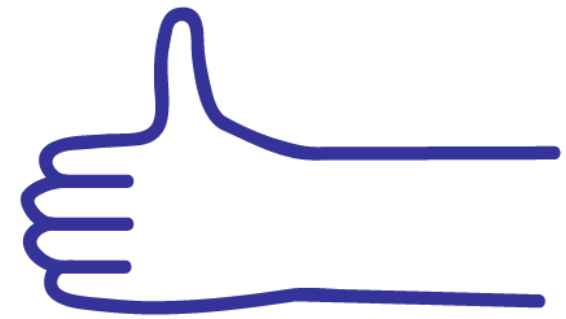
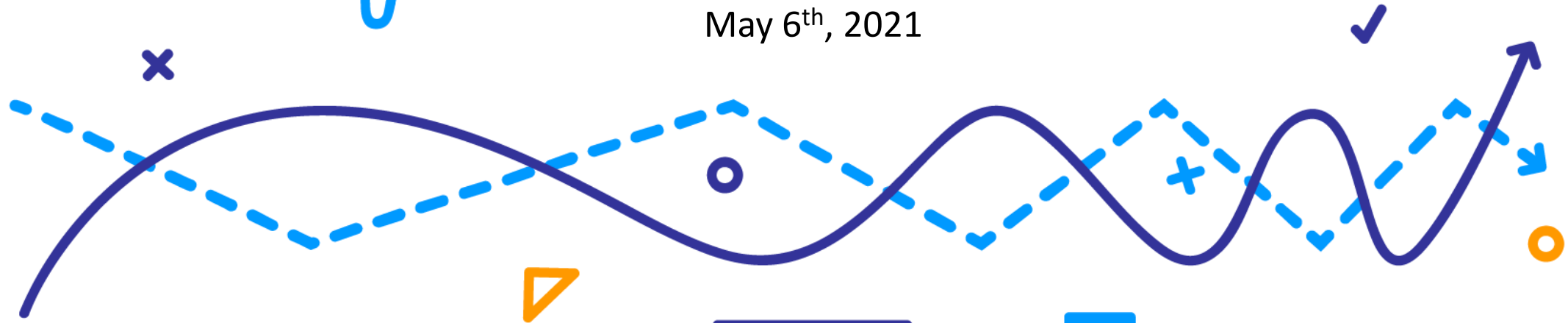


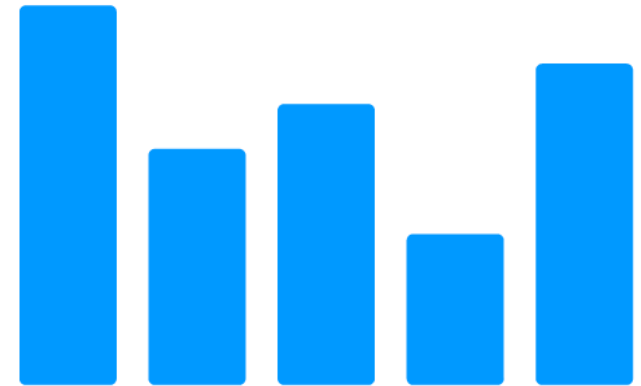
Evaluation 101



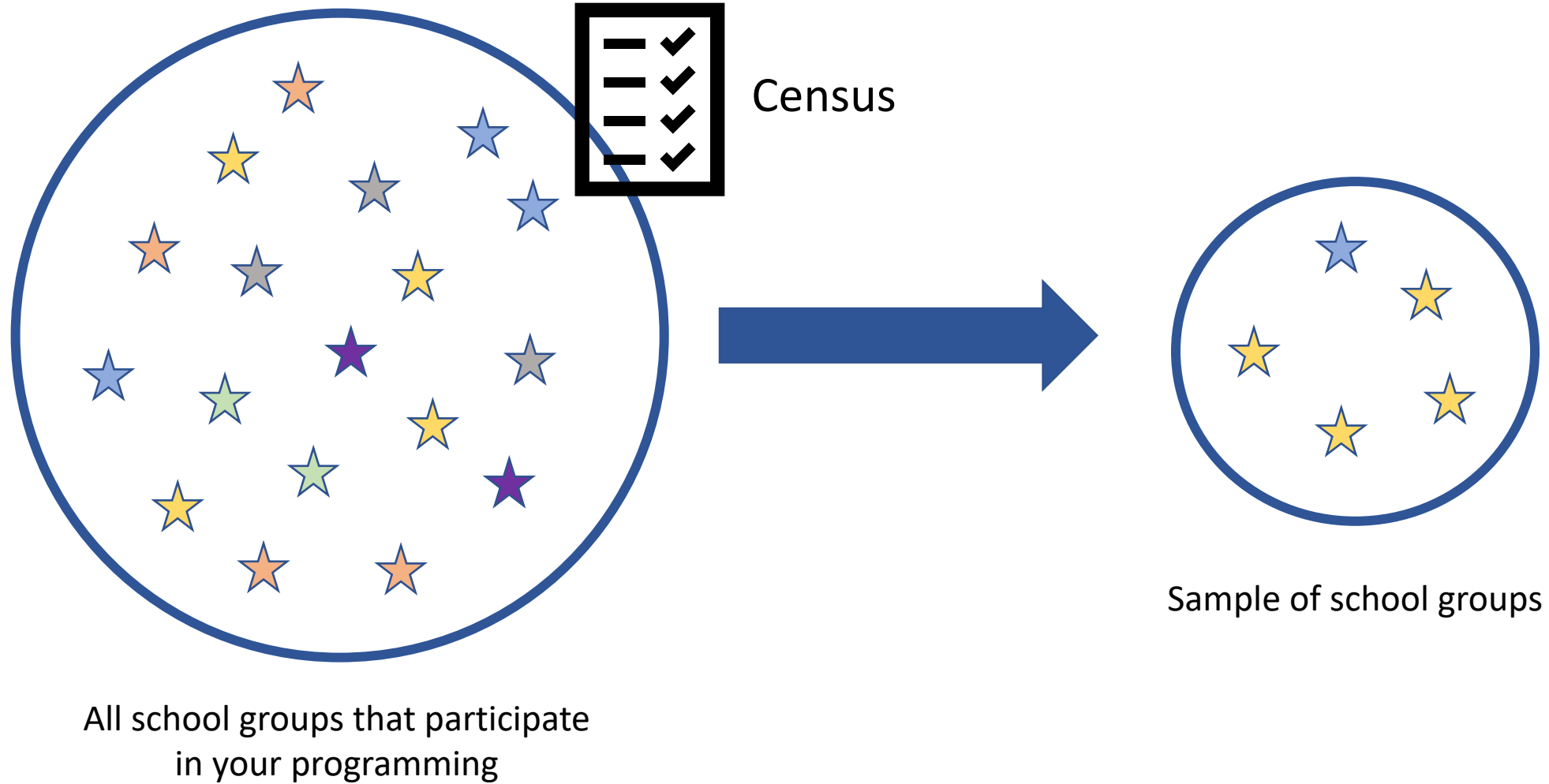
NPS OOK Network Session #2
May 6th, 2021



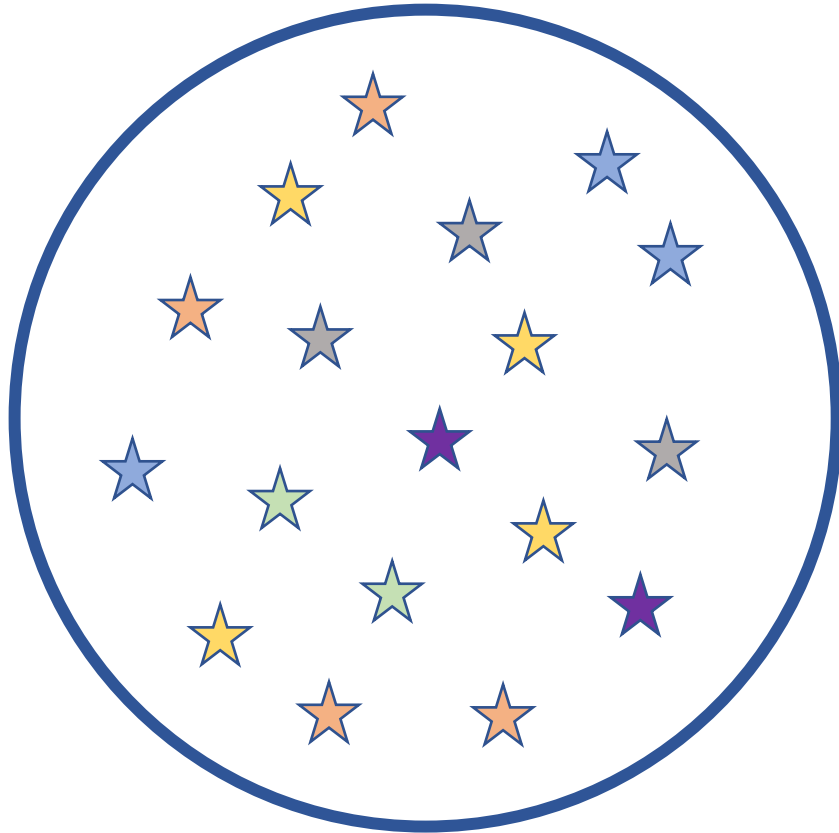
✕	==
✓	==
✓	==



Sampling



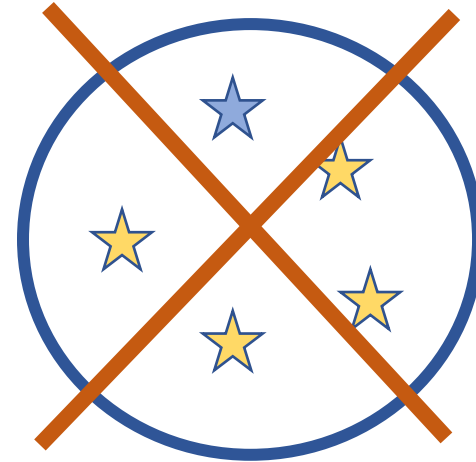
Sampling



All school groups that participate
in your programming

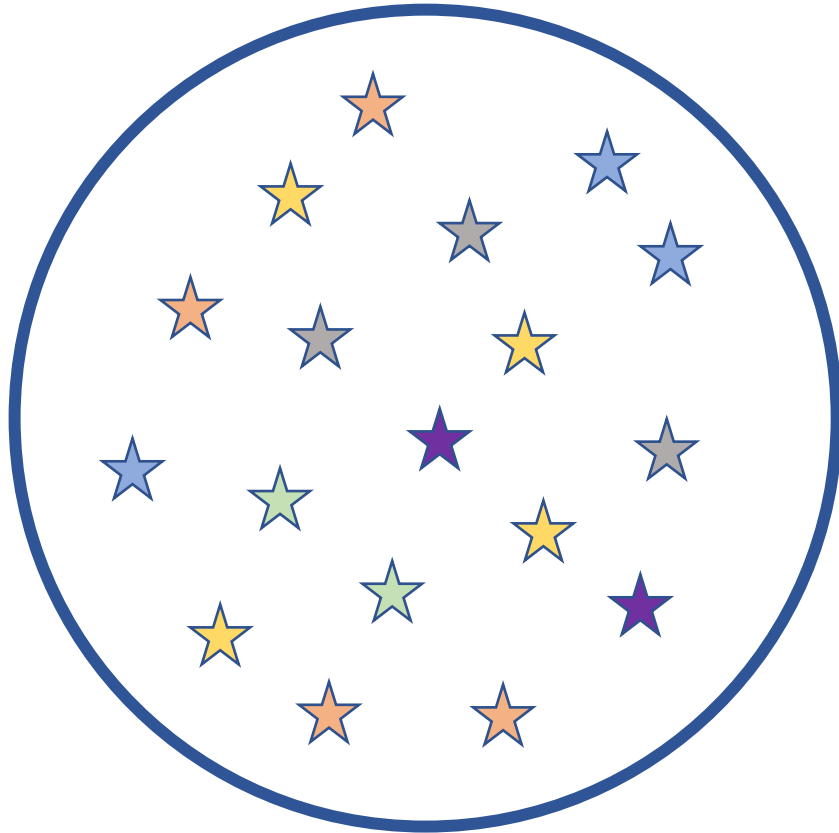


Not representative!

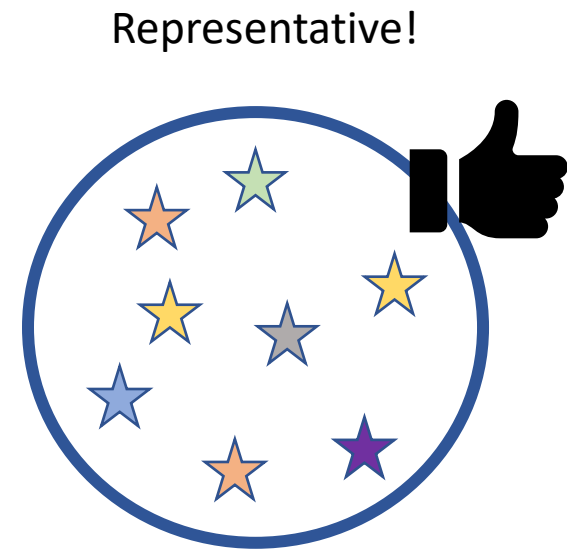


Sample of school groups

Sampling

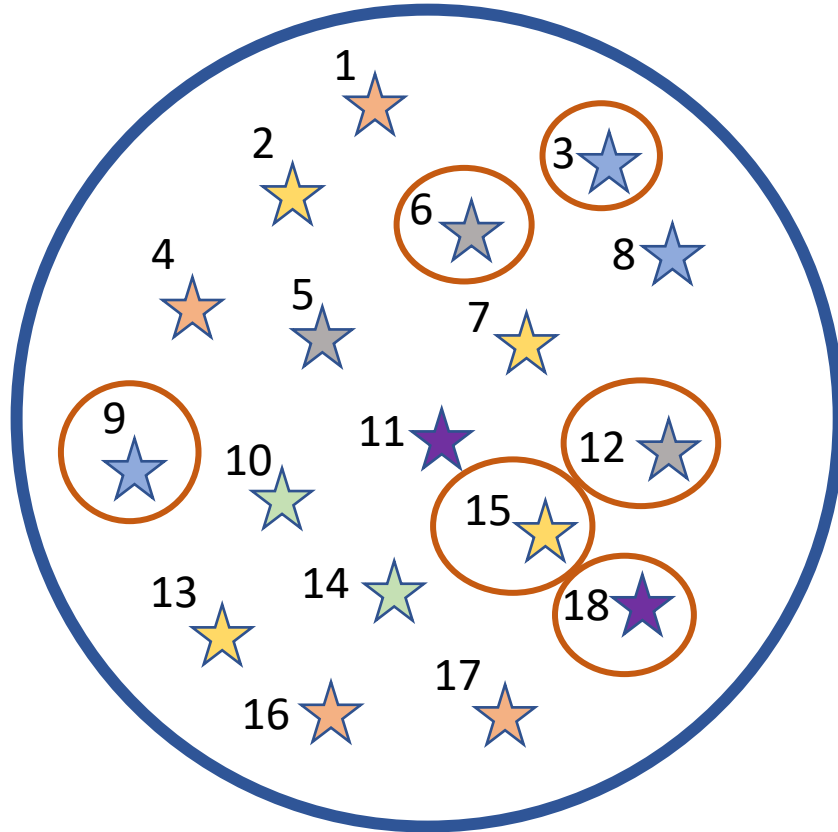


All school groups that participate
in your programming

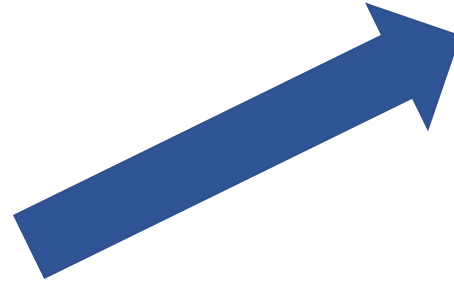


Sample of school groups

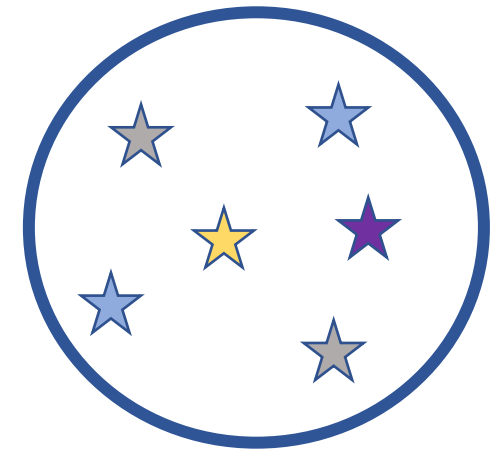
Sampling



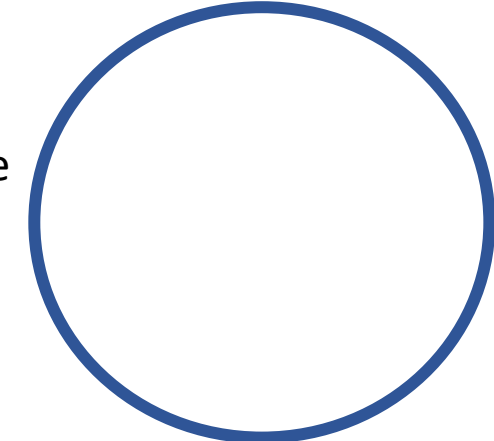
All school groups that participate
in your programming



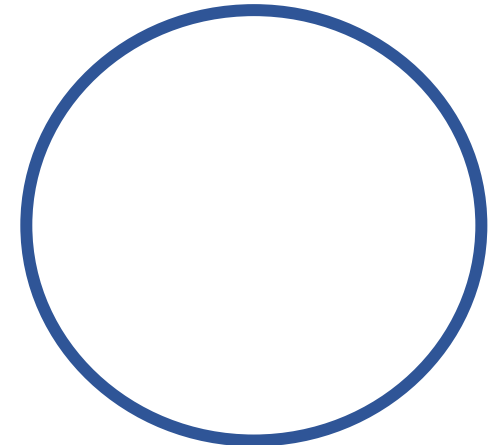
Systematic Sample



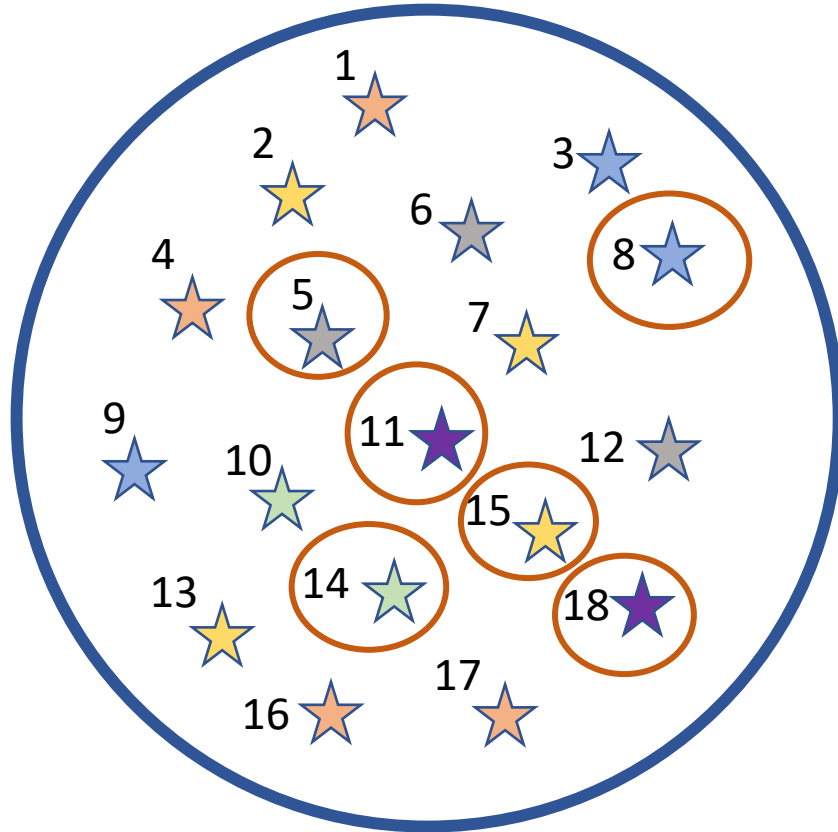
Random Sample



Purposive Sample



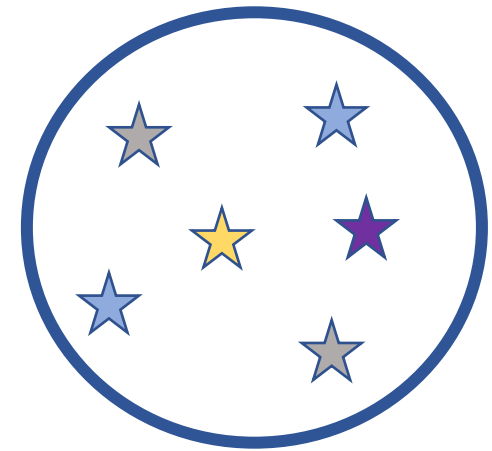
Sampling



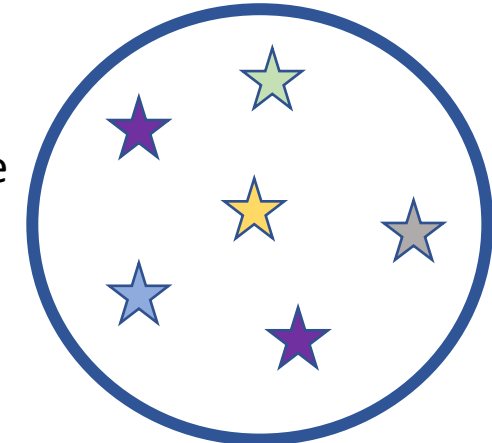
All school groups that participate
in your programming



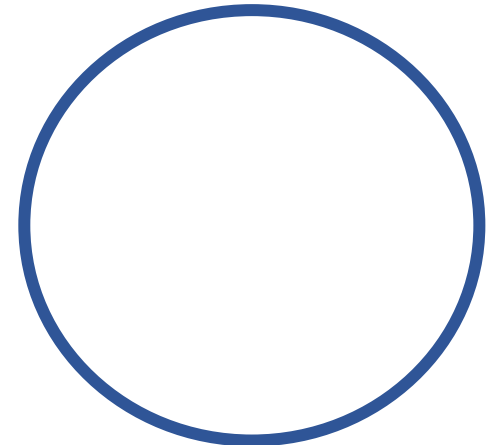
Systematic Sample



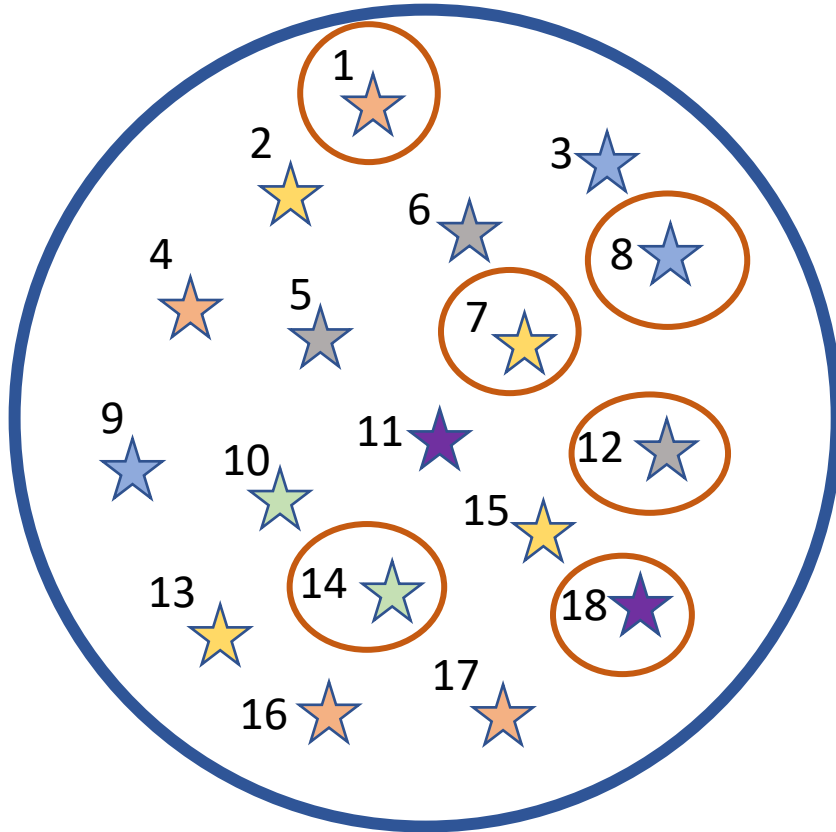
Random Sample



Purposive Sample

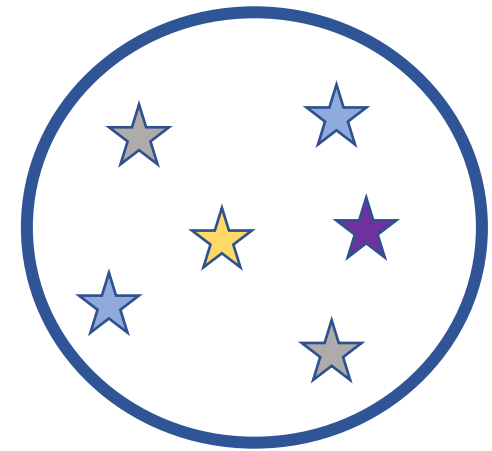


Sampling

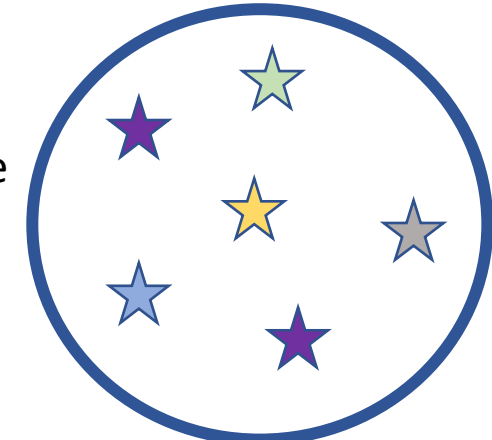


All school groups that participate
in your programming

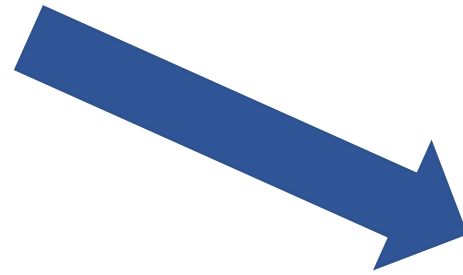
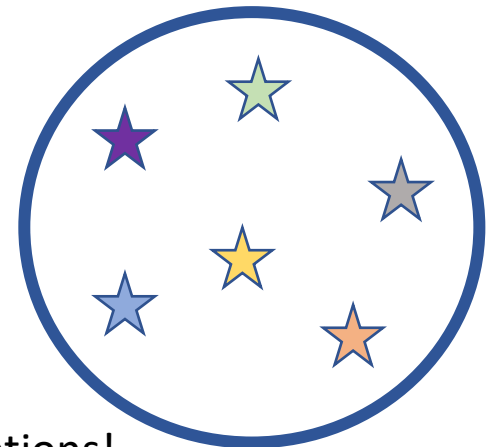
Systematic Sample



Random Sample



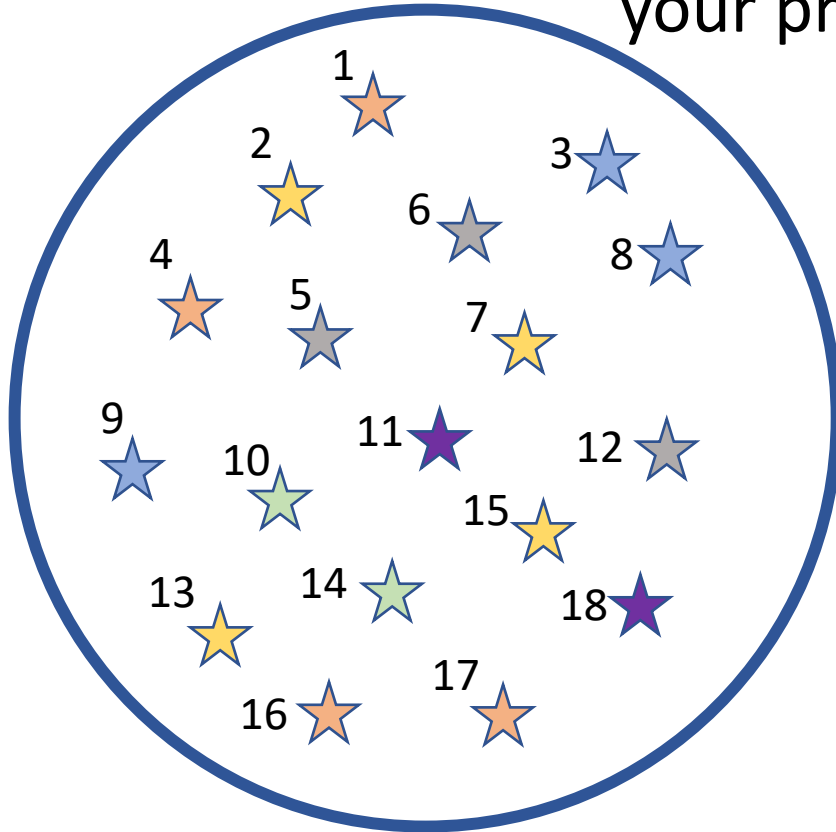
Purposive Sample



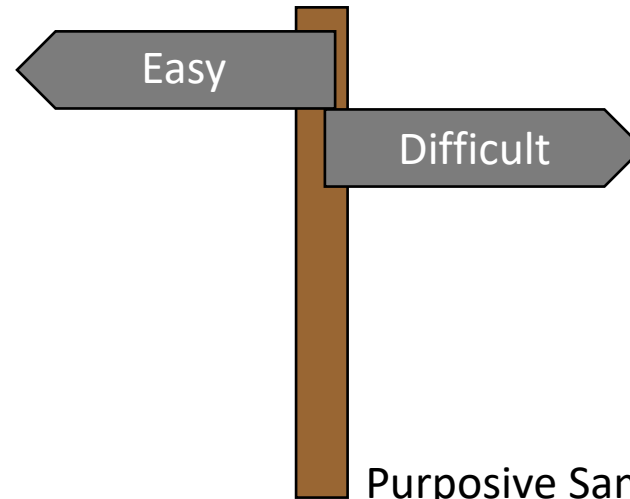
Be careful about assumptions!

Sampling

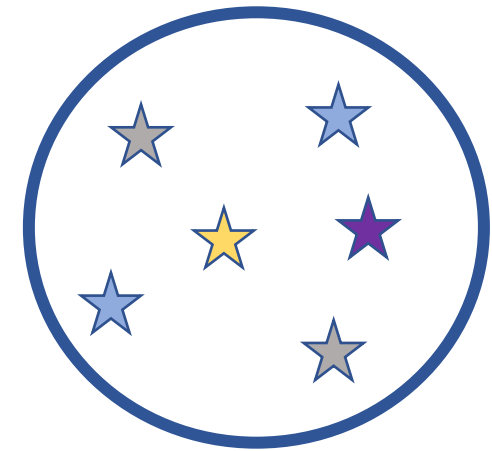
Census- build it into
your program



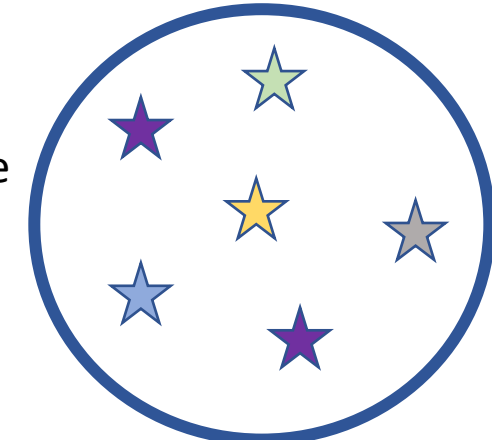
All school groups that participate
in your programming



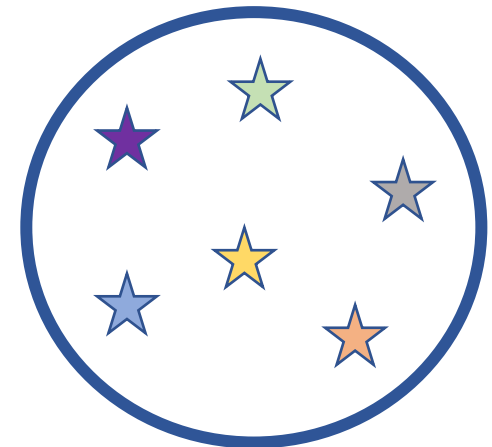
Systematic Sample



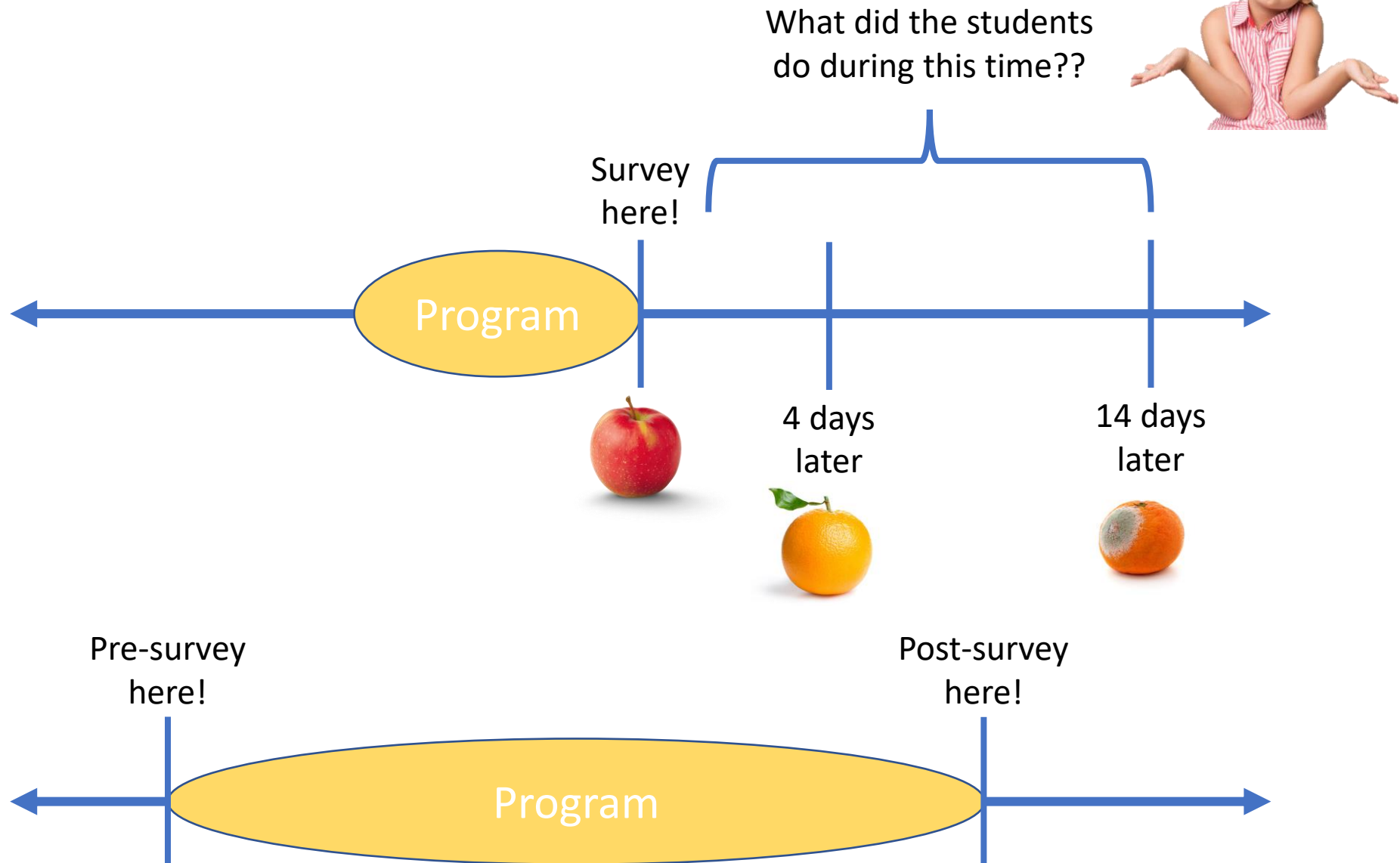
Random Sample



Purposive Sample



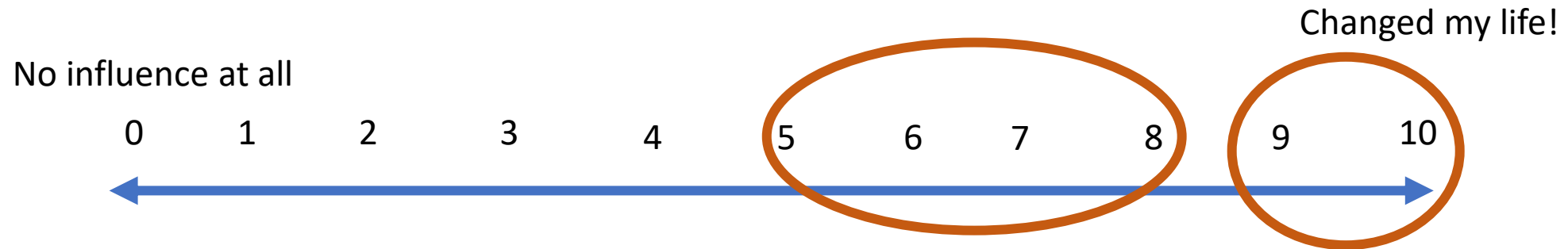
Timing of implementation



Do I really *have* to read this script?

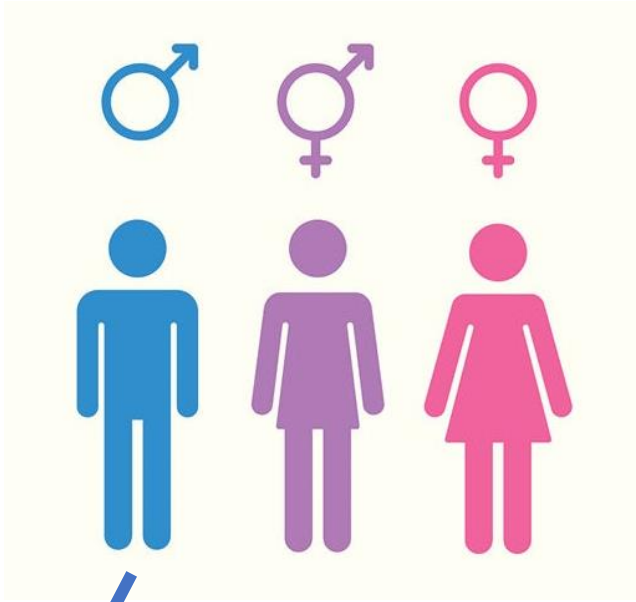


“For most of the questions, you will be answering on a scale from 0 to 10, where a 0 means the program had no influence on you at all and a 10 means it changed your life. You will probably answer somewhere in between these two ends of the scale for many of the questions.”



Demographic data. Is it necessary?

Gender



Males had more positive outcomes

Race/ethnicity



White participants had more positive outcomes

Without this data, we can only assess average impact, which can hide potential inequities

Is all this really worth it?

- ~~Representative sample~~
- ~~Consistent timing of implementation~~
- ~~Reading the script~~
- ~~Collecting demographic data~~

Limits what we can say about the generalizability of results

Throw out this data because it isn't comparable

Can't determine who is impacted and in what ways



We are not the accountability cops!





We are your adaptive
management and
learning superheroes!



It's all about learning and improvement!

Network Member Panel- tips on data collection

- Kristin Gallas- Lowell National Historic Site
- John DiDiego & Logan Rosenberg- Tremont Institute / Great Smoky Mountains National Park
- Paul Agnew- Sequoia & Kings Canyon National Park
- Yvette Cano- Everglades National Park