

Evaluation Plan: Collective Impact Workshop

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CPH 705: Public Health Teaching and Training

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The following plan outlines evaluation activities for a two-day professional development workshop focusing on utilizing a collective impact approach to address complex public health and social issues. Evaluation activities will be guided by the Kirkpatrick model of four levels of training evaluation, addressing participant: reaction, learning, behavior, and results (Mind Tools Content Team, n.d.). This approach will allow for inquiry into multiple crucial domains to assess training effectiveness and guide modifications for future iterations of the training.

Data collection tools will be created and provided via Survey Monkey - including an essay/open-ended quiz at the end of the workshop session, an immediate post-session survey with multiple choice and open-ended questions, and six month follow-up survey with multiple choice and open-ended questions.

As the training workshop concludes, a quiz and survey will be provided to assess reaction and learning levels of evaluation. Immediate student content learnings will be assessed relative to the following training objectives via a “Learning Assessment Quiz”. Five learning objectives intended for the workshop participants are outlined relative to competencies in the Appendix and include:

1. By the end of this workshop, the participants will be able to identify the principles of a collective impact approach without error.
2. By the end of this workshop, the participants will be able to discuss the strengths and weaknesses of collective impact approaches in 500 words or less.
3. By the end of this workshop, the participants will be able to apply a collective impact approach to a public health or social issue with 95% accuracy (i.e. fidelity to the collective impact best practice model).

4. By the end of this workshop, the participants will be able to evaluate the application of a collective impact approach in 500 words or less.
5. By the end of this workshop, the participants will be able to formulate a draft collective impact proposal plan for their community in less than an hour.

The quiz will focus on objectives 1, 2, and 4. Objectives 3 and 5 will be measured by participation in group discussion and completion of a collective impact proposal plan by end of day two. For in-person settings, the quiz link will be provided via a slide with a QR code, in the last 15 minutes of the training. Also for in-person delivery, learnings will be measured by participation in large and small group discussion (tallied as instructor observes students in meaningful discussion) and completion of a collective impact proposal plan by end of day two. For synchronous online delivery, participants will receive the quiz link in the Zoom chat box and via a slide with a QR code, in the last 15 minutes of the training. Participants will complete this online then receive their certificate of completion and continuing education credit documentation as the instructor verifies completion of this quiz in real-time. Evaluation of objectives 3 and 5, will also be measured by participation in large and small group discussion (two or more comments on training chat/discussion board) and electronic submission of a collective impact proposal plan by end of day two. For asynchronous online delivery, participants will receive the quiz link once they have completed all learning modules in the online course and electronic submission of a collective impact proposal plan. Evaluation of objectives 3 and 5 will also be measured by participation in large and small group discussion (two or more reflection comments at specified times within the two-day equivalent course modules. To view this quiz evaluation tool, please visit: <https://www.surveymonkey.com/r/Z5HYMRK>. The instructor will review quiz

responses and provide feedback via email in follow-up to support participants' continued learning and future application of collective impact approaches in their home community.

Reaction-level evaluation will address overall session, course materials instructor performance, and return-on-investment/value. This evaluation will be captured in a survey provided immediately after the workshop conclusion and completion will be requested within 72 hours. For in-person settings, this survey link will be provided via a slide with a QR code in the last 15 minutes of the training and will be sent via email immediately after the workshop's conclusion. For synchronous online delivery, participants will receive the survey link in the Zoom chat box and via a slide with a QR code in the last 15 minutes of the training, as well as via email immediately after the workshop's conclusion. For asynchronous online delivery, participants will receive the quiz link via email once they have completed all learning modules in the online course, the aforementioned quiz, and electronic submission of a collective impact proposal plan. To view this immediate follow-up survey tool, please visit:

<https://www.surveymonkey.com/r/MV5P5JM>.

Behavior- and results-level evaluation will take place six months after the session. A follow-up survey addressing application and retention will evaluate workshop impact on participants' professional practice. Questions on this follow-up survey will focus on how participant's are applying their training and demonstrating learned skills in their work, particularly longer-term. It will further focus on organizational and community-level outcomes and return-on-investment/value. For all delivery methods (in-person, online synchronous, and online asynchronous) this survey will be sent via email 5.5 months after the workshop's conclusion with requested completion by 6.5 months after the workshop's conclusion. To view the six month follow-up survey tool, please visit: <https://www.surveymonkey.com/r/5K3NFBS>

Data from surveys will be formally analyzed using exports from Survey Monkey, conducted with support from a third-party student worker within the professional development department under the guidance of the instructor to ensure accuracy and avoid bias. A report will center on summarizing descriptive statistics based on multiple choice responses and themes in qualitative feedback recorded in open-ended survey questions. These report findings will be provided to the instructor and the professional development director to inform future professional development offerings and collective impact training content and structure.

References

Mind Tools Content Team. (n.d.). *Kirkpatrick's model analyzing learning effectiveness*. Mind Tools. www.mindtools.com/ak1yhhs/kirkpatrick's-four-level-training-evaluation-model

Appendix. Competencies, Learning Objectives and Assessment Strategies

	Competency/Goal/Standard	Assessment	Learning Objective
1.	<p>CEPH 13</p> <p>Propose strategies to identify stakeholders and build coalitions and partnerships for influencing public health outcomes</p>	<p>Test (multiple choice and essay)</p> <p>In-class Discussion (Whole class and small group)</p>	<p>By the end of this workshop, the participants will be able to identify the principles of a collective impact approach without error.</p>
2.	<p>CEPH 19</p> <p>Communicate audience-appropriate public health content, both in writing and through oral presentation</p>	<p>In-class Discussion (Whole class and small group)</p>	<p>By the end of this workshop, the participants will be able to discuss the strengths and weaknesses of collective impact approaches in 500 words or less.</p>
3.	<p>CEPH 9</p> <p>Design a population-based policy, program, project or intervention</p>	<p>Generate a draft collective impact proposal plan for their community</p>	<p>By the end of this workshop, the participants will be able to formulate a draft collective impact proposal plan for their community in less than an hour.</p>
4.	<p>CEPH 16</p> <p>Apply leadership and/or management principles to address a relevant issue</p>	<p>Test (multiple choice and essay)</p> <p>In-class Discussion (Whole class and small group)</p>	<p>By the end of this workshop, the participants will be able to apply a collective impact approach to a public health or social issue with 95% accuracy</p>

5.	<p style="text-align: center;">CEPH 15</p> <p>Evaluate policies for their impact on public health and health equity</p>	<p>Complete case study</p> <p>Peer proposal draft review</p>	<p>By the end of this workshop, the participants will be able to evaluate the application of a collective impact approach in 500 words or less.</p>
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Note: Competencies listed above are based on Council on Education in Public Health (CEPH)

Foundational Competencies. (Source: https://media.ceph.org/documents/D2_guidance.pdf)