



BROADBANDUSA
CONNECTING AMERICA'S COMMUNITIES

Evaluation and Measurement Making it Count

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BTOP Recipient Post-Award Workshop
Herndon, VA
November 10, 2010





Agenda

- Rationale and Context For BTOP Evaluation
- Four Examples
- PCC and SBA Facilitated Discussion
- Workshop Summary





Worksheet A. Describe Project

A Logic Model

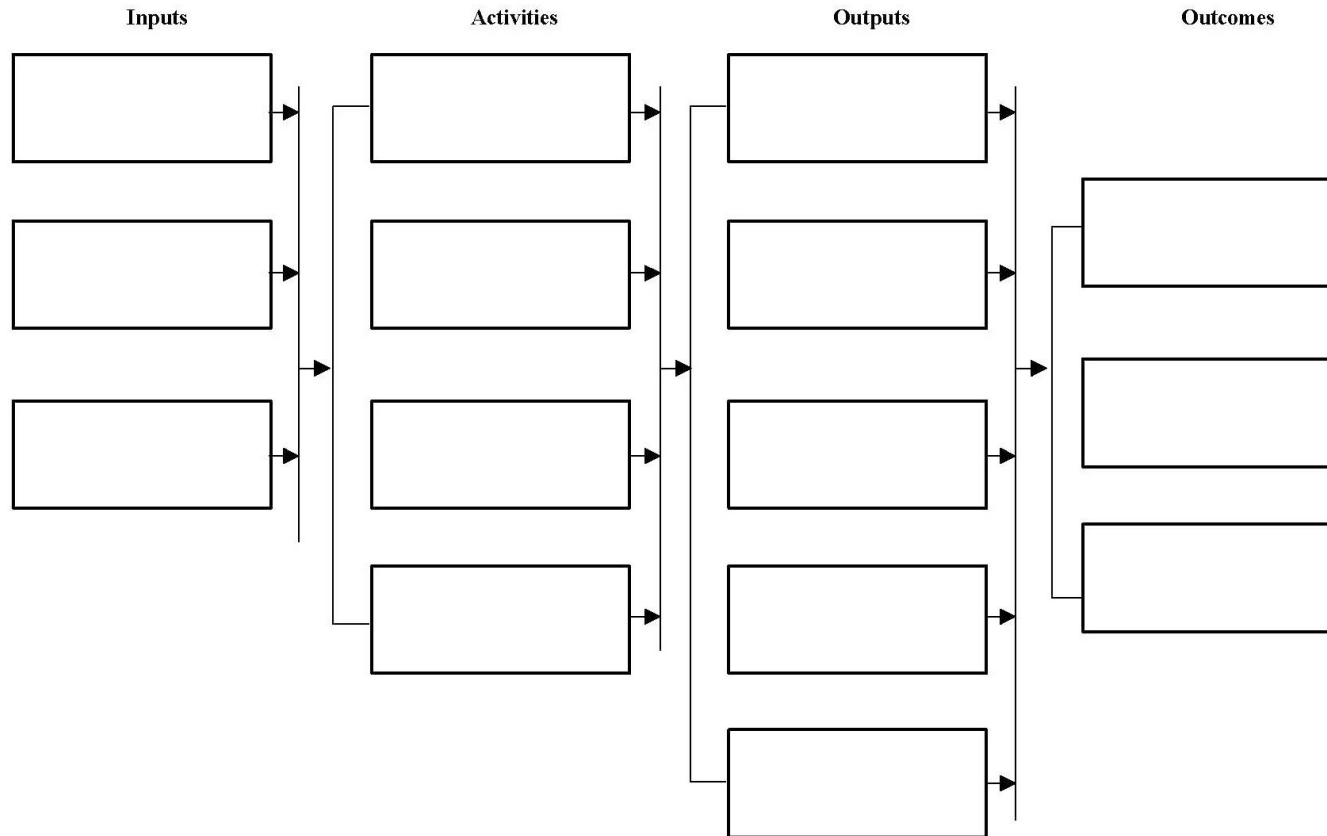
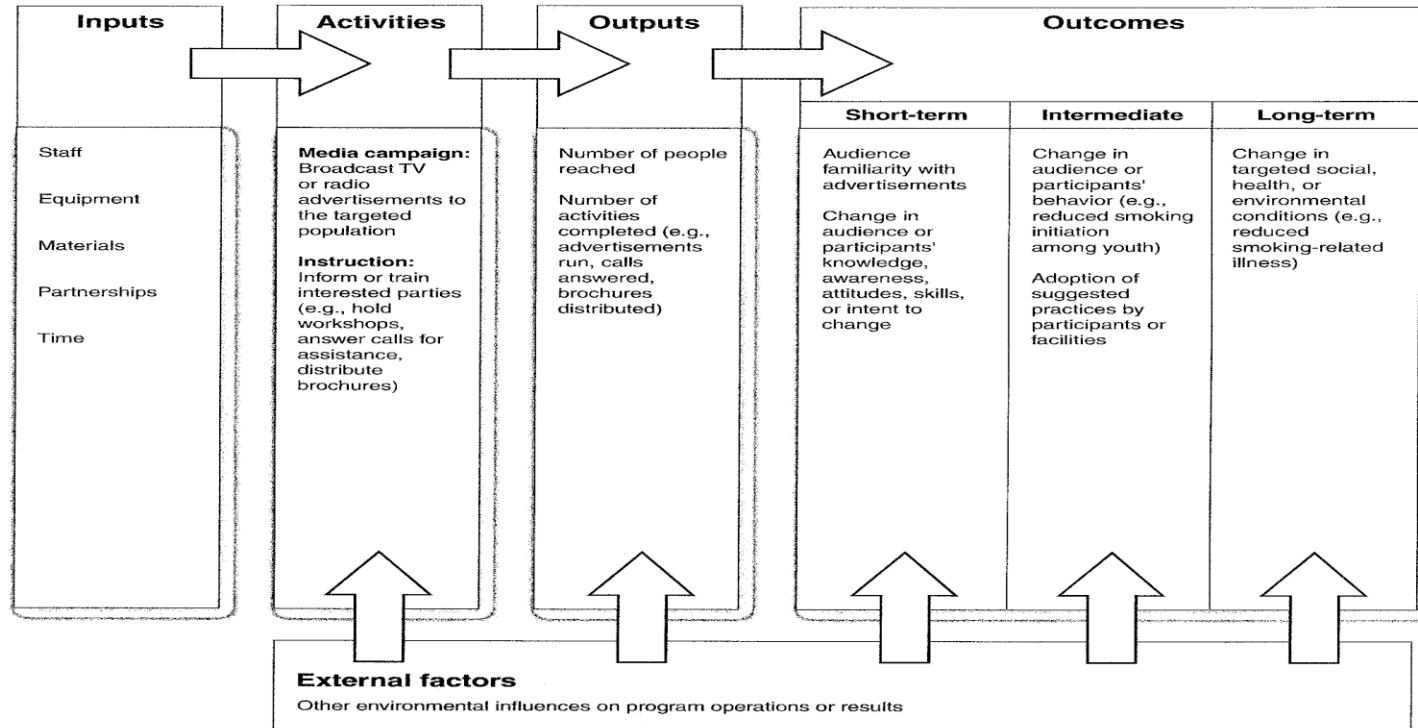


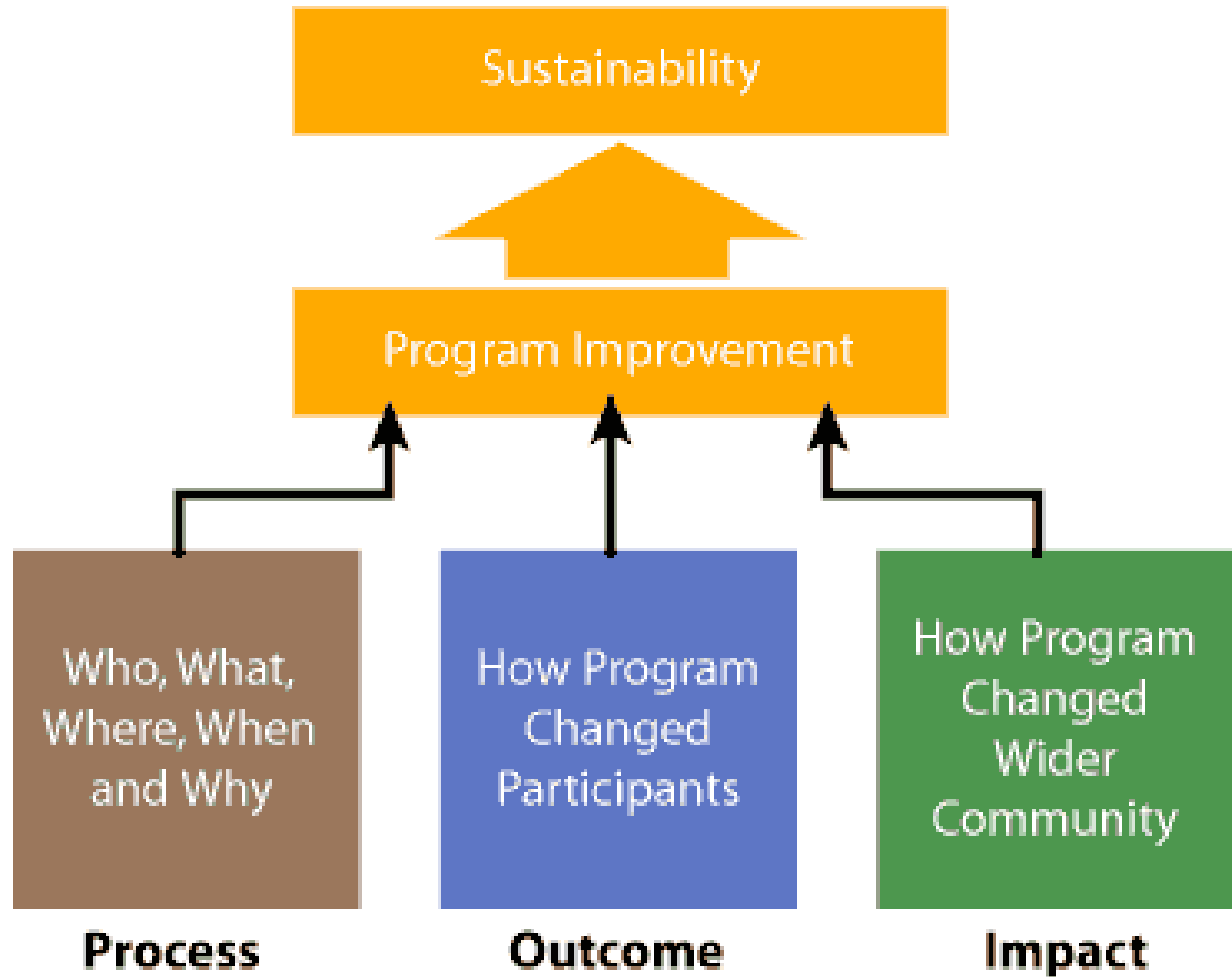


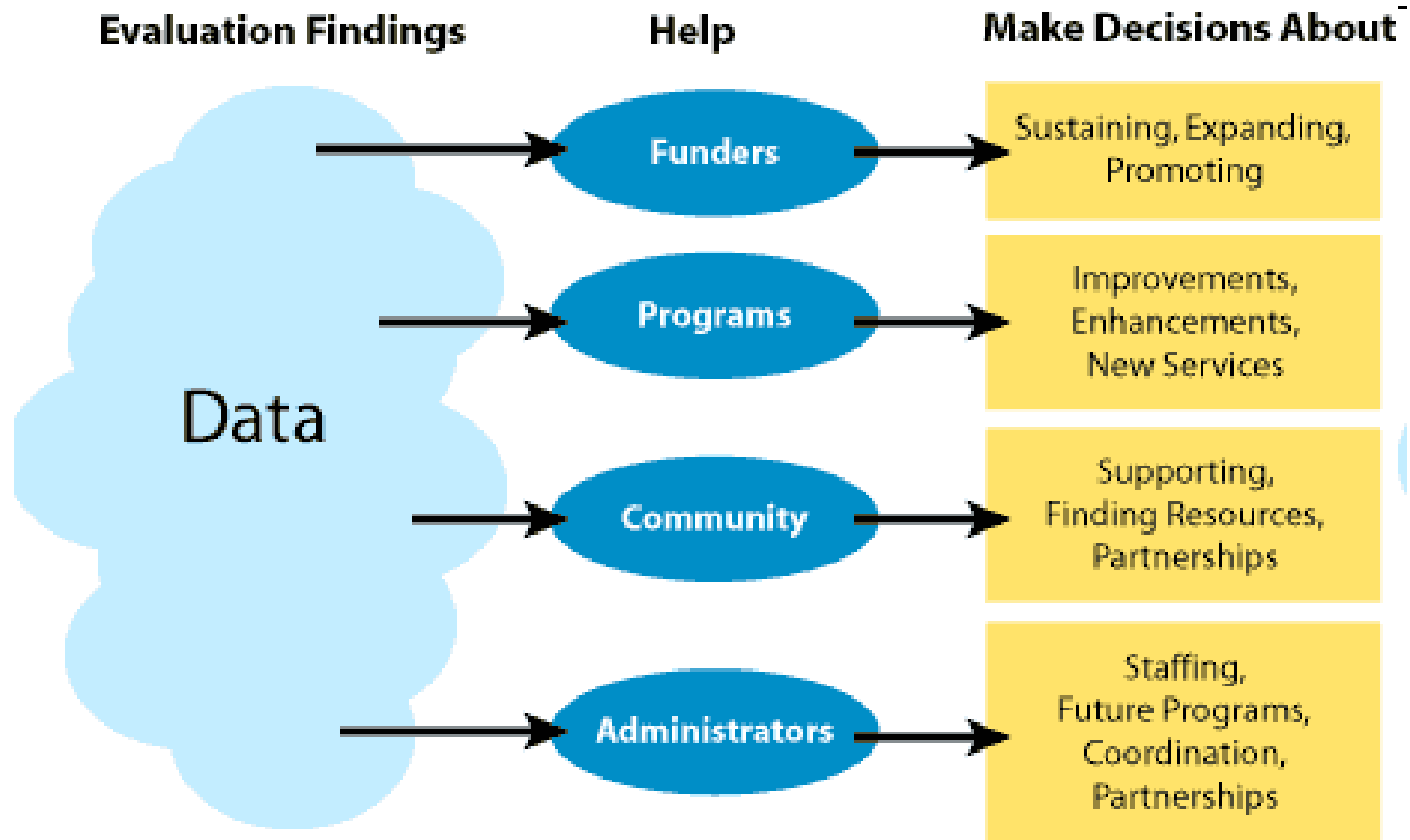
Figure 1: Information Dissemination Program Logic Model



Source: GAO's analysis.









PCC Facilitated Discussion Suggested Topics

- Measurement techniques, tools, and resources.
- Asking the right evaluation questions.
- Moving from outputs to outcomes.
- Resourced for conducting evaluation.





SBA Facilitated Discussion Suggested Topics

- Measurement techniques, tools, and resources.
- Engaging subjects in evaluation and research.
- Understanding the different impacts of training, content, and applications.
- Best practices for working with 3rd party evaluators.
- Using evaluation data to build support.





Questions to Think About

- Why is evaluation important for BTOP? What can the project evaluations contribute?
- What is the evaluation framework that links PCCs and SBAs?
- How do you get from objectives to intervention to measurement?
- How much (and what kind of) technology is being used for research and evaluation?



