



**The Hilltop Institute**

*analysis to advance the health of vulnerable populations*

# Utilizing "The Guide" to Strengthen Partnerships and to Inform Evaluation Planning for the Maryland Asthma Control Program

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October 19, 2013

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American Evaluation Association

Panel Presentation

# Presentation Overview

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- Overview of Learning and Growing Partnership Evaluation Guidelines
- Description of MACP partnership evaluation plan
- Presentation of partnership evaluation results
- Snapshot of MACP Google site
- Discussion of challenges to evaluating relationships and how to engage partners more effectively

# Learning and Growing Guidelines for Partnership Evaluation

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## Six-Step Evaluation Process

1. Engage Stakeholders/  
Identify Primary Users

2. Describe the Partnership/  
Construct the Logic Model

3. Focus the Evaluation/  
Develop a Design Plan

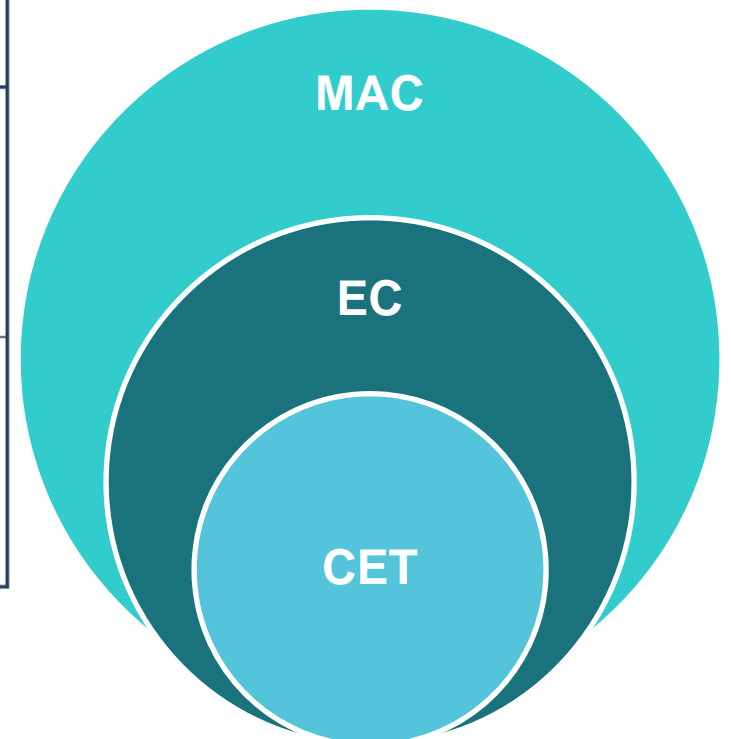
4. Gather Credible Evidence/  
Select Methods, Measures,  
Indicators

5. Analyze Data/  
Justify Conclusions

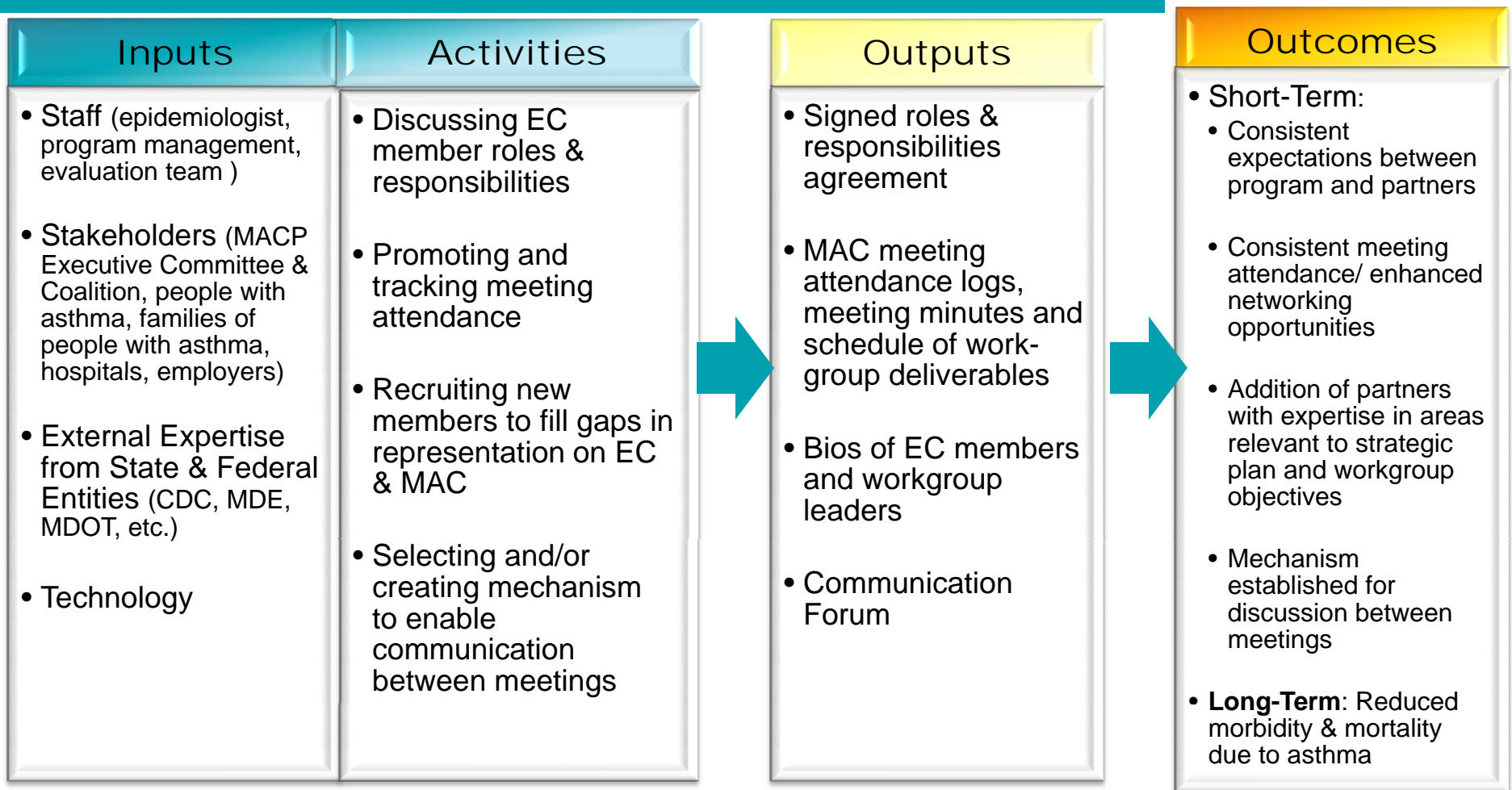
6. Ensure Use of Findings/  
Lessons Learned

# Engage Stakeholders/ Identify Primary Users

Stakeholder Name	Stakeholder Category	Interest or Perspective	Role in the Evaluation	How and When to Engage
Core Evaluation Team (CET)	Primary	Program Staff	Help craft evaluation focus areas and execute evaluation activities	Throughout the process by formulating and implementing the evaluation plan
MACP Executive Committee (EC)	Primary	Partner	Help craft evaluation focus areas and participate in evaluation activities	Throughout the process by formulating and implementing the evaluation plan
Maryland Asthma Coalition (MAC)	Primary	Partner	Help craft evaluation focus areas and participate in evaluation activities	Throughout the process by formulating and implementing the evaluation plan



# Partnership Evaluation Logic Model



# Partnership Evaluation: Plan, Indicators, and Findings

Evaluation Question	Criteria or Indicator	Standards	Outcome
<b>Focus Area 1: Executive Committee Member Roles and Responsibilities</b>			
<p>a.) What are the specific expectations of EC members?</p> <p>b.) Have EC members accepted their roles and responsibilities?</p> <p>c.) To what extent are EC members engaged and effective?</p>	<ul style="list-style-type: none"> <li>▪ Formal agreement defining EC member roles &amp; responsibilities signed by all EC members</li> <li>▪ Meeting attendance</li> </ul>	<ul style="list-style-type: none"> <li>▪ 100% of EC members submit signed agreements</li> <li>▪ 75% meeting attendance by member over one-year period</li> </ul>	<p>→75% of EC members signed agreements</p> <p>→ 19 of 29 members (65%) attended at least 75% of meetings over one-year period</p>

# Partnership Evaluation: Plan, Indicators, and Findings

continued

Evaluation Question	Criteria or Indicator	Standards	Outcome
<b>Focus Area 2: Coalition Networking Functionality</b>			
<p>a.) Is workgroup attendance consistent and continuous?</p> <p>b.) What deliverables have resulted from interactions during workgroup meetings and activities that enable strategic plan implementation?</p> <p>c.) Have new collaborations developed as a result of networking during workgroup meetings?</p>	<ul style="list-style-type: none"> <li>▪ Workgroup meeting attendance logs</li> <li>▪ Correspondence between workgroup activities and strategic plan objectives</li> <li>▪ Workgroup activity presentations</li> </ul>	<ul style="list-style-type: none"> <li>▪ 50% meeting attendance by member over one-year period</li> <li>▪ 100% of activities reported by workgroups correspond to a strategic plan objective</li> <li>▪ 100% of workgroups deliver at least one activity presentation annually</li> </ul>	<p>→ Not enough data (Two Coalition meetings in one-year period are not sufficient to establish and assess attendance patterns)</p> <p>√100% of activities reported by workgroups correspond to an objective</p> <p>→ Under Development (first presentation Coalition meeting on 12/10/12)</p>

# Partnership Evaluation: Plan, Indicators, and Findings

continued

Evaluation Question	Criteria or Indicator	Standards	Outcome
<b>Focus Area 3: Partner Expertise in Areas Relevant to the Program's Strategic Plan</b>			
<p>a.) To what extent are the MAC/EC memberships inclusive of agencies and individuals relevant to and capable of accomplishing the goals and objectives stated in the Action Agenda?</p> <p>b.) To what extent do the MAC and EC represent the health interests of priority populations, as identified by asthma hospitalization rates?</p> <p>c.) To what extent are the MAC and EC structured to perform their stated functions optimally?</p>	<ul style="list-style-type: none"> <li>▪ Bios submitted by each EC member and workgroup leader</li> </ul>	<ul style="list-style-type: none"> <li>▪ 100% of existing members submit bios</li> <li>▪ 100% of new EC members recruited have work experience directly relevant to strategic plan objective</li> </ul>	<p>→ 72% of current members submitted bios</p> <p>→ One new EC member was recruited. That new member did have work experience directly relevant to strategic plan objectives</p>



# Partnership Evaluation: Plan, Indicators, and Findings

continued

Evaluation Question	Criteria or Indicator	Standards	Outcome
<b>Focus Area 4: Communication Between Meetings</b>			
a.) What have been the limitations of previous efforts to facilitate communication between meetings?	<ul style="list-style-type: none"> <li>Focus group responses</li> </ul>		
b.) Is a method for communication between meetings currently available to enable exchange of information in a functional and user- friendly format?		<ul style="list-style-type: none"> <li>Method of communication to be selected &amp; implemented</li> </ul>	<ul style="list-style-type: none"> <li>✓ Method of communication (Google site) was selected and implemented</li> </ul>
c.) Have EC members been successfully engaged in utilizing the new method of communication?	<ul style="list-style-type: none"> <li>User login record</li> </ul>	<ul style="list-style-type: none"> <li>EC members use method at least monthly</li> </ul>	<ul style="list-style-type: none"> <li>→ 52% of EC members logged in</li> </ul>

# Snapshot of Website Capabilities

**MdACP**  Search this site

**Home**  
Background  
Calendar  
EC Member Bios  
Resources  
Rx for Asthma  
Asthma Friendly Schools (AFS)  
Coalition  
Contact  
Sitemap

## Home

**Documents**  
 MACP core documents, reports and other information about the program.  
[Go Now](#)

**Calendar**  
 MACP calendar of events, meetings, and deadlines.  
[Go Now](#)

**Directory**  
 MACP Executive Committee contact information.  
[Go Now](#)

**Discussion**  
 Interactive forum to facilitate collaboration among committee members.  
[Go Now](#)

**Interventions**  
 Resources & Activities Related to Asthma Friendly School and Asthma Friendly Pharmacy Interventions.  
[Go Now](#)

**Resources**  
 Articles and resources related to asthma.  
[Go Now](#)

# Partnership Evaluation Recommendations and Lessons Learned

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1. Members who are not actively engaged in the EC should be replaced or shifted into different roles.
2. MAC meetings must occur quarterly to preserve momentum and continuity of activities.
3. The EC should make a targeted effort to recruit new partners to represent populations in Southern Maryland and the Eastern Shore.
4. The Google site should be expanded to include access for MAC members and intervention partners.

# About The Hilltop Institute

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The Hilltop Institute at the University of Maryland, Baltimore County (UMBC) is a nationally recognized research center dedicated to improving the health and wellbeing of vulnerable populations. Hilltop conducts research, analysis, and evaluations on behalf of government agencies, foundations, and nonprofit organizations at the national, state, and local levels.

[www.hilltopinstitute.org](http://www.hilltopinstitute.org)

# Contact Information

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