

.....

Suggestions for Using “Evaluation and Measurement of Data Sources in Your Organization”

Objectives:

- Identify data sources for use in measurement and evaluation
- Generate discussion about and creativity in tapping data sources

Intended Audience:

- Diversity council or task force members designing evaluation strategy
- Leaders and managers giving input to evaluation strategy

Processing the Activity:

- Facilitator leads a discussion of evaluation levels and purposes, as well as hard and soft data.
- Participants working individually fill out the chart listing sources of data.
- Participants form small groups, pooling their information, charting, and then reporting collected responses.
- Facilitator leads total-group discussion of prime sources and methods for gathering needed data.

Questions for Discussion:

- Where do we have the most data already?
- What would we need to do with existing data to make them useful?
- What data do we still need?
- What are the best ways to get them?

Caveats, Considerations, and Variations:

- The organization needs to be prepared for and willing to deal with any data that are collected.
- There may be confidentiality issues and personnel policies governing the use of some sources.