



Proposal to Evaluate the Olympic Torch Relay Initiative

2010 CES Student Case Competition
May 2010

Overview



- ▶ Initiative
- ▶ Evaluation: Why Needed
- ▶ Stakeholders
- ▶ Logic Model, Assumptions
- ▶ Evaluation Matrix
- ▶ Design & Methodology
- ▶ Challenges
- ▶ Quality Data
- ▶ Timeline
- ▶ Discussion, Questions

Evaluation DESK



Meeting your needs



Initiative: Olympic Torch Relay



- ▶ Passed through over 1,000 communities
- ▶ Generate engagement in the Olympics and communities
- ▶ Connect Canadians
- ▶ Community participation and celebrations
- ▶ Exposure for individual Canadians, including youth participation

Evaluation: Why Needed



▶ Summative

- Intended outcomes achieved?
- Contribute to 2010 Olympic goals & objectives?
- Legacies: value for money invested?

▶ Process

- Implemented as planned?

Stakeholders: Primary Users



Federal Partners and Organizers

- Canadian Heritage
- VANOC
- Ministry of State

Olympic Committees

- IOC
- IPC

Information needs

- Relevant to goals & objectives of the Games and federal priorities
- Relevant scope and strategies
- Evidence activities achieved intended outcomes
- Legacies: value for money invested
- Unintended outcomes: positive, negative
- Process: implemented as planned?
- Implementation alternatives

- Contribution to goals & objectives of Olympic and Paralympic Games
- Implementation alternatives

Stakeholders: Secondary



Beneficiaries

- Celebration Communities
- Participating not-for-profit organizations

Partners

- Coca Cola
- RBC

Information needs

- Impact on participating communities, youth
- Legacies: value for money invested
- Unintended outcomes

Olympic Halo

The Three Legacies



Logic Model: Excerpt



Components

- Special project grants
- Celebration Communities



Core Outcomes

- Increased community participation
- Increased exposure/display of Canadian artists/culture
- Increased local tourism/business revenue
- Increased sense of pride and belonging

Assumptions



- ▶ OTR contributed to pride
- ▶ Sense of pride, excitement contributed to connecting Canadians

Evaluation Matrix



Relevance

Q1. OTRI relevant to achieving the goals/objectives ?

Q2. Scope/reach of the OTRI appropriate ?

Indicators

- Perceived opinions of Canadian communities
- Alignment of the goals of the OTRI with government priorities
- Expert opinion

Sources

- Community Case Studies
- Document Review
- Key Informants

Data Collection

- File/Document (G&C final reports, reports on program activities, existing surveys, etc.)
- Focus groups
- On-line survey
- File review
- Benchmarking

Evaluation Matrix cont'd



Design & Delivery

- Q3. OTRI components/activities appropriate to achieving the Initiative's outcomes?
- Q4. Any alternatives to implementing the OTRI?
- Q5. Activities implemented as planned?

Evaluation Matrix cont'd



Design & Delivery

Indicators

- Logical links between activities and outcomes
- Perceived opinion on program design and delivery
- # of grants given/communities supported
- Roll-up of identified performance measures

Sources

- Program Documents
- OTRI Reporting systems
- Community Case Studies
- Key Informants

Data Collection

- Roll-up/analysis of existing performance data (e.g., final grant reports)
- Interviews/ Focus Groups

Evaluation Matrix cont'd



Success

Q6. Extent to which OTRI contributed to goals of:

Q6.1 Connecting all Canadians?

Q6.2 Supporting community programming?

Q6.3. Increasing exposure of Canadian artists/creators?

Q6.4. Ensuring Aboriginal, ethno-cultural and official language minority community participation

Q6.5. Increasing pride and inspiration of Canadians?

Q6.6. Increasing awareness of Canada and domestic tourism?

Q7. Long- term and/or unintended impacts?

Q8. Resources utilized effectively ?

Evaluation Matrix cont'd



Success

Indicators

- Stakeholder opinions
- # community celebrations
- # artists/creators participating
- # Aboriginal community and youth participating
- Pride and inspiration of Canadians
- Increased tourism / business revenue

Sources

- Community Case Studies
- Pre-post Surveys
- Stakeholder opinion
- Cost-benefit analysis

Data Collection

- On-line survey
- Focus groups
- Interviews
- Quantitative data analysis
- Document review

Research Design

Hybrid



Outcomes

- Mixed methods
 - Pre-post
 - Descriptive
 - Community case studies

Process

- Cross-sectional
- Multiple lines of evidence

Methodology & Timelines



Strengths & Weaknesses

File & Doc. Reviews	Existing Surveys	Final Reports	Case studies (Focus Groups & Interviews)	Online Survey
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Challenges



- ▶ Multitude of stakeholders and beneficiaries
- ▶ Geographical challenge
- ▶ Diverse backgrounds
- ▶ Budgetary & time constraints
- ▶ Value for money aspect – difficult to assess

Quality Data



- ▶ Stakeholder information needs → evaluation questions → design
- ▶ Multiple lines of evidence: corroborate findings
- ▶ Compare results of file, document and final report reviews
- ▶ Build on existing surveys
- ▶ Pilot test guide and survey tools, validate with key stakeholders
- ▶ Check focus group summaries with participants

Discussion, Questions



- ▶ Put Evaluation **DESK** to work for you
 - direct
 - engaging
 - strategic
 - knowledgeable

help@evaluationDESK.com

613-555-5432

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OLYMPIC HALO – HUMAN LEGACY

Olympic Torch Relay Logic Model

COMPONENTS	Special Project Grants	Celebration Community
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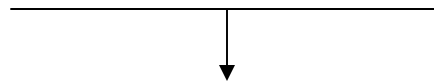
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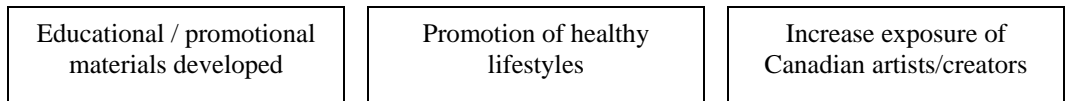
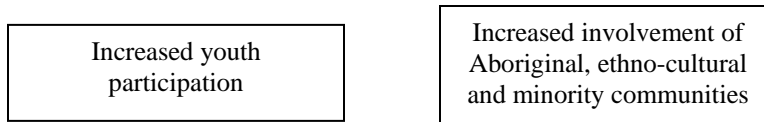
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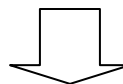
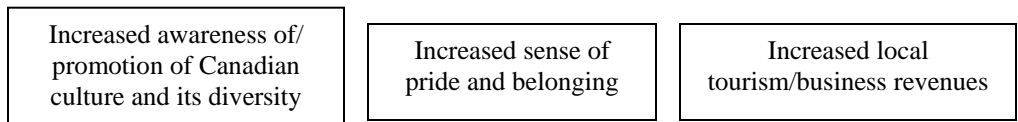
OUTPUTS



SHORT-TERM OUTCOMES



LONG-TERM OUTCOMES



HUMAN LEGACY



Table 1. Evaluation Matrix

Question	Indicators	Data Sources	Data Collection
Relevance			
<p>1. Was the O.T.R.I. relevant to achieving the goals/objectives of the Olympic Games & the Government of Canada priorities?</p> <p>2. Was the scope/reach of the O.T.R.I. appropriate for the Vancouver Olympic Games?</p>	<ul style="list-style-type: none"> • Perceived opinions of Canadian communities • Alignment of the goals of the O.T.R.I. with government priorities • Expert opinion 	<p>Community Case Studies</p> <p>Document Review</p> <p>Key Informants (e.g. Evaluation Advisory Committee)</p>	<p>File/Document (Grants and Contribution final reports, reports on program activities, existing surveys, etc.)</p> <p>Focus groups</p> <p>On-line survey</p> <p>File review</p> <p>Benchmarking</p>
Design and Delivery– Was the O.T.R.I. designed and implemented such that expected outcomes are achievable?			
<p>3. Were the O.T.R.I. components/activities appropriate to achieving the Initiative's outcomes?</p> <p>4. Were there any alternatives to implementing the O.T.R.I.?</p> <p>5. Were the activities implemented as planned?</p>	<ul style="list-style-type: none"> • Logical links between the program's activities and outcomes • Perceived opinion on program design and delivery • # of grants given/ communities supported • Roll-up of identified performance measures 	<p>Program Documents</p> <p>O.T.R.I. Reporting systems</p> <p>Community Case Studies</p> <p>Key Informants (e.g. Evaluation Advisory Committee)</p>	<p>Roll-up/analysis of existing performance data (e.g., final grant reports)</p> <p>Interviews/ Focus Groups</p>
Success Issues – Has the Initiative achieved its intended outcomes in an efficient and effective manner?			
<p>6. To what extent has the O.T.R.I. activities contributed to the Initiative's goals of:</p> <p>6.1. Connecting all Canadian?</p> <p>6.2. Supporting community programming?</p>	<ul style="list-style-type: none"> • Stakeholder opinions • # community celebrations • # artists/creators participated outside of their home community • # Aboriginal community and youth participation • Increased pride and inspiration of 	<p>Community Case Studies</p> <p>Pre-post Surveys</p>	<p>On-line survey</p> <p>Focus groups</p> <p>Interviews</p> <p>Quantitative data analysis</p>

Question	Indicators	Data Sources	Data Collection
<p>6.3. Increasing exposure of Canadian artists/creators?</p> <p>6.4. Ensuring Aboriginal, ethno-cultural and official language minority community participation?</p> <p>6.5. Increasing pride and inspiration of Canadians?</p> <p>6.6. Increasing awareness of Canada and domestic tourism?</p>	<p>Canadians</p> <ul style="list-style-type: none"> • # and type of educational/promotional materials developed (in both languages) • Increased local tourism / business revenue 		
<p>7. Were there any long-term and/or unintended impacts generated as a result of the O.T.R.I.?</p>	<ul style="list-style-type: none"> • Stakeholder opinion 	<p>Community Case Studies</p>	<p>Focus groups Interviews On-line survey</p>
<p>8. Were the resources utilized for the O.T.R.I. effectively towards expected outcomes?</p>	<ul style="list-style-type: none"> • Cost allocation for funded projects • Stakeholder opinions 	<p>Pre-post Surveys</p> <p>Community Case Studies</p> <p>Cost-Benefit Study</p>	<p>On-line survey</p> <p>Focus groups</p> <p>Interviews</p> <p>Document review</p>