

RESOURCE



National PTHV Week 2023 Evaluation Toolkit





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I. Purpose

Evaluation is a valuable tool for leaders looking to strengthen, sustain, and grow a program or practice and, ultimately, improve outcomes for the students, families, and educators they serve. As such, evaluation should be a key component of local and national PTHV Week celebrations. Specifically, evaluation of your PTHV Week celebration can help you:

- See and hear the impact of PTHV Week activities
- Answer questions about the effectiveness of PTHV Week activities
- Inform improvements to future PTHV Week celebrations
- Showcase the benefits of your efforts to your stakeholders

Evaluation doesn't need to be complicated and you don't need a trained program evaluator to realize its advantages. This guide offers the lay program evaluator – school and district PTHV leaders like you – a few simple tips, tools, and processes specific to PTHV Week that are easy to implement and that offer high value for minimal effort. It is recommended that these suggestions be integrated into existing systems or structures for data collection and analysis.

If you are looking for more all-encompassing evaluation guidance than what you find here, see our [Parent Teacher Home Visit Project Evaluation Toolkit](#). This resource provides detailed guidance on various methods of inquiry (e.g., developing and using surveys as well as conducting interview and focus groups) along with a robust selection of sample tools.

II. Suggested Data Collection Methods

Participating schools and districts are encouraged to set PTHV Week goals based on their unique needs and plans. These goals may dictate what will be measured and how. For example, if one of your PTHV Week goals is related to promoting your practice, consider documenting your efforts and collecting evidence of impact, such as the media coverage of your event.

However, the most commonly collected, measurable data from PTHV practices across the country – *the number of participating schools, the number of participating educators, and the*

number of home visits completed - is likely to be the foundation of your PTHV Week evaluation. It is recommended that you use your school or district's existing tools and protocols, such as home visit logs, when available. Electronic tools, which can be as simple as an Excel spreadsheet or as data entry into your Student Information System, will maximize efficiency of both data collection and analysis.

You may also want to consider collecting both quantitative and qualitative data that help you better understand how various stakeholders experienced your PTHV Week celebration. The table below outlines key differences between some common data collection methods.

	Quantitative Data	Qualitative Data
Method	Paper or Electronic Feedback Surveys	Empathetic Interviews and Focus Groups
Purpose	Gather the same information from many people	More deeply understand people's experiences and perspectives
Pros & Cons	<ul style="list-style-type: none"> • Fast • Inexpensive • Provides general themes but limited details 	<ul style="list-style-type: none"> • Requires skill • Resource intensive • Provides details and descriptions

III. Sample Data Collection Tools

The aforementioned [evaluation toolkit](#) offers a plethora of sample surveys and interview questions that may be adapted for the purposes of evaluating your PTHV Week. These tools can be adapted to assess stakeholders' overall home visit experiences, as well as garner PTHV Week-specific feedback. Below are additional data collection tools for schools and districts that have been adapted from the toolkit and that can be used to measure the impact of PTHV Week activities. Tools include:

- Sample Home Visit Log
- Sample Educator Survey
- Sample Family Member Interview Protocol and Questions

HOME VISIT LOG

Employee Name: _____ Employee ID: E000 _____ Primary Work Location: _____
 Employee Name: _____ Employee ID: E000 _____ Primary Work Location: _____
 Classified Staff: _____ Employee ID: E000 _____ Primary Work Location: _____

Instructions: 1) Enter each visit as it occurs. 2) Obtain parent signature at visit. 3) Track start and end times for visit 4) Enter allocated hour per visit (one per visit) 5) Enter total hours allocated. 6) Sign and date log. 7) Submit to Principal for approval signature and further processing.

NOTE: Each teacher requesting payment for visit must submit a log sheet; however, copies are acceptable so parents only sign once.

Employee Initials	Date	Student ID *Do not include name	Parent Signature	Start Time	End Time	Work Completed Outside of Contract Y/N?	Allocated Hours (One per visit)	HV Done Inside the Home Y/N
Total Hours*								

Employee Signature: _____ Date: _____
 Employee Signature: _____ Date: _____
 Classified Staff: _____ Date: _____
 Administrator Signature: _____ Date: _____

Educator Survey

Thank you for your participation in Parent Teacher Home Visits Week. We would like to learn about how educators experienced this special observance. Please respond to this short survey to help us understand the overall impact of PTHV Week and improve future celebrations. The data collected in this survey is anonymous and should take less than 10 minutes to complete. We appreciate your feedback!

1. Number of home visits that you made during PTHV Week

2. What is your overall experience of the home visits made during PTHV Week?
 - a. Rate from 1 to 5 stars

3. Please list any impact on students, families, or yourself as a result of these home visits

4. Did you engage with or participate in any other PTHV Week-related resources or activities?
 - a. Yes. If yes, please list.
 - b. No

5. What is your overall experience with our local PTHV Week?
 - a. Rate from 1 to 5 stars

6. Please list any impact on students, families, or yourself as a result of PTHV Week activities.

7. What could have made our local PTHV Week more impactful?

8. Comments or feedback on any specific elements of our local PTHV Week celebration?

9. May we use your anonymous answers to these questions in promotional materials?
 - a. Yes
 - b. No

Sample Family Member Interview Protocol and Questions

Suggested Introduction and Consent Script

Before we begin, I would just like to share with you a little about why I am talking with you today. Recently, our school/district celebrated Parent Teacher Home Visits Week. It is my understanding that you participated in a home visit during that time. We would like to know more about your experiences with the home visit itself as well as our celebratory activities so that we can communicate about and continue to improve our PTHV practice. We are listening to both educators and families to learn more about what we can do to make it even better.

I have just a handful of questions about your experiences. I appreciate your honest answers, but if you would prefer not to answer or talk about any question, that's okay. Everything will remain anonymous unless you give us permission to share. If we ever do want to share your comments, connected to your name, we will ask you first.

Does this sound okay to you?

Suggested Interview Questions

1. Tell me about your home visit. (Prompts: What was it like to have a teacher in your home? What did you do? What types of things did you talk about?)
2. Has anything changed as a result of the visit? Your thoughts or feelings about your child's teacher or school? Your experiences or contact with your child's teacher or school? How so?
3. How do you feel about having another home visit in the future?
4. Did you participate in any other PTHV Week celebratory activity hosted by our school/district? If yes, which ones?
5. What is your overall impression of our PTHV Week celebration?
6. Do you have any suggestions or ideas on how to improve the celebration next year?
7. Is there anything else that you would like to share or tell me?

Suggested Closing and Consent Reminder Script

Thank you for giving me your time today. Your willingness to give us your feedback means a lot to our PTHV practice. I just wanted to say, again, that everything we talked about here will only be shared anonymously, without your name. If we want to use a quote or story with your name attached, we will ask you first. If you think of anything else you would like to share, or if you have any questions, you can contact me at: XXX-XXX-XXXX.

Thanks again!

IV. Sharing Your Results

Sharing the results of your PTHV Week is a strategy for communicating the value of home visiting, marketing the practice to various stakeholder groups, securing additional funding and support, and influencing policy decisions around family engagement. Keep in mind the following when disseminating results:

- **Know Your Audience.** Consider the stakeholders who will be engaging with your results data. Ensure that it is not only presented in clear and concise language, but formatted in a way(s) that is accessible to all. Solicit family and educator feedback on results as well as presentation.
- **Create a Plan.** Consider the technique(s) you will use to share results. Possible communications strategies include a written impact report, infographic, and presentations at events such as school board meetings.
- **Share Data Effectively.** Use visual representations for quantitative data such as charts and graphs, when possible. Include qualitative data such as meaningful anecdotes and impactful quotes from participants. A [1-page impact report template](#) is available for local adaptation and use here.
- **Reflect on Lessons Learned and Consider Next Steps.** Engage stakeholders in discussing the impact of your PTHV week including highlights from the week, how the celebration influences your ongoing PTHV home visit practice, and your anticipation for another PTHV Week celebration.
- **Collaborate with PTHV National Office.** Be sure to reach out to PTHV with questions or needs as it relates to sharing the impact of your PTHV Week practice. To amplify your message to a broader audience, share your impact stories and tag PTHV on social media using the @PTHVP Twitter handle and #PTHVWeek hashtag.

V. Reporting to PTHV National

The purpose of PTHV Week is four-fold: 1) celebrate educators and families who prioritize building relationships of trust; 2) generate awareness and support for PTHV; 3) conduct as many home visits as possible during the week; and 4) evaluate and share the impact of PTHV. Like local implementing sites, PTHV's National Office will be collecting local and national data to not only understand the extent to which these goals were achieved, but to highlight success stories and promote greater awareness of PTHV's evidence-based, high-impact family engagement model.

Below is a brief description of the data collection forms that school or district PTHV leaders will use to submit their local PTHV Week data and feedback to the National Office. The window for completing surveys is **September 25 – October 20, 2023**.

- **PTHV Week – Local Implementation Data Survey:** There are two parts to this survey.
 - First, use this form to share your local impact data, including home visiting numbers, top-performing educators, and other evidence of strong and successful implementation.
 - Second, to consolidate data collection activities, this form will also be used to collect annual tallies from the previous school year. [Access the Local Implementation Data Survey here.](#)
- If you have any questions about data submission or if your district security does not allow you to submit via this electronic form, please email Heather Kilgore at heather@pthvp.org for assistance. Furthermore, you are encouraged to email her any stories of impact from your local PTHV Week. This includes but is not limited to video clips or quotes from educators and/or family members about their home visit experience during National PTHV Week for which you have consent to share.
- **PTHV Week – Feedback Survey:** Use this form to share your feedback. Your input will inform improvements and future PTHV Week plans. [Access the Feedback Survey here.](#)
- In addition to measuring impact, the data that is collected by schools and districts and then shared with PTHV National will be used to recognize and reward educators, schools, and districts with exemplary performance during PTHV Week. 2023 PTHV Week champions will be announced during a live, virtual reflection and award meeting on November 15, 2023.





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