



SCHOOL OF SOCIAL WORK  
PROGRAM EVALUATION GROUP  
UNIVERSITY OF MICHIGAN

partnering  
with you  
TO MEASURE WHAT MATTERS

The Nuts and Bolts of Evaluation for Community Organizations:

# Using Excel for Evaluation

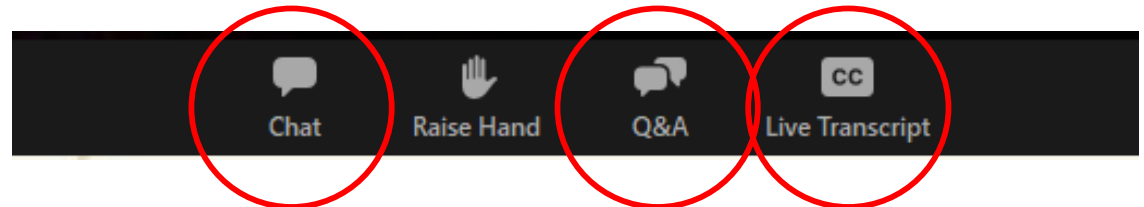
November 20, 2020

# Housekeeping

To obtain **continuing education** (CE) hours:

- 1. Stay for the duration of the session.*
- 2. Demonstrate engagement by participating in chat discussion and any polls.*
- 3. Complete the evaluation that will be distributed 1-2 business days after the session.*

- Microphones are muted.
- Live Transcription is available.
- Ask questions through Q&A.
- Use the chat box to share reactions and comments.
- The recording and slide deck will be shared after today's session.



# Who We Are

**Program Evaluation Group (PEG)** partners with public and private organizations to provide evaluation training, consulting and data services.

<https://ssw.umich.edu/research/program-evaluation>



**Shawna Lee**  
Director



**Lisa Greco**  
Manager



**Kathryn Colasanti**  
Associate



**Elizabeth Evans**  
Associate



**Kate Helegda**  
Associate



**Jacob Blevins**  
MSW Candidate



**Joe Pierce**  
MSW Candidate



**Matt Rodriguez**  
MSW Candidate



**Hidaya Zeaiter**  
MSW Candidate

# Land Acknowledgement

An aerial photograph of the University of Michigan campus in Ann Arbor, Michigan, during autumn. The image shows a dense collection of brick and stone buildings, interspersed with trees displaying vibrant yellow and orange foliage. A tall flagpole with the American flag is visible on the left side. A large, bright yellow circle is superimposed over the center of the image, containing a text block.

"We acknowledge that The University of Michigan, named for Michigami, the world's largest freshwater system and located in the Huron River watershed, was formed and has grown through connections with the land stewarded by Niswi Ishkodewan Anishinaabeg: The Three Fires People who are the Ojibwe, Odawa, and Potawatomi along with their neighbors the Seneca, Delaware, Shawnee and Wyandot nations."





Webinar 1: Using Technology  
to Collect Data

Webinar 2: Creating an  
Evaluation Plan

Webinar 3: Evaluation  
Methods

Webinar 4: Survey Design

**Webinar 5: Using Excel for  
Evaluation**

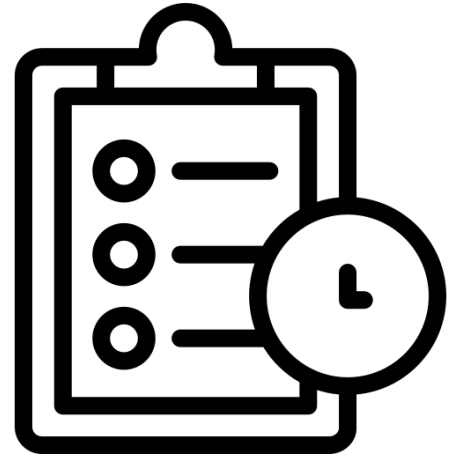
**Webinar 6: Data  
Visualization,  
December 18th at noon**

## **New webinar series!**

- The Nuts and Bolts of Evaluation for Community Organizations
- Multi session series
- June – December 2020
- Practical aspects of conducting evaluation
- Free continuing education credits for social workers
- View past recordings: <https://ssw.umich.edu/offices/program-evaluation/events>

# Agenda

1. Introductions
2. Getting Started with Data Cleaning
3. Introduction to Excel
4. Live Tutorial
5. Questions and Answers



# What You Told Us You Want to Know

Topics we  
**WILL** cover

- Data cleaning
- Formulas – pulling data from different sheets; analyzing pre-post results; advanced formulas
- Pivot tables
- Changing verbal data to a numeric code

Topics we will  
**NOT** cover

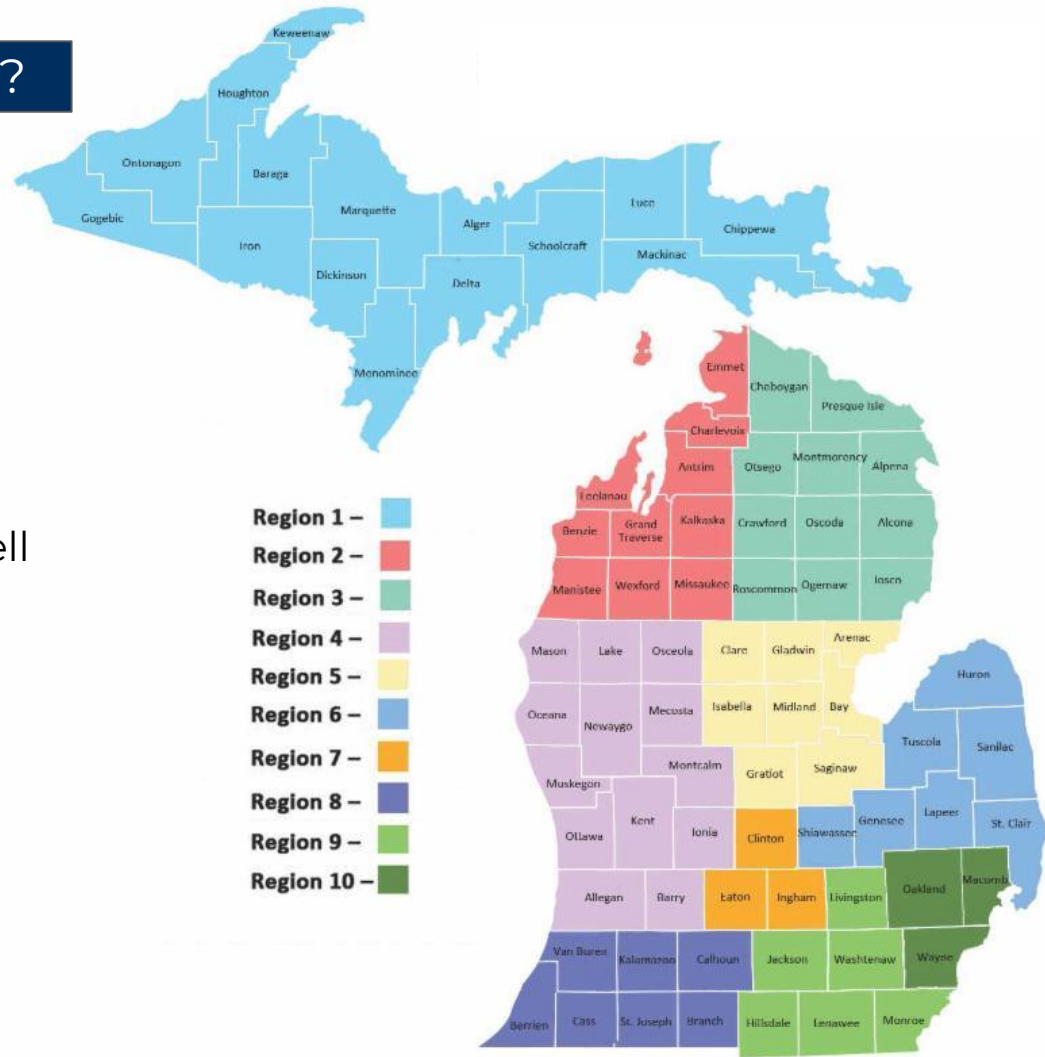
- Conditional formatting
- Maintaining source formatting
- Linking workbooks
- Importing and exporting data
- Inferential statistics
- Gantt charts

Topics for  
**NEXT** webinar

- Data visualization
- Charts and graphs

# POLL: Where do you live?

Don't live in Michigan? Tell us where in the chat box!





# POLL: What sector best describes your affiliation?

1. Business
2. Community development
3. Community member
4. Criminal justice / juvenile justice
5. Education
6. Evaluation
7. Government
8. Healthcare / public health
9. Human services
10. Other (write in the chat box!)



# POLL: What is your experience level with Excel?

Novice

Beginner

Competent

Proficient

Expert

# Excel for Evaluation Overview



# Getting Started: Data Cleaning

Duplicate responses

- Eliminate repeats

Missing data

- Label
- Rule for when to eliminate

Out of range values

- Mistake?
- Outlier?

Misspellings

- Correct mistakes

Logical Relationships

- Correct responses or eliminate

## Guidelines for Data Cleaning

Aim for  
accuracy and  
completeness

Be  
transparent  
and  
conservative

# Equity Considerations for Data Analysis

Think critically about how people are categorized and grouped.

Consider both the structural and individual context.

Avoid sweeping declarations about entire groups of people.

Avoid deficit thinking.



# Excel for Evaluation Overview



# Introduction to Microsoft Excel



## Advantages

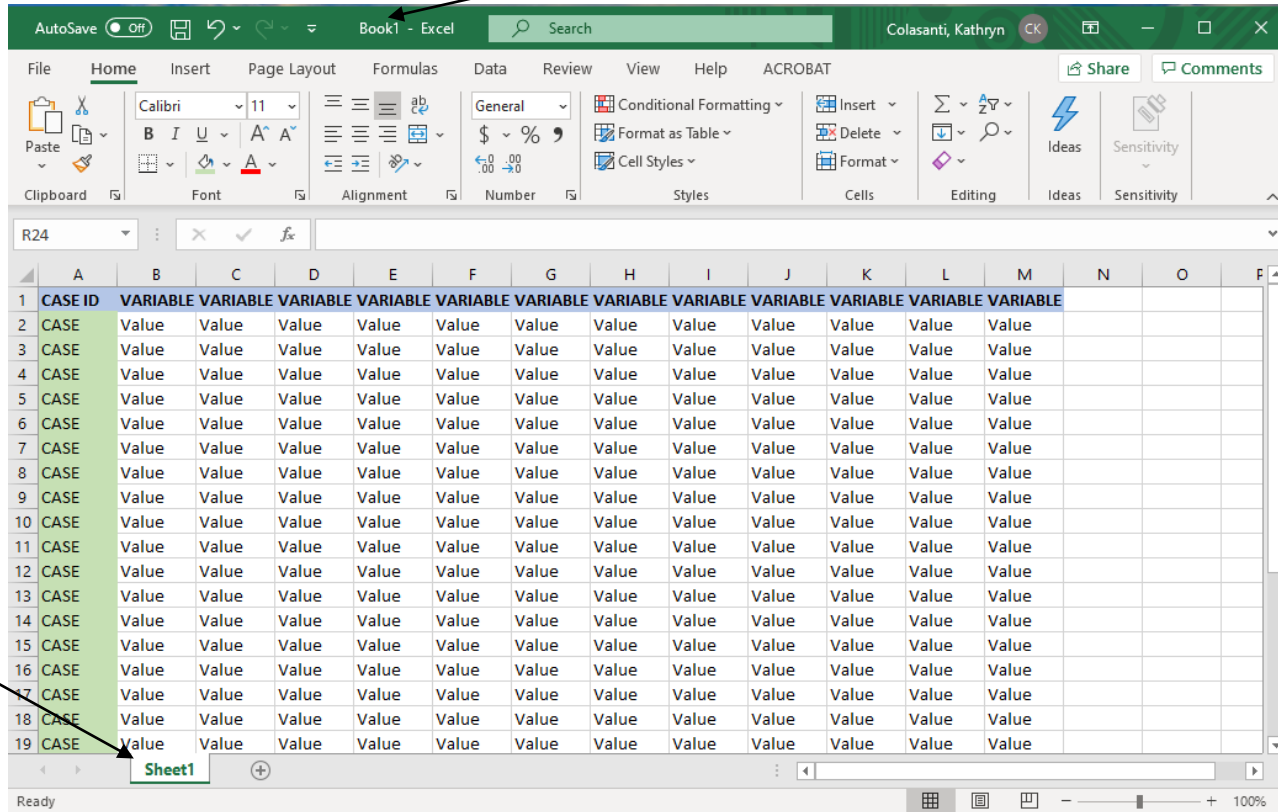
- Widely used and widely available
- Compatible with other Microsoft products
- Built in visualization options
- Lots of resources and tutorials
- Simple and powerful

## Disadvantages

- Not designed as a database
- Limited collaboration
- Codebook is not built in

# Introduction to Microsoft Excel

Each file is a workbook



Each tab is a worksheet

# Excel for Evaluation Overview



# Pulse Check: How are you feeling?

Confused

Overwhelmed

Relaxed

Engaged

Excited

# Literature Reviewed

- **(2018). Microsoft Excel for Beginners. UFHealth Information Technology Training.** <https://training.it.ufl.edu/media/trainingitufledu/documents/uf-health/excel/Excel2016-Beginners.pdf>
- Kaula, R. & Kaula, R. (2018). Analyze Data With Excel Power Pivot: A Tutorial. International Journal of Information, Business and Management, 10(4), 102-116. Retrieved from <https://proxy.lib.umich.edu/login?url=https://www-proquest-com.proxy.lib.umich.edu/docview/2110269898?accountid=14667>
- Becker, L. & Gould, E. (2019) Microsoft Power BI: Extending Excel to Manipulate, Analyze, and Visualize Diverse Data, Serials Review, 45:3, 184-188, DOI: 10.1080/00987913.2019.1644891
- Selwyn, N. (2020). 'Just playing around with Excel and pivot tables' - the realities of data-driven schooling, Research Papers in Education, DOI: 10.1080/02671522.2020.1812107
- Ose, S. O. (2016). Using Excel and Word to Structure Qualitative Data. Journal of Applied Social Science, 10(2), 147-162. <https://doi.org/10.1177/1936724416664948>

**Bold titles are open access**



# Questions and Feedback



Help us help you!

Please write in the chat box any ideas for future webinars.



Introducing a new webinar series:

# The Nuts and Bolts of Evaluation for Community Organizations

Presented by the University of Michigan School of Social Work Program Evaluation Group

**Next Webinar:** Data Visualization

**Date:** Friday, December 18th, 2020

**Time:** 12:00 PM, EST

Stay in Touch!

[SSW.PEG.Team@umich.edu](mailto:SSW.PEG.Team@umich.edu)

CE Questions

[SSW.conted@umich.edu](mailto:SSW.conted@umich.edu)

Past Webinar Recordings

[https://ssw.umich.edu/offices/  
program-evaluation/events](https://ssw.umich.edu/offices/program-evaluation/events)