

Data Narratives for Action (DNA) Evaluation

Expanding from BEAM, the **Data Narratives for Action (DNA) Evaluation** is ideal for national organizations, regional networks, curriculum-focused organizations, school districts, out-of-school time associations who want to **integrate qualitative and quantitative data analysis** and be able to *use data to tell their organization's story* to key audiences. Depending on a partner's needs, the report can have a summative focus, such as an annual program summary, or a formative focus, such a snapshot of a program-in-development.

Data Sources

Quantitative:

- Access to PEAR's data collection toolkit that includes student, educator, and observer perspectives
- Access to PEAR's bank of pilot survey measures (teamwork, growth mindset, mentorship, etc.)
- Ability to add custom questions that align with your organization's evaluation goals

Qualitative:

- Addition of open-ended survey questions to student and/or educator
- Program interview for background and quotes

Deliverables

- Dynamic dashboard of results (custom questions provided separately as part of the report)
- A DNA report that synthesizes data findings with information on the program background and research in the broader field to create a data-informed narrative of program impact
- Option to add an infographic of key findings and additional data presentations by a PEAR evaluator
- **Timeframe:** Full DNA process will take 8-9 months (based on timely data collection)

Time Commitment

- Meeting 1: Success Story Workshop
- Meeting 2: Tool Selection
- Meeting 3: Program Background
- Meeting 4: Data Collection & Key Issue
- Meeting 5: Data Dashboard Demo
- Meeting 6: Statistical Report Review
- Meeting 7: DNA Report Review
- Meeting 8: Data Celebration

Post-Evaluation Support

- Option to add additional data presentations to your key audiences
- Coaching sessions with a PEAR evaluator to help interpret and apply results

Pricing

- Starting at \$25,000

