

SPF SIG evaluation protocol: *Meeting and presentation tracking*

Overview

The focus of this evaluation activity is to track the meetings and presentations in which you play an active role (i.e., you are presenting information, have time on an agenda, or are hosting a meeting or training). Please review your evaluation plan to determine the meetings and presentations that you agreed to track with this tool. While elements of this tool are focused on tracking meetings and presentations specifically about Social Host Ordinances, you may use the tool to track other strategies as well. By tracking meetings and presentations, you will be able to see the number of people you engage, the types of events you actively participate in, and whether materials were distributed.

Data entry instructions

Wilder has created Excel spreadsheets for entering and summarizing data. If you have any questions about the data entry or analysis, please contact your identified Wilder consultant. The following provides directions for completing the data entry in Excel. The first tab in the tool is for *Data Entry* and the second tab is for *Data Summary*.

Data Entry Tab

1. **Date of Event** - Enter the date that the event occurred.
2. **Type of Event** – Click on the cell under column B, which will list some of the possible events (e.g., meeting, presentation, training, etc.). A gray arrow will appear to the right of the cell—click on this arrow to access a drop-down menu of responses. Select the option that best describes the type of event.
3. **Description of Event** - Enter a brief description of the event (e.g., the organizer or host of the event, the focus or content of the event, etc.).
4. **Strategy of the Event** – Enter the specific strategy (e.g., Social Host Ordinance) that is the focus of the event.
5. **Location of Event** – Enter the specific location of the event.
6. **Number of People** – Enter the best estimated number of people at the event, including staff.
7. **Attendance of Community Leaders** – Click on column G. A gray arrow will appear to the right of the cell—click on this arrow to access a drop-down menu of options. Select

whether community leaders attended the event. This option may not be relevant to every strategy. If it is not, you may skip it.

8. **Attendance of City/County Attorney** – Click on column H. A gray arrow will appear to the right of the cell—click on this arrow to access a drop-down menu of options. Select whether city and/or county attorneys attended the event. This option may not be relevant to every strategy. If it is not, you may skip it.
9. **Distribution of Materials** – Click on column I. A gray arrow will appear to the right of the cell—click on this arrow to access a drop-down menu of options. Select whether you distributed informational materials (e.g., literature, fact sheets, reports, etc.) at the event.
10. **Notes** – This section allows for any additional thoughts or descriptions regarding an event (e.g., the results of the event, the content of what was discussed, etc.).

Data Summary Tab

1. The summary tab allows you to see summary statistics about the type of events attended, the estimated number of people present (including staff), whether community leaders and/or city/county attorneys were present at the events, and whether informational materials were distributed. Below the summary statistics output there is a table that will allow you to filter data by type of event.
2. After entering a batch of data, the summary sheet may need to be refreshed before reflecting the new data entered. You can refresh the data in one of two ways:
 1. Save the database, close, and reopen it. The data will refresh automatically upon opening the database.
 2. In Microsoft Excel 2007, you can also click on the Data tab at the top of the screen and click on “Refresh All.”

