



Quantitative data or qualitative data or both?

What do people need to see and understand about our programs? What data will help to showcase our impact? Framing what we want to know from our data will help to determine what kind of data we need to collect. This, in turn, will help guide us in our choice of methods.

We can use this worksheet to categorize what type(s) of data we need to collect by describing what story we want our evaluation to reveal from the analysis of the data (see the first three examples in the chart).

THE STORY YOU WANT YOUR DATA TO TELL	QUALITATIVE	QUANTITATIVE
<i>The number of our students in our program who enrolled in college in comparison with their peers who did not participate in our program.</i>		X
<i>How providing tutoring late in the evening helped immigrant students in our program get the needed support to pass the math section of the state achievement test.</i>	X	
<i>The effectiveness of a bridging program for newcomer professionals in obtaining employment</i>	X	X

Adapted from: <http://toolkit.pellinstitute.org/wp-content/uploads/2009/12/Evaluation-101-Worksheet1.pdf>