

## Evaluate Your Actions



*Look at both execution and outcomes.*

This is the last step! You started with understanding student alcohol use and consequences, set goals and objectives, chose evidence-based strategies, and then implemented them. How did it go? The answer will be found in your evaluation.

By now, you should already have an evaluation plan that monitors your activities, looks at what each activity is accomplishing, and also looks at the impact across all activities. There is more information in Step 3 to help guide you in selecting an evaluator. At this step, you should be carrying out evaluation activities side-by-side with implementing programs.

Report progress toward your goals and objectives as frequently as seems appropriate, focusing both on the activities being implemented and any outcome data you have. If you have been keeping the planning team informed as you go along, a meeting to celebrate progress may be very much appreciated by everyone who worked hard to make 360 Proof work. Briefings for senior administrators and the faculty senate will help reinforce that alcohol problem prevention is a key priority and demonstrate that your campus is taking concrete steps to create a safe and healthy campus. Student leaders are another group to which you might reach out to report on progress.

Your evaluator can help determine what should be included in a progress report, whether written or delivered in a presentation.

The evaluator may also point out areas where you need to revise your plan. Although you should be reviewing and revising your plan as needed as you go along, once a year you may want to update the Campus Self Study and make the progress reports described above. Each year, also consider what comes next in your effort. What activities worked and should be continued? Are you ready to implement the second step in a longer-term program? What parts of your plan are not working so well? Why not? Was there a problem with how the activities were implemented, or was it something else? Feedback from the planning team and other key stakeholders about their observations and experiences will be useful at this time.

Congratulations! If you followed the guidance in the Game Plan, engaged key stakeholders in the process, and got assistance when you needed it, you should be well on your way to decreasing the consequences of high-risk use of alcohol on your campus and creating the conditions for a healthy, safe, and successful campus.

\*See the next, final section of the Game Plan for information on assistance you can request from 360 Proof.



### Action Items:

- A. Create Evaluation Report. Work with your evaluator to develop a progress report.
- B. Report Out. Report progress and outcomes to significant stakeholders, including your planning team.
- C. Celebrate. Thank your team and highlight your successes!

