

***GlobeMed Executive Offices***

**Evaluation Plan for {2020-2021}**

***The effect that member dues has on the member populations of  
GlobeMed Chapters***

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## **I. PROGRAM DESCRIPTION AND LOGIC MODEL**

### **I.1 Basic description**

In this evaluation plan, the program being evaluated is the implementation of member dues by GlobeMed. GlobeMed is a small non-profit that aims to develop the world's next generation of leaders by creating safe spaces at universities across the nation. Each individual chapter is partnered with an international or local grass-roots organization so that both sides can learn the power of an equitable partnership and the means to reach this balance. The diverse member pool of each chapter also uses the space to learn, discuss, and debate the many topics surrounding global and public health. In recent years, GlobeMed has struggled in receiving enough funding to cover all of its programming. After careful consideration, the executive board decided to ask members to pay to join the GlobeMed network. By paying member dues, a member has access to individual club programming such as ghU's, which are organized learning sessions, speaker events, as well as the supplemental resources that headquarters (HQ) offers the individual chapters.

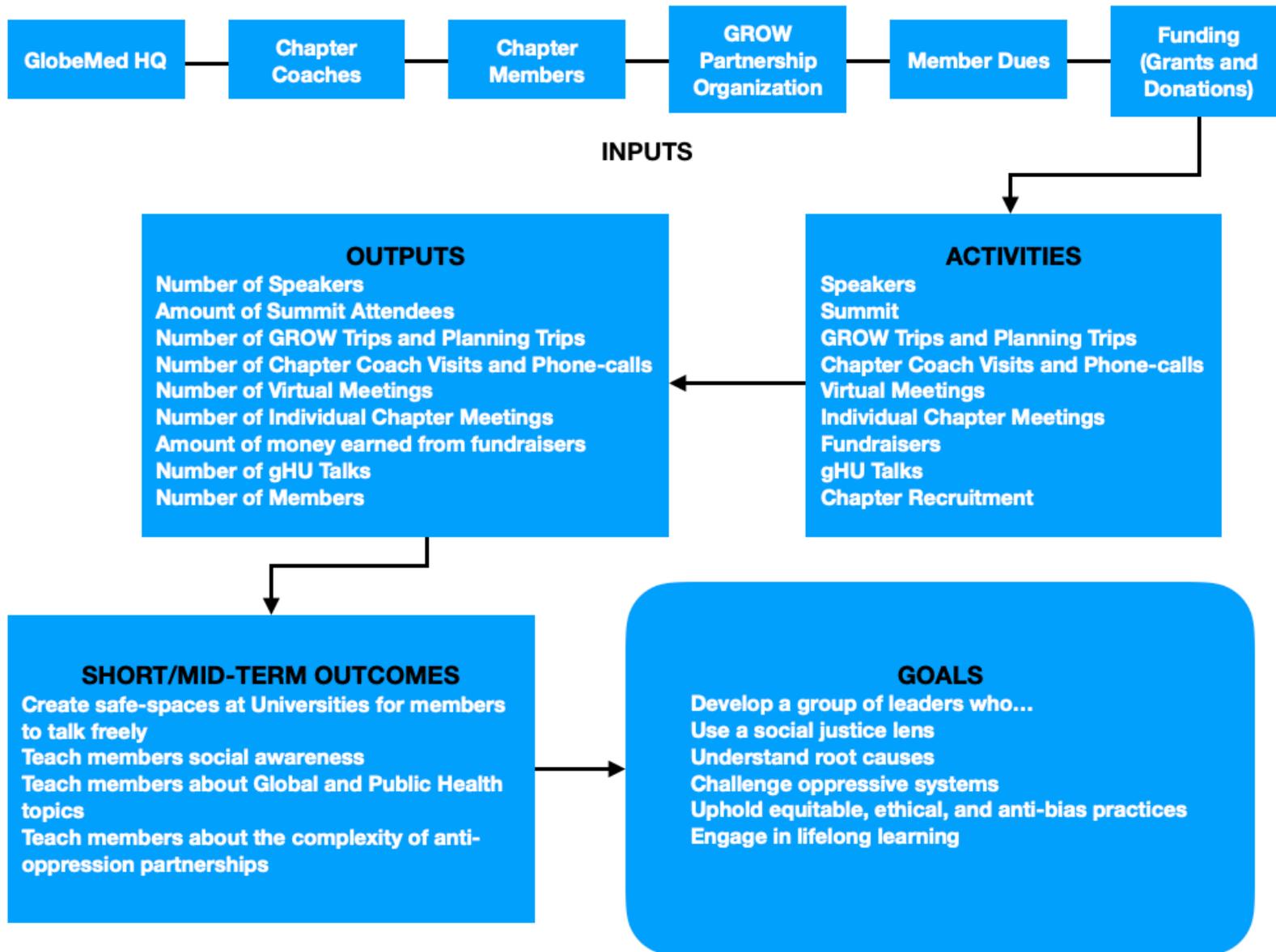
### **I.2 Stage of Program Development**

Member dues have been implemented over the last two fiscal years (FYs) and therefore this program is within the implementation state. The first year, FY 2019, members were nearly asked pay what they deemed suitable for what was being asked. The suggested amount was \$15.00, and they could either pay more or less, depending on their own opinion. During the second year of implementation, members were asked to pay \$25.00, a ten dollar raise, or opt out of the payment and cite the reason that they could not pay the dues. Another option that members were offered was a solidarity rate, where the member would pay \$50.00 in order to cover a peer who did not have the monetary means to pay their own dues.

Within this evaluation, I plan on focusing on the comparison between pre-implementation and post-. This is so that I can evaluate the effect that member dues is having on the diversity of the GlobeMed member community.

### **I.3 Logic Model (figure 1)**

The over-arching goal of becoming a member of GlobeMed is to join a community that thrives on global leaders that share the values of cultivating wisdom, seeing possibility, growing together, building sustainably, being brave, following through, and staying authentic. In order to reach this goal, GlobeMed forms a network of chapter members, executive directors and staff, grass-root partner organizations supplemented with guest speakers, an annual retreat, and other resources. To make sure that the community is allowing each member to work towards the main goal, it is important to look for self-growth, curiosity, and the willingness to learn. The success of this can be measured by the number of members per chapter, the number of events that each chapter is having, as well as having consistent communication between individual chapters and HQ.



## 2. FOCUS OF THE EVALUATION

### 2.1 Evaluation Question

Implementing member dues was a big choice that GlobeMed HQ discussed and debated over countless meetings. It is slightly controversial because there is a possibility that in asking members to pay, there may be a financial barrier erected for member recruitment and retainment. Therefore, the goal of this evaluation is to analyze the effect that member dues has had on the diversity of the member pool. This evaluation has been prioritized because having a diverse member pool is of the utmost importance to keeping GlobeMed values alive and thriving. Therefore, this evaluation plan is fluid between acting as a process and outcome plan. Although we have the outcome data from one fiscal year, the effect of the member dues has not plateaued and therefore it is still running its course. In order to analyze the effects of implementing member dues, it is important to use a mixed-methods approach, through both quantitative and qualitative means.

### 2.2 Resource Considerations

The data that I will have available to evaluate the effect of implementing member dues includes a set of impact surveys, member forms, and past Salesforce reports. In order to successfully perform this evaluation, the evaluation team will consist of a lead evaluator, a team member from each level of the GlobeMed HQ team, as well as a student-advisory group (SAG), that consists of volunteer members from individual chapters.

Individual	Title or Role	Responsibilities
Lydia Stump	Lead Evaluator	Organize entire team, create and maintain proper timeline of events, divide up responsibilities amongst team members
Sydney Bernstein	Evaluation Fellow	Assist lead evaluator, gather appropriate table and present it to GlobeMed HQ staff and the Board
n/a	Chapter Coach	Help the GlobeMed HQ staff receive materials from individual chapters and aid in the communication between HQ and chapters

## 2.3 Evaluation Standards

Table 2. Addressing Four Standards for Effective Evaluation	
Standard	Description
Utility	The results of this evaluation will be used by both GlobeMed HQ and the executive board in order to examine the effects of their decision to have member dues. Since this evaluation will be completed before the next FY, there will be plenty of time to learn from the results and decide what to do in the coming years.
Feasibility	Given the available resources, time, and expertise, this evaluation plan can be completed within the next 6 months.
Propriety	All resources provided to HQ have been consented and authorized to be used by the evaluation team. Since the members of GlobeMed are involved with this plan, the benefits of the evaluation will affect them in return.
Accuracy	It is the goal of the evaluation plan to provide accurate and reliable results on whether there is a change of diversity within the member pool.

### **3. GATHERING CREDIBLE EVIDENCE: DATA COLLECTION**

#### **3.1 Indicators**

The following indicators will be used in order to evaluate the effect of member dues on the diversity of GlobeMed chapters:

- Was there a significant increase in or equal number of members in each chapter post-member due implementation?
- Was there a significant increase in or equal percent of members who identify as people of color pre- and post-member dues?
- What is the percent of student population on each university campus who identify as people of color (POC)\*?
- Is the percent of members in the chapter who identify as POC significantly less than the percent of the student population pre-member dues?
- Is the percent of members in the chapter who identify as POC significantly less than the percent of the student population post-member dues?
- Did the number of members who paid dues exceed 75%?
- Was there a significant decrease in the percent of POC members who paid dues?

#### **3.2 Methods to collect data**

To evaluate the effect of member dues on the diversity of GlobeMed chapters, two main sources of data will be used. The data will come from both the individual chapter rosters that are self-reported by each chapter post-recruitment season, fall and spring, and member forms that are sent out to each GlobeMed member. The chapter roster is a list that HQ requires each chapter to fill out that is complete with the names of all current members and their emails. From these rosters, which are stored after each recruitment season, the evaluation team can calculate the number of members in each chapter from the year pre-member dues and the past two FYs that have had member dues. This is an appropriate data source because it is readily available to the evaluation team and does not impose an added burden on student members. The member form is a survey that each GlobeMed member is asked to complete once a year. This survey is sent out to the email provided by the chapter roster and asks a series of questions about the member's demographics and basic information. The member form is sent out twice a year, once after fall recruitment and once after spring recruitment. In spring, only new members receive this form. In the member form, members are asked to self-identify their race and ethnicity or opt-out of this question. This is the easiest way to keep track of who is in the chapter and measure the diversity of individual chapters.

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\* POC are people who do not identify as white/of European descent.

Table 3. Indicators linked to evaluation question(s) and logic model		
Relevant Program Activity, Output or Outcome (from Logic Model)	Related Evaluation Question	Indicators (Keep them SMART)
Member Dues	Do having member dues affect the diversity of a GlobeMed chapter?	Was there a significant increase in or equal number of members in each chapter post-member due implementation?
		Was there a significant increase in or equal percent of members who identify as people of color pre- and post-member dues?
		What is the percent of student population on each university campus who identify as people of color (POC)?
		Is the percent of members in the chapter who identify as POC significantly less than the percent of the student population pre-member dues?
		Is the percent of members in the chapter who identify as POC significantly less than the percent of the student population post-member dues?
		Did the number of members who paid dues exceed 75%?
		Was there a significant decrease in the percent of POC members who paid dues?

Table 4. Data collection plan				
Indicator (from previous table)	Methods to collect data	Data Source (one row for each)	Data Collection	
			By whom?	When & How often
1. Was there a significant increase in or equal number of members in each chapter post-member due implementation?	Self-reported member roster	Chapter member roster	Chapter Coach	Twice a year after each recruitment season
2. Was there a significant increase in or equal percent of members who identify as people of color pre- and post-member dues?	Send out member forms to all members	Member Forms Chapter Roster	Evaluation Fellow	Twice a year after each recruitment season
3. What is the percent of student population on each university campus who identify as people of color (POC)?	Find resources from each individual campus	Common Data Set	Evaluation Fellow	Once a year after CDS is reported
4. Is the percent of members in the chapter who identify as POC significantly less than the percent of the student population pre-member dues?	Send out member forms to all members	Member Forms Member Dues Form	Evaluation Fellow	Twice a year after each recruitment season
5. Is the percent of members in the chapter who identify as POC significantly less than the percent of the student population post-member dues?	Send out member forms to all members	Member Forms Member Dues Form	Evaluation Fellow	Twice a year after each recruitment season
6. Did the number of members who paid dues exceed 75%?	Send out member forms to all members	Member Forms Member Dues Form	Evaluation Fellow	Twice a year after each recruitment season
7. Was there a significant decrease in the percent of POC members who paid dues?	Send out member forms to all members	Member Forms Member Dues Form	Evaluation Fellow	Twice a year after each recruitment season

#### 4. ENSURING USE AND SHARING LESSONS LEARNED: DISSEMINATION

The goal of this evaluation plan is to give the executive board, the directors, and the staff at HQ information about their decision to implement member dues. The findings will be released through a report but will also be discussed in the bi-monthly meetings with the board. Therefore, there can be a new discussion as to whether member dues are interfering with the overarching goal of GlobeMed and whether any changes need to be made.

Table 5. Dissemination Plan			
Intended user (or user type/group)	Medium of dissemination	Potential use(s) of evaluation	How and When to Engage
GlobeMed Board of Trustees	Report and discussion at meetings	Whether or not to keep, toss, increase, or decrease member dues	Report released when complete. Brought up at next meeting,
GlobeMed HQ Staff and Chapter Coaches	Report and discussion at meetings	Whether or not to keep, toss, increase, or decrease member dues	Report released when complete. Brought up at next meeting,
GlobeMed members	Newsletter and Individual phone-calls with HQ staff	Use report to set goals to increase chapter diversity. Potential dissolution of chapter branch.	Report released after HQ and the Board have reviewed the data
Donors	Newsletter	More information and evidence on the success of GlobeMed creating a diverse space.	Newsletter released after HQ and the Board have reviewed the data and during the next big donation drive