

# HHS/ASPE Webinar Series: Developing and Using a Learning Agenda Approach to Evidence-Building

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## Webinar 5:

**Brittany Borg (Small Business Administration [SBA])**

**Tuesday, August 13, 2019**

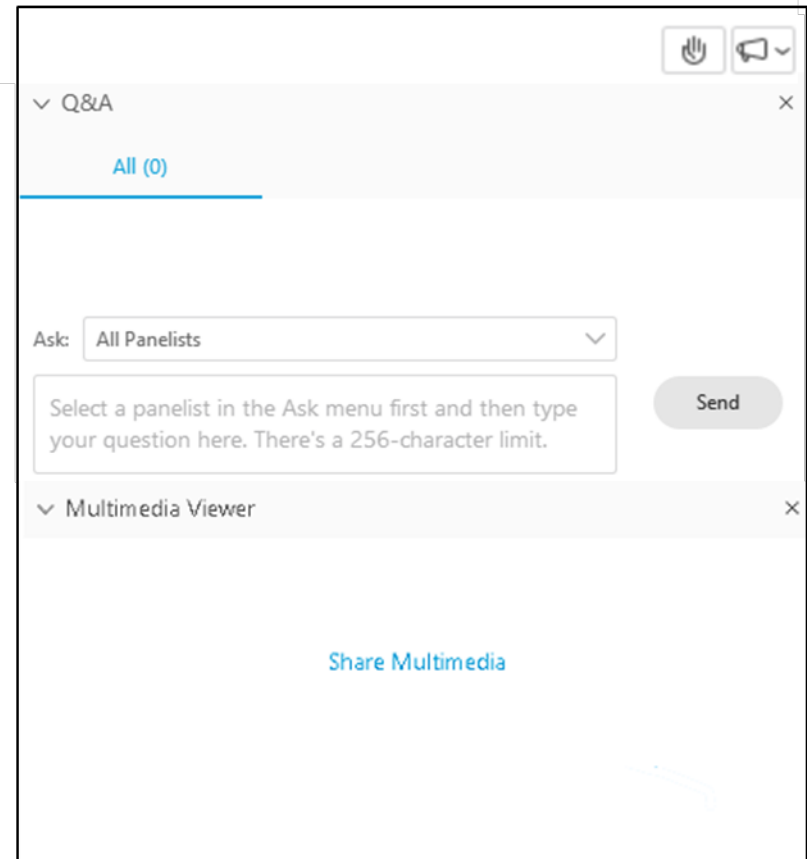
**3:00–4:00 p.m. EDT**



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Office of the Assistant Secretary for Planning and Evaluation

# Webinar Logistics

- Mute phone, unless speaking
- Q and A
- Hand raising
- Closed-captioning (multimedia viewer)



# Agenda

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<b>3:00–3:05</b>	<b>Welcome</b>	<b>Jessica McNab (Mathematica)</b>
<b>3:05–3:15</b>	<b>Recap of webinar series and events to date</b>	<b>Amanda Cash (ASPE)</b>
<b>3:15–3:45</b>	<b>Speaker presentation</b>	<b>Brittany Borg (SBA)</b>
<b>3:45–3:55</b>	<b>Q&amp;A</b>	<b>All</b>
<b>3:55–4:00</b>	<b>Wrap-up</b>	<b>Jessica McNab</b>



# Meet the Speakers

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## **Jessica McNab, Researcher and Task Lead (Mathematica)**

Jessica leads curriculum development and facilitates shared learning for technical assistance projects focused on quality improvement and delivery system reform. In previous roles, she led a team of improvement specialists at a managed care hospital system and directed technical assistance focused on rapid cycle improvement in hospitals.



## **Amanda Cash, Acting Director, Division of Data Policy (ASPE)**

Dr. Cash's portfolio includes research on evaluation methodologies that are appropriate for complex federal programs. She co-leads the federal Task Force for Combating Antibiotic-Resistant Bacteria. Her office is coordinating and leading implementation of Title I of the Evidence Act, which is focused on implementing evidence-building and evaluation plans. An epidemiologist by training, Dr. Cash now works primarily on evaluation, evidence, and antimicrobial resistance.



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# Meet the Speakers – Con'd

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## **Brittany Borg, Director, Analysis and Evaluation Division (SBA)**

Brittany leads SBA's Analysis and Evaluation Division, which is responsible for creating the Agency's Enterprise Learning Agenda (ELA), conducting evaluations and analysis to support SBA programs, and economic analysis for policies and regulations.

# Series Objectives

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- The Office of the Assistant Secretary for Planning and Evaluation (ASPE) is the policy think tank for the secretary of the U.S. Department of Health and Human Services (HHS). Our office is leading the implementation efforts for Title I of the Foundations for Evidence-Based Policymaking Act of 2018 (Evidence Act).
- The webinar series aims to do the following:
  - Consider the array of strategies to create and implement evidence-building and evaluation plans as required by the Evidence Act.
  - Support an ongoing, readily accessible resource for federal agency staff and others who may be implementing evaluation planning efforts.
  - Support the creation of a summary report that will draw from the webinar series and other relevant literature.



# Series Recap

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Webinar 1: July 18, 2019 - NIH, Drs. Marina Volkov and Ajay Vatave

Webinar 2: July 23, 2019 - USDA, FAS, Ellie Morefield

Webinar 3: July 30, 2019 - CNCS, Dr. Mary Hyde

Webinar 4: August 8, 2019 - NSF, Cynthia Phillips and Rebecca Kruse



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# Polls: Baseline Data

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- Learning interests
- Stage of implementation



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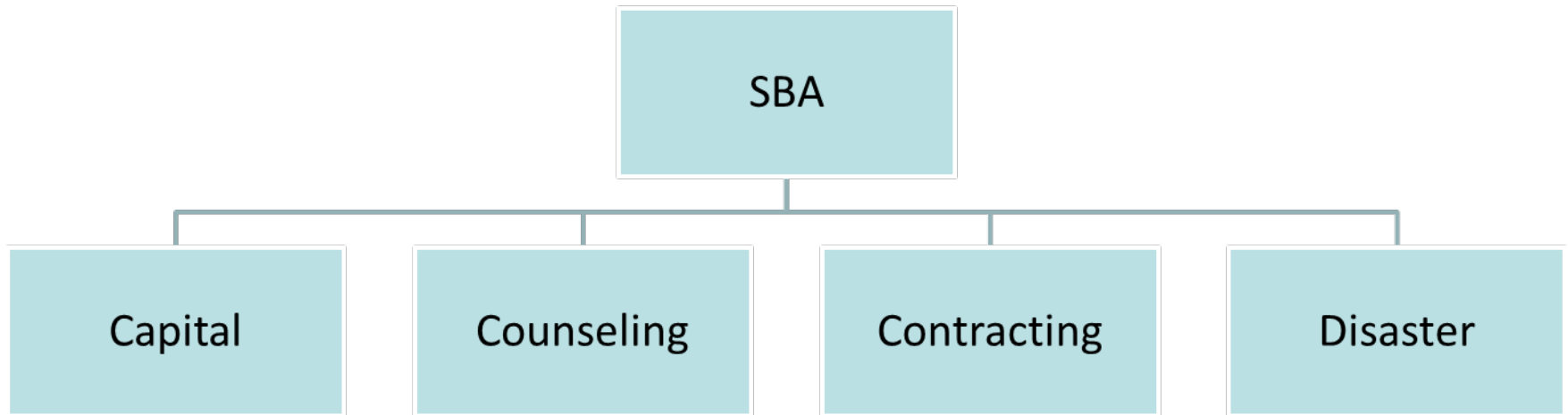
# SBA

**BRITTANY BORG, DIRECTOR, ANALYSIS AND EVALUATION DIVISION**

# Agency Profile

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- The SBA's mission is to help Americans start, build, and grow small businesses and recovery from disasters
- Approximately 2,000 employees throughout the United States, touching nearly 1M end-users per year



# Approach

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- Develop multi-year learning agenda (Enterprise Learning Agenda, ELA) tied to strategic planning process
- Conduct annual call for evidence-building proposals from program offices, one criteria for each proposal is identifying where the proposal contributes to answering questions in the ELA
- Centralized evaluation office prioritizes evidence-building investments
  - Projects do not have to be evaluations
  - Evaluations do not have to be experimental

# Creating the ELA

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1. Evaluation team meets with each program office individually using Learning Agenda Preliminary Questions as guiding document, discussing challenges, goals, and opportunities facing their programs
2. Evaluation team conducts follow-up meetings with each office to refine and clarify potential research questions
3. Evaluation team formulates research questions based on program office feedback and propose evaluations to address these research questions
4. Program office leadership reviews list of research questions and prioritizes evaluations
5. Evaluation team drafts ELA and engages key stakeholders in review of draft ELA
6. Evaluation team finalizes and disseminates the ELA

# Selecting Evidence-Building Activities

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- Annual “Call for Proposals”
  - Early part of calendar year
  - Sent to whole agency, anyone can submit
  - Template asks to identify which part of the ELA the project contributes to
  - Learning Agenda Roadshows
- Review proposals, make recommendations to CFO/PIO for investment
- Select evidence-building activities for the next year

# Stage of Implementation

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- During strategic planning cycle, identify key questions related to each strategic goal
- Questions identified and refined through literature reviews, senior leadership, staff engagement, performance management process, and external partners
- Final learning agenda cleared through agency, OMB, and published
- Create annual evidence-building plan to incrementally add to the portfolio of evidence for each learning agenda question

# Barriers and Strategies

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Barrier

Varying levels of interest and experience at program office level

Strategy

Be prepared to spend more time with offices that need more assistance

Barrier

Lack of awareness about what evidence already exists

Strategy

Invest in thorough literature reviews and systematic reviews

Barrier

Capacity for evidence-building and use for decisions making

Strategy

Evidence and Evaluation Community of Practice

# Expected Impact

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- Program staff in agreement on desired outcomes of their efforts and areas for evidence-building
- Highlighted importance of continued improvement
- Focused evidence-building activities to areas of highest potential impact



# Lessons Learned

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- Utilize structures and processes already in place
- Meet program offices where they are
- Gather information from a wide variety of sources
- Engage staff, not just leaders
- Allow for various evidence-building activities, not just experiments

# Q&A

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What questions do you have for Brittany?



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# Wrap-Up

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- Event materials: Stay tuned!
- Registration links: Federal Evaluators' Listserve

Event	Date
Webinar 6: Emily Schmitt (ACF)	Wed., August 28, 3:00–4:00 p.m. EDT
Webinar 7: Tammy Tippie (DoD, Navy)	TBA



# Webinar Evaluation

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- Quality
- Expectations (objectives)
- Content
- Actionability



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# Thank You!

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Please send feedback, comments, or questions to the following address:

ASPE Evidence-Building Team

[aspevidencebuilding@mathematica-mpr.com](mailto:aspevidencebuilding@mathematica-mpr.com)



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