

COLOR SCRIPTING: ADAPTING A DISNEY-PIXAR TOOL FOR USE IN EVALUATION



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Evaluation Café, January 2018



- External evaluation firm, started by **Dr. Wendy Tackett** in 2002
- iEval focuses on helping programs use data in meaningful ways to improve programs and make progress to intended outcomes
- iEval works primarily in the fields of education and health

iEval works with educational, healthcare, and nonprofit clients throughout the United States in Alaska, Florida, Indiana, Louisiana, Michigan, Ohio, Oklahoma, & Washington DC



Paul Tackett



Corey Smith



Dr. Kristin Everett





WHAT YOU'LL GET HERE TODAY

- Explanation of color scripting
- Examples of color scripting
- Directions on how to analyze data and produce color scripts



BEFORE WE START...

What is one word that describes why you decided to come to this presentation today?

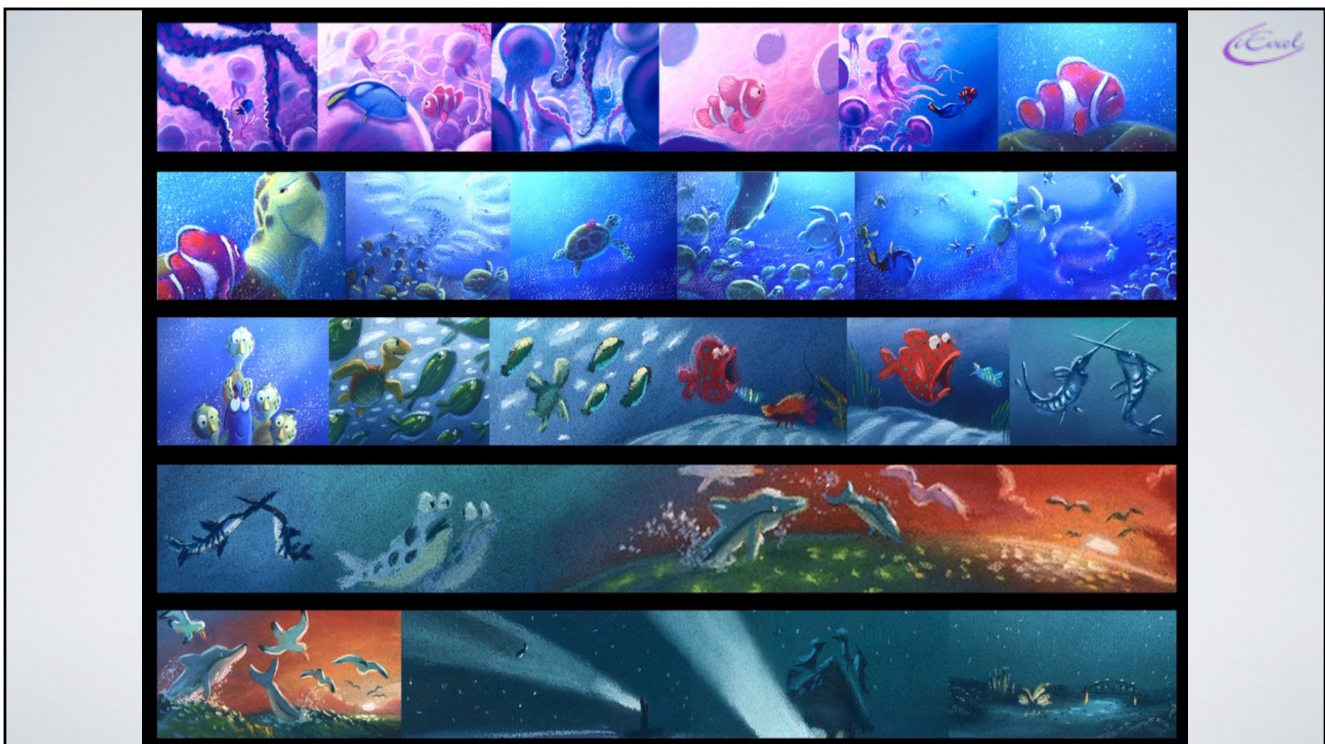
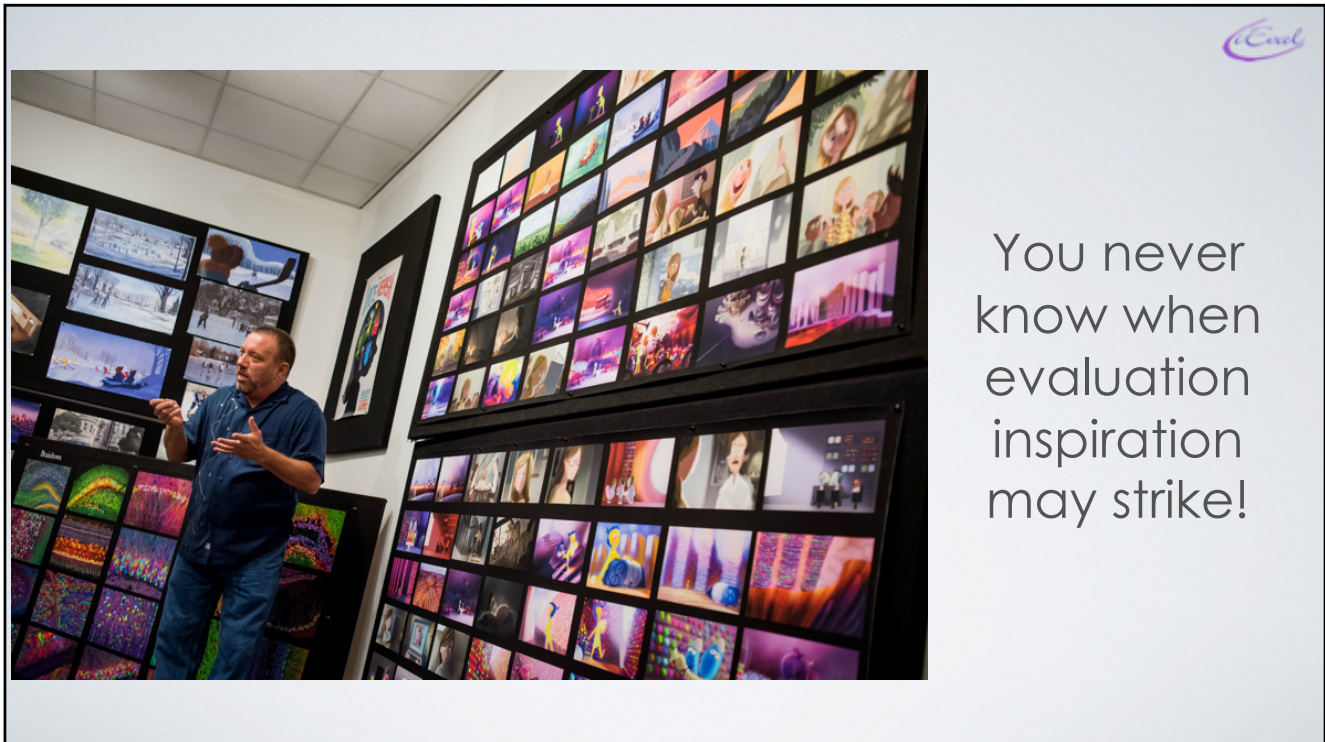
What is one word that describes why you decided to come to this presentation today?



- Food
- Pixar
- Color
- Inspiration
- Creativity
- Networking
- Community

D23 expo
THE ULTIMATE **Disney** FAN EVENT

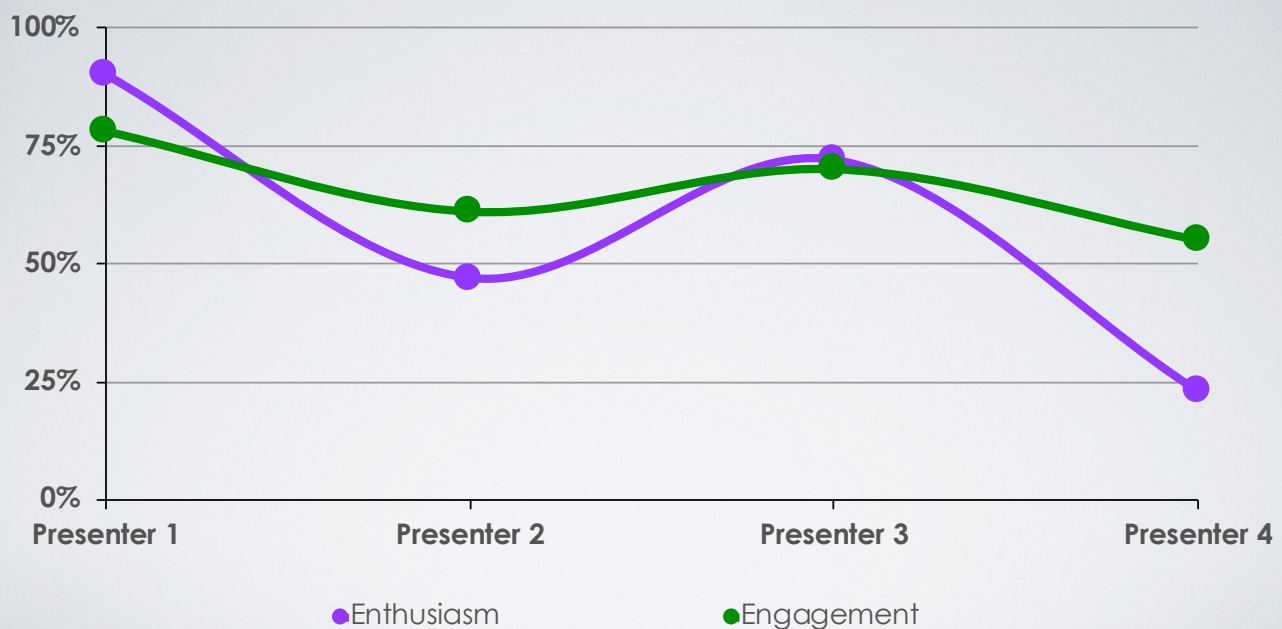


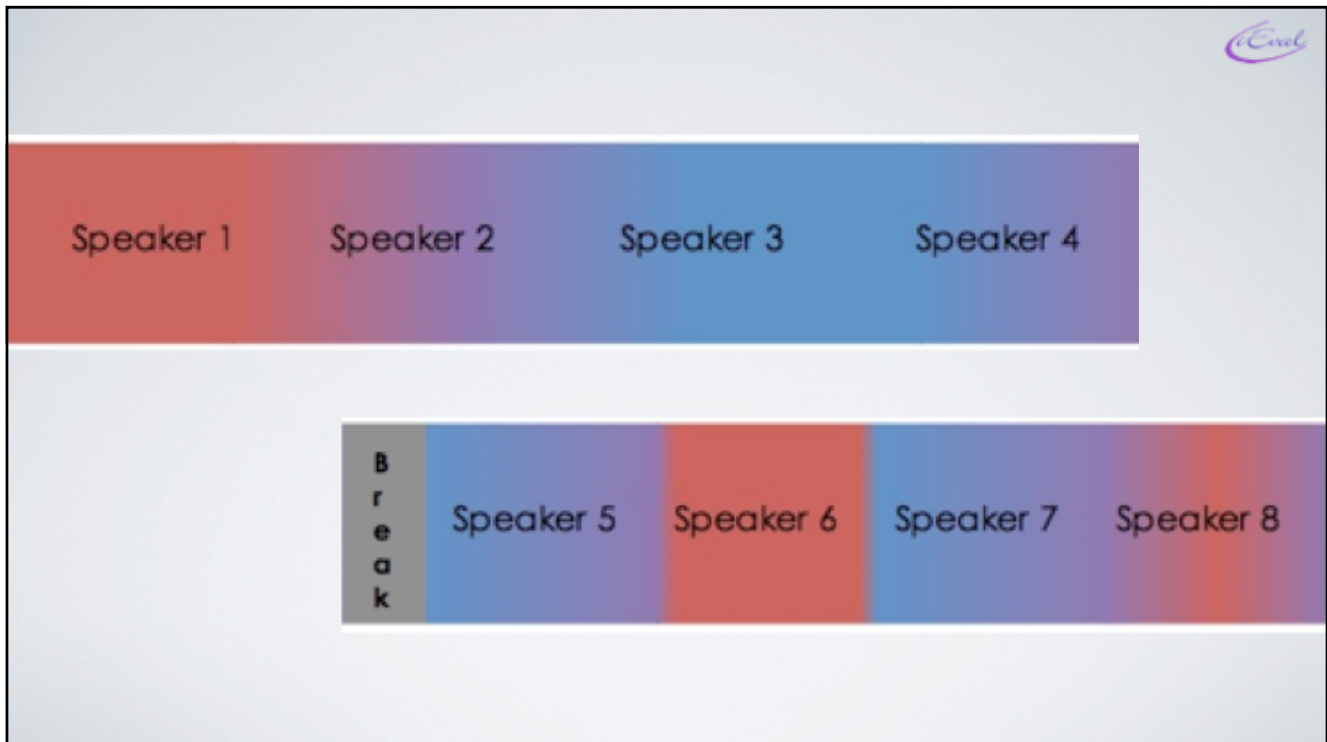




A FEW DAYS LATER...

- **Energy** - the reaction of the crowd to the speaker, including laughing, clapping, dancing, etc.
- **Engagement** - the visual cues of people engaged or not engaged with the presentation such as phone usage, note taking, leaving the auditorium, head nodding, etc.





THE CLIENT LOVED IT!

- Quick to produce
- Visually appealing
- Easy to understand
- Meaningful in follow-up discussions about what types of presentations to have in subsequent years

MULTI-DAY, MULTI-SITE PROFESSIONAL DEVELOPMENT



Pre-/post-test on
content knowledge

~~Overburden
participants~~

Wanted feedback to improve
training - short-term & long-term

ONE WORD

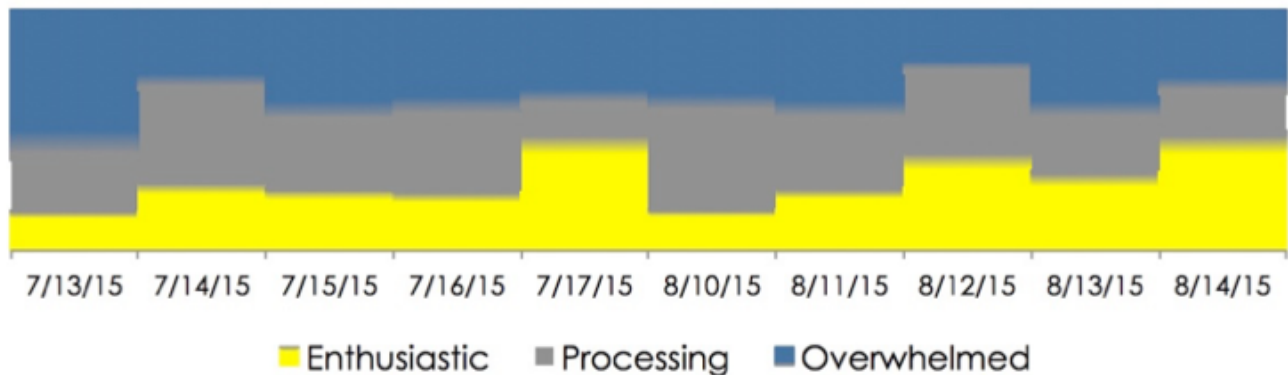


How do you feel right now about
what you learned today?

MULTI-DAY, MULTI-SITE PROFESSIONAL DEVELOPMENT



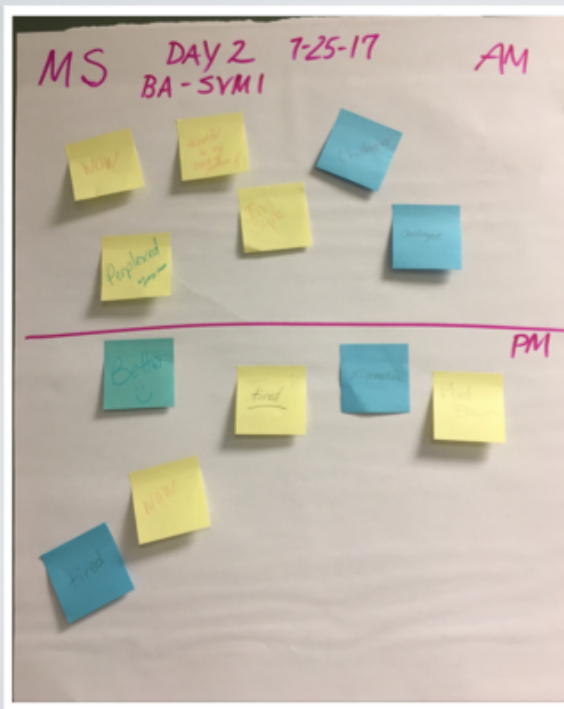
STEM Cohort 1



IT WORKED!

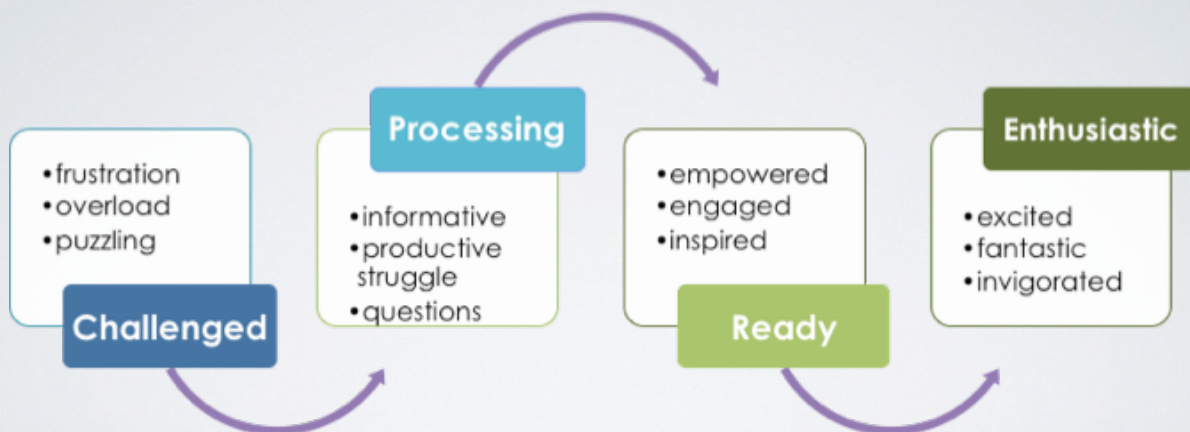


- Took longer to produce - had to recode all of the participants' exit words
- Easy to understand
- Meaningful conversations about how the trainers wanted participants to feel & what needed to change
- Helped identify strengths by trainer, then that trainer could share successful techniques with others



ANOTHER EXAMPLE

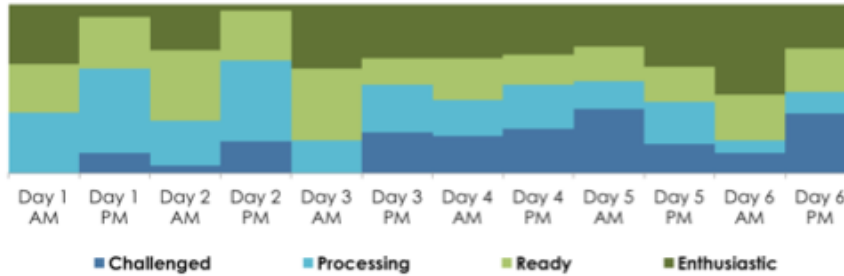
CODING EXPLANATION



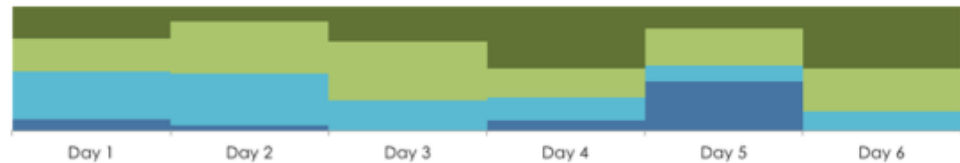


COLOR SCRIPTS

Teacher Responses by Day/Time: Oklahoma City



Teacher Responses by Day: Oklahoma City, Elementary

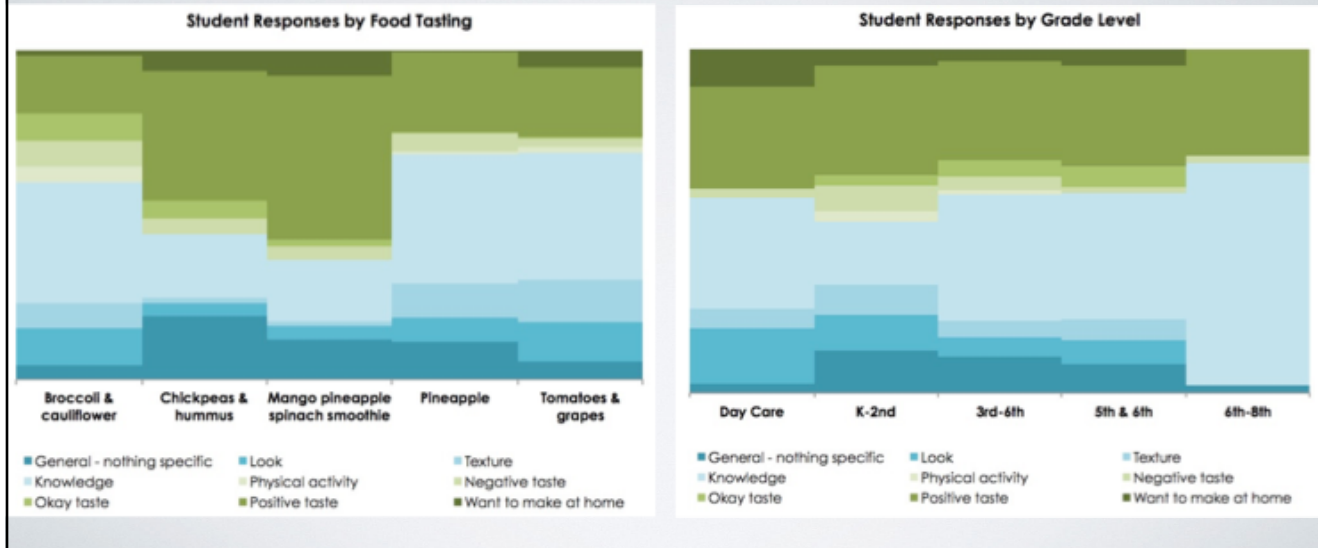


YOUNGER AUDIENCES

What's one thing you learned today that you'd like to share with your family?

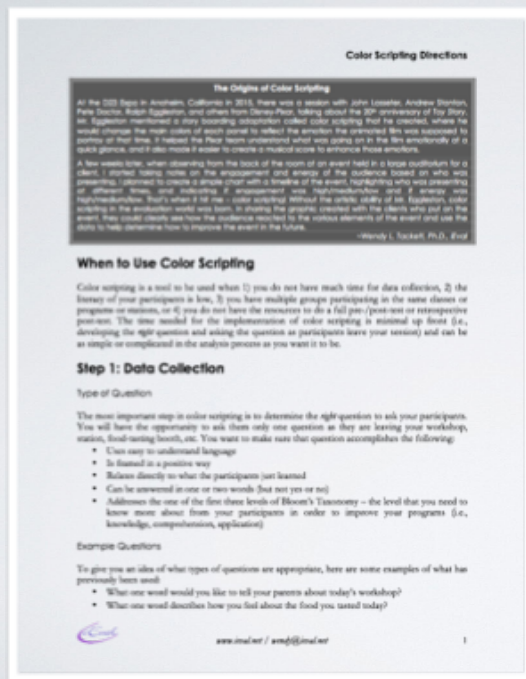


CONTENT-BASED LESSONS



RESULTS

- Had to recode all of the participants' exit words - no preconceived categories when starting the recoding
- Easy to understand
- Examine differences in impact on knowledge and behavior based on
 - Lesson content
 - Order of lessons delivered
 - Grade level
 - Nutrition educator (instructor)



HOW DO I COLOR SCRIPT? (SEE HANDOUT)



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Eva the Evaluator video

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