

Evaluation for 1st Year Grantees



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Developing an Evaluation Plan

■ Key components

- What? How? When? Who? \$? What does it mean? Who/what to tell? How used?

■ Selecting evaluation tools & methods

- What to consider? Types?

■ Assessing outcomes

- Did we accomplish goals? How do we know?

■ Recommendations



Comprehensive Evaluation Plan

Project Goals	Evaluation Questions/ Objectives	Data Source(s)	Data Collection	Data Analysis & Interpretation	Reporting	Use



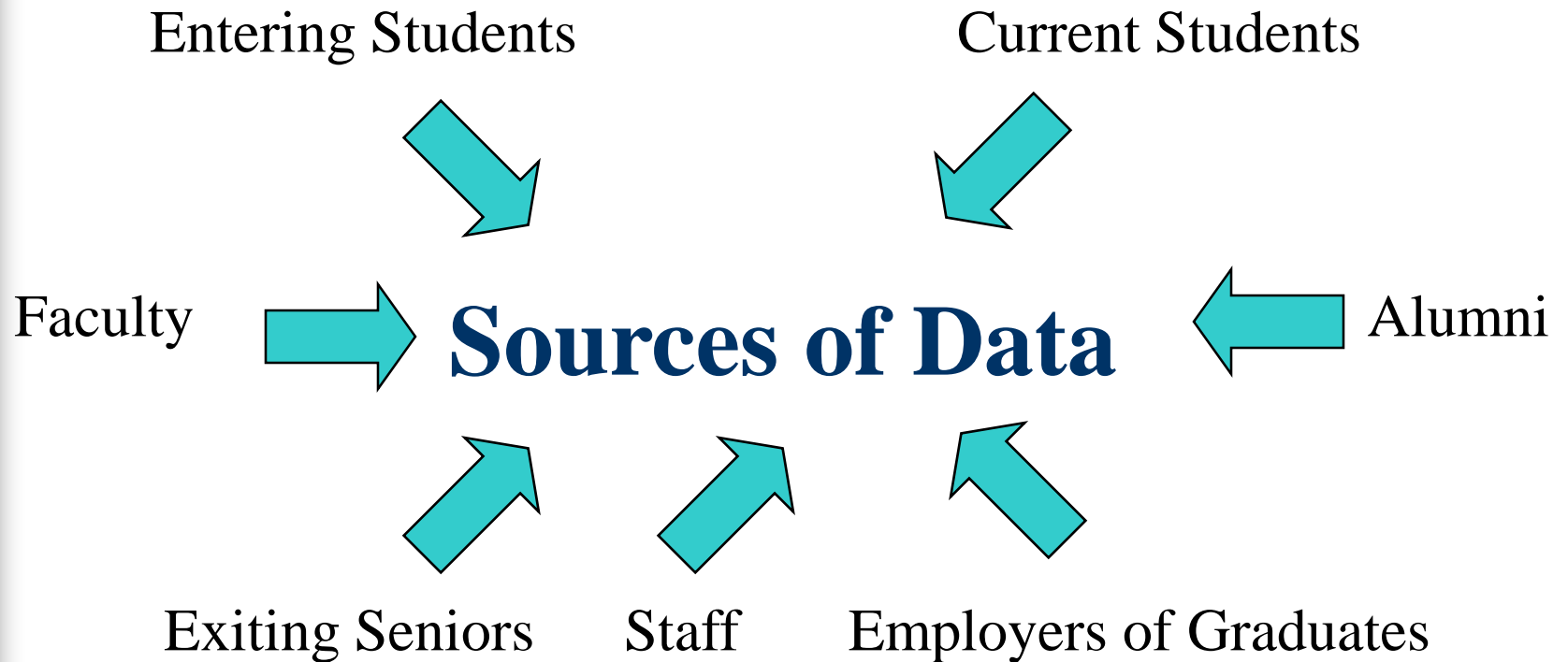
Goals

- General aims or purposes
- Broad, long-range intended outcomes
- Written in broad, global language
- Used for planning and policy making.
- Include such statements as: “gain an understanding of,” “become aware of,” or “acquire the ability to.”



Objectives

- Brief, clear statements that describe intended results
- Focused on specific types of behaviors participants are expected to demonstrate
- Must be attainable, measurable, and feasible.
- Include an action verb & a statement of ability





Types of Evaluation Measures

■ Direct

- Standardized, local, course-embedded tests
- Review of student products (paper, exhibit, project, design, program)
- Structured evaluation of performance (clinical/lab, simulation, presentation)
- Portfolio assessment
- Review of project documents

■ Indirect

- Surveys
- Interviews
- Focus groups
- Student evaluations
- Institutional data
 - Grades, enrollment, participation, retention/persistence



Selecting an Evaluation Method

- Match method with goal, objective
- Existing assessment?
- Reliability, validity
- Assess resources
- Timing
- Utility of data
- Triangulation of data sources
- Direct vs. indirect measures

Matching Methods to Objectives

<i>Objectives</i>	<i>Measures</i>		
	Term Paper	Questionnaire	Speech
Write at a scholarly level	X		
Adapt verbal messages to a specific audience			X
Value lifelong learning		X	

*Adapted from Palomba & Banta, 1999, p. 103



Why use multiple methods?

- Ensure continuity of evaluation
- Increase confidence in findings



Why use mixed methods?

■ KNOWLEDGE GAIN

- Richest, most comprehensive description of participants, processes, & outcomes
- Strengthen validity of findings/reduce methodological bias

■ CREDIBILITY

- Conveyed “what,” “how,” & “why” of experience & outcomes
- Breadth and depth of participants’ experiences

■ UTILITY

- Most complex, useful administrative resource
- Meet competing needs of multiple stakeholders
- Assess diverse project objectives

Learning Outcomes Assessment

(an example)

Goal	Objective	Data Source	Evaluation Method	Timeline
<i>Program graduates will be able to communicate effectively about their discipline (psychology)</i>	<i>Communicate effectively in a written format about a psychological experiment</i>	<i>Senior research papers required for PSY 450 (capstone), written in APA format</i>	<i>Faculty committee will review a sample of PSY 450 research papers and evaluate their quality according to an agreed upon scoring criteria</i>	<i>A faculty committee will review Fall Semester 2000 papers during January 2001 retreat. The committee will discuss and implement curricular changes as needed.</i>



Scoring criteria

- Structure report into sections that reflect stages in the research process
- Present research question clearly & describe strategy
- Discuss literature & provide support for hypothesis
- Describe how research was conducted
- Summarize how data were collected and their statistical treatment
- Evaluate and interpret implications of data with respect to the original hypothesis
- Present ideas and arguments clearly and logically using appropriate balance of text and visuals
- Cite references in appropriate format
- Use English syntax and technical terms appropriately



Evaluation Recommendations

- Develop a comprehensive (not complicated) plan
- Define project objectives clearly and completely
- Align methods with project objectives
- Utilize mixed and multiple methods
- Utilize direct and indirect methods
- Focus on utility of evaluation data
- Start early
- Enlist an independent evaluator
- Evaluate your evaluation plan and procedures