

SOWK 460w

# Social Service Program Evaluation

**Jacob Campbell, Ph.D. LICSW**  
**Heritage University**

**Spring 2025**

Photo by Scott Graham on [Unsplash](#)

# **Agenda**

## **Plan for Video**

Introduce the course

Introduce myself



## About Me and This Class

- Importance and resistance of research
- Experience with program evaluation

# Reviewing Syllabus

The Document that Drives this Class

- Spend time this week reviewing the whole syllabus
- Some of the highlights



**SOWK 460w (1): Social/Programs Evaluation (3 credits)**

Spring 2025, Tri-Cities

**Jacob Campbell, Ph.D., LICSW**

**Office Hours:** [See Schedule](#)

**Office Location:** Tri-Cities and Toppenish Campus

**Course Hours:** Monday's 5:30 – 8:15 PM

**Email:** [campbell\\_j@heritage.edu](mailto:campbell_j@heritage.edu)

**Cell Phone:** (509) 392-1056

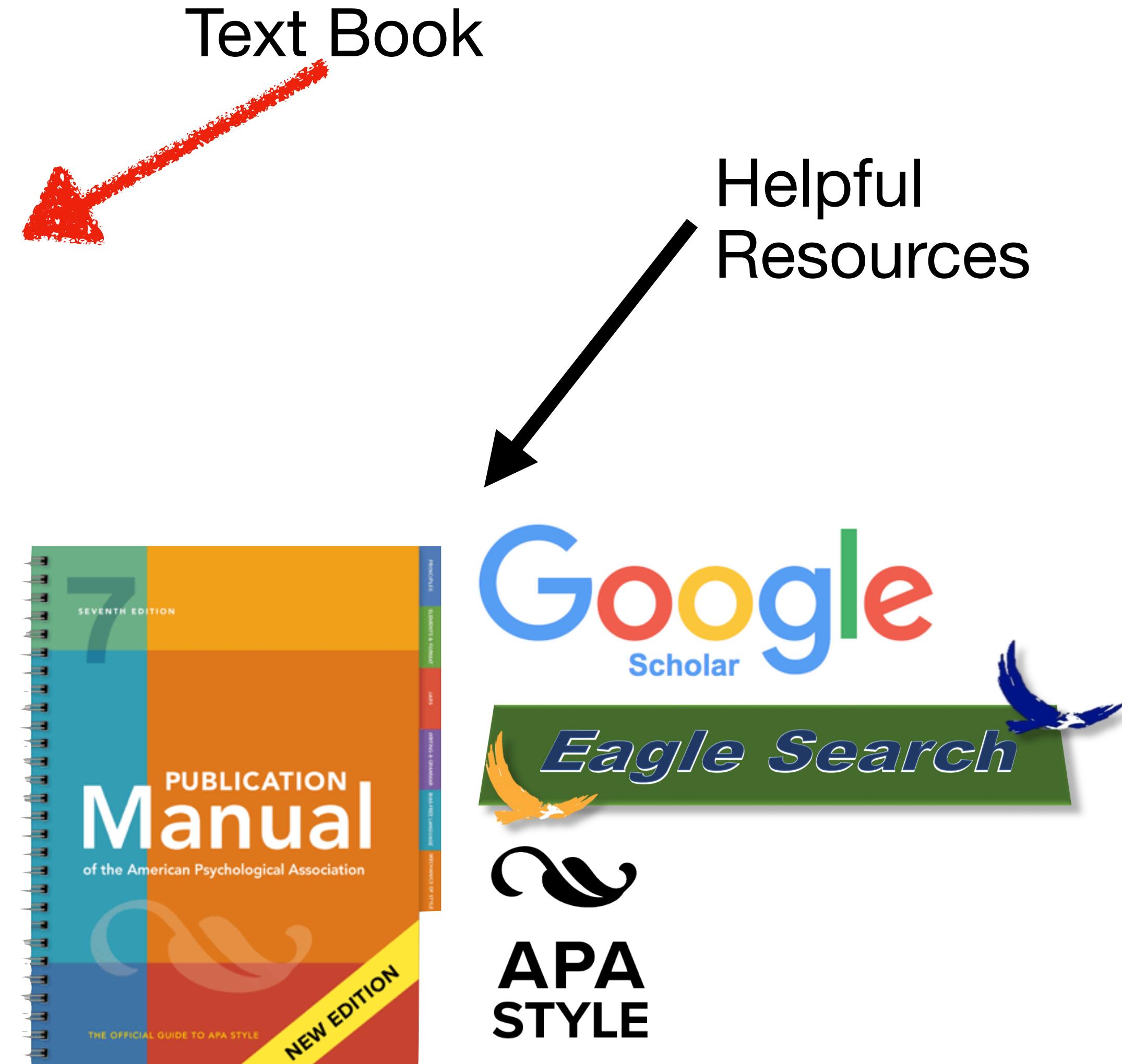
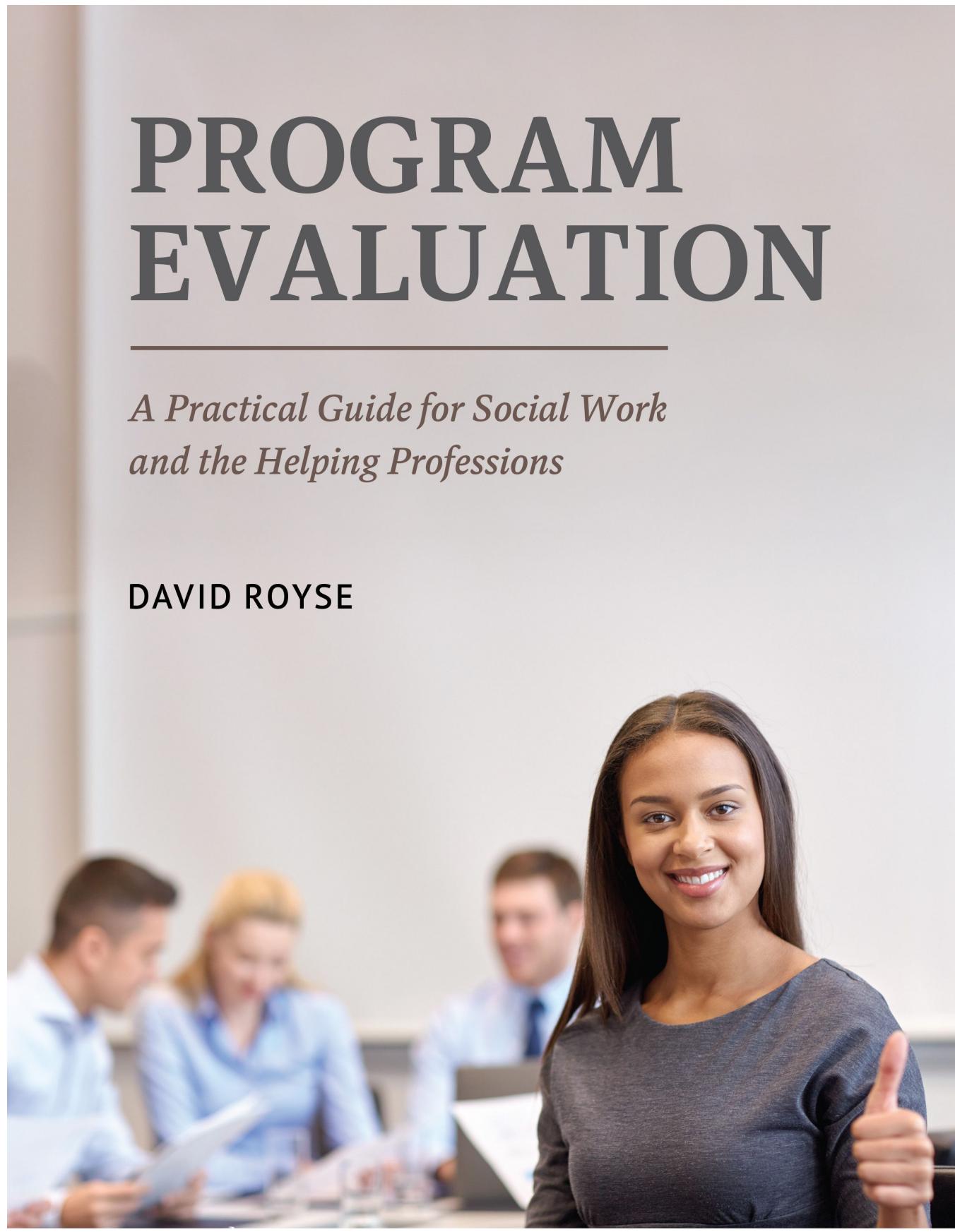
**Class Location:** SWL 106

## Course Description

Basic evaluation methodologies for social programs; analysis of public and private social programs' effectiveness; policy design, implementation, and evaluation. Basic practice evaluation skills. This course is offered in the spring semester with the prerequisite of students being of senior standing.

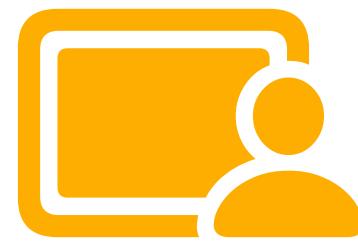
## Course Purpose

This course introduces students to strategies used to conduct program and policy evaluation. Students learn methodologies for evaluating and analyzing public and private program effectiveness. Students apply their knowledge and skills to evaluate a program in the university community or their practicum placement.

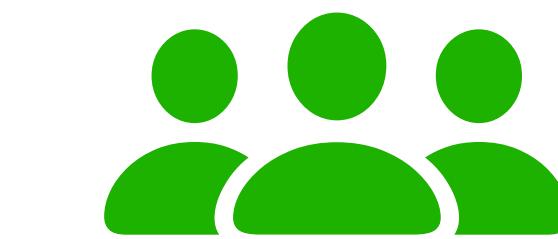


# Format & Learning

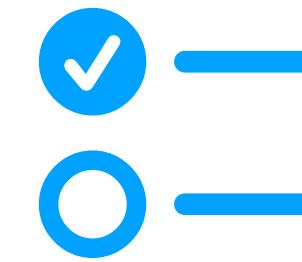
In SOWK 460w



In-class  
Lecture

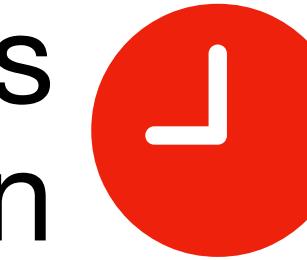


Group  
Discussion  
and Peer  
Review



Real World  
Program  
Evaluation

Asynchronous  
Weeks and Class  
time to Work on  
Evaluation

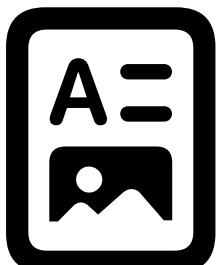


Group  
Presentation



Readings  
and Other  
Content

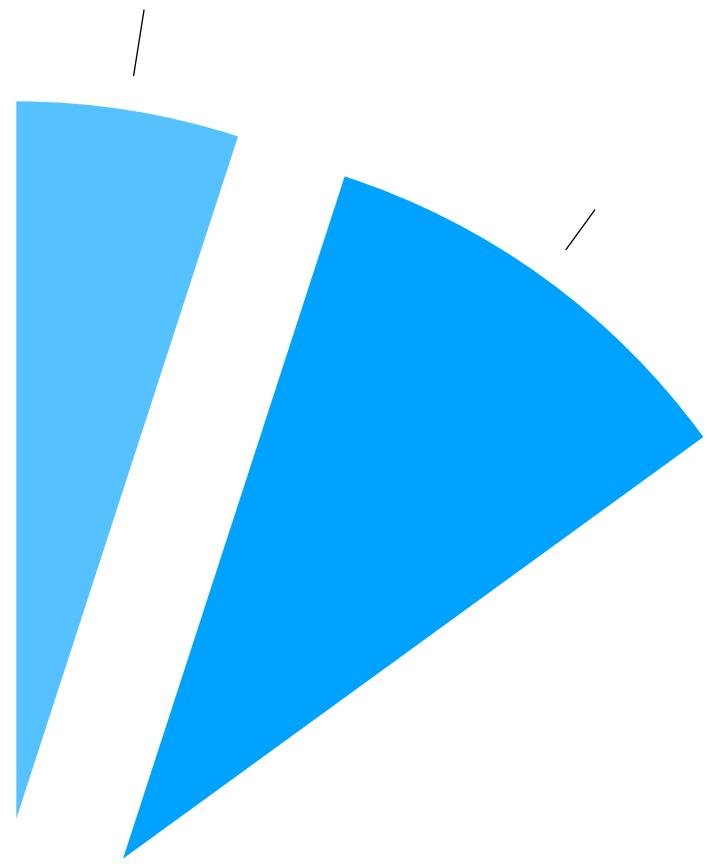
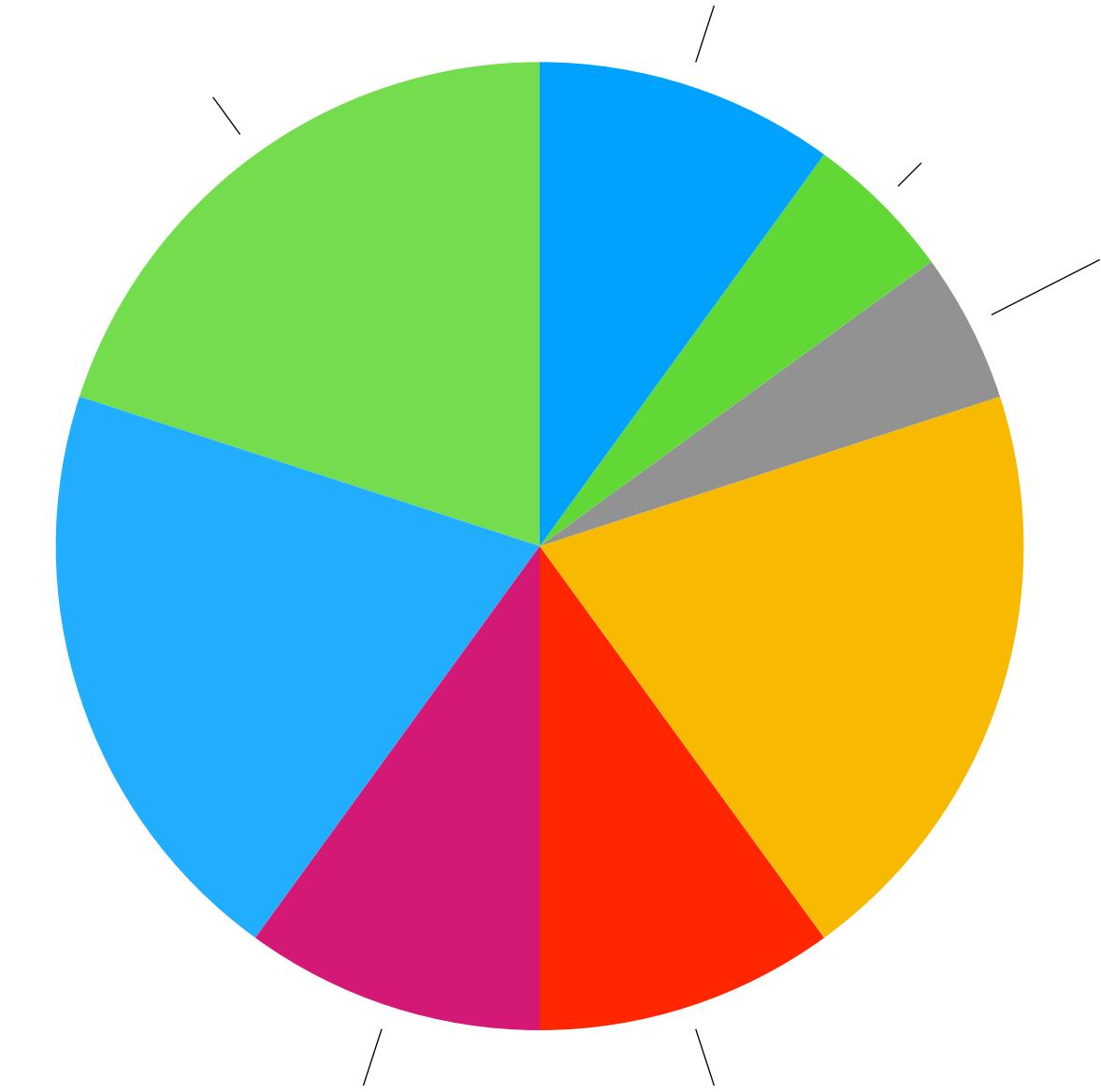
Academic  
Writing &  
Feedback



# Assignments Points

## Break down of all the assignments this semester

- A-01: Class Engagement and Attendance
- A-02: Chapter Reading Quizzes
- A-03: CITI Research Ethics and Compliance Training
- A-04a: Individual Weekly Journal Entries
- A-04b: Group Work Plan for the Program Evaluation
- A-04c: Agency Logic Model
- A-04d: Executive Summary for the Program Evaluation
- A-04e: Program Evaluation Group Presentation



- A-05a Extra Credit: Review of a Published Program Evaluation
- A-05b Extra Credit: Descriptive Review of Groups Program Evaluation

# **Appointments & Questions**

**I'm very reachable**



# **Academic Honesty**

**Who's information is this?**



## Tentative Schedule



S	M	T	W	T	F	S
		😎				
		😎				
		😎				
		😎				

**What is  
the plan  
anyways?**

# Rubrics

## How Assignments are Graded

	Initial	Emerging	Developed	Highly Developed
Content Area			x	
Content Area				x
			1	1

# Information Sections

- Attendance
- Library
- Credit Hour Requirements
- Campus Security & Safety
- Accommodation Policy