



GEAR UP Evaluation 101: The Basics of GEAR UP Evaluation

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GEAR UP Program Evaluation Basics

Overview

Importance of Program Evaluation (Why?)

- Ensure effective processes
- Monitor progress toward goals
- Demonstrate impact

Evaluation Methodology (How?)

- It starts with a logic model
- Data collection
- Evaluation design to examine impact
- Surveys
- DOE evaluation emphasis & mandated reports
- Clarifying roles and responsibilities
- Negotiating relationships





Importance of Program Evaluation



Ensure Effective Processes

- Accountability: DOE compliance
- Evaluation of staffing, operations, service coverage, etc.
- Function of Annual Performance Report





Importance of Program Evaluation



Monitor Progress Toward Goals (Formative Assessment)

- Identify effective/ineffective elements
- Continuous program improvement
- DOE-mandated biennial evaluation



Importance of Program Evaluation



Demonstrate Impact (Summative Assessment)

- Goal attainment
- Unanticipated effects
- Vital for NCCEP advocacy of GEAR UP



Importance of Program Evaluation

Overall GEAR UP Goals

**Raise Postsecondary
Participation**

**Strengthen Academic
Preparation & Achievement**

**Increase Postsecondary
Awareness & Aspirations**



Evaluation Methodology



It Starts with a Logic Model

- Provides foundation and framework
- Not just for planning stage
 - update & modify, as needed
- Helps define staff roles, activities, resource allocation, benchmark targets



Evaluation Methodology



Project Logic (Program/Change Theory)

- Indicators of need (targeted benchmarks)
- Investments
- Interventions
- Outputs
- Outcomes
- Indicators of Change (achievement of benchmarks)



Evaluation Methodology

Project Logic (Exercise)

See Handouts

Purpose: to select a single major GEAR UP project priority and map out logic model elements:

- Indicators of need - targeted benchmark(s)
- Investments
- Interventions
- Outputs
- Outcomes
- Indicators of Change (achievement of benchmarks)





Evaluation Methodology



Data Collection (minimum)

- Year-round project
- Service participation data
 - For students, parents, & staff
- Student academic achievement data
- Student and parent surveys



Evaluation Methodology



Evaluation Design to Examine Impact

- Quasi-experimental evaluation
- Comparative change model
 - Student and course-level data
 - Baseline data
 - Comparison groups
- Dosage effects
- Multiple outcome measures



Evaluation Methodology



Surveys

- Students, parents, & staff
- Mandated APR items...and beyond
- Survey processing/data entry
- Interpreting (and using) results



Evaluation Methodology

DOE evaluation emphasis & mandated reports



Government Performance and Results Act (GPRA) Indicators



- Ten indicators phrased as “The % of GEAR UP students who...”
- Address academic achievement, hs graduation, college enrollment & progress, knowledge of financial aid and college benefits, parent engagement.
- Designed to track progress toward achieving the program’s goals.



Evaluation Methodology

DOE evaluation emphasis & mandated reports



2011 RFP Competitive Preference Priority #2/3



- Projects that are designed to collect, analyze, and use high-quality and timely data to:
 - Improve instructional practices,
 - Improve postsecondary student outcomes, and
 - Provide information on program implementation and outcomes.
- Generation (and effective use) of data for data-driven decision making and continuous program improvement.



Evaluation Methodology

DOE evaluation emphasis & mandated reports



DOE-Mandated Evaluation Reports

- The Annual Performance Report (APR)
 - Due April 15th
 - Participation, academic & survey data
- Biennial Evaluation Report
 - Due December, every two years
 - To gauge program goal attainment
 - Organize by APR Sect II, Table 7





Evaluation Methodology



Clarify Roles & Responsibilities

- Define tasks & end products
- Identify data sources
- Determine responsible party
 - evaluator
 - program administrators/staff
 - school/district staff
- Develop data collection timeline
- Document and disseminate the plan



Evaluation Methodology



Negotiating Relationships

- Family Educational Rights & Privacy Act
 - FERPA defined
 - Implications for data collection
- Institutional Review Boards
 - IRB Regulations
 - Implications for data collection
- Data confidentiality agreements
- National Student Clearinghouse
 - StudentTracker





GEAR UP Program Evaluation Basics



Questions?



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