



GEORGETOWN UNIVERSITY
School of Continuing Studies

Program Evaluation Design Class 2

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Assignment 5, Part 1

Case Study: John Doe County Public Schools

Using the case study materials you developed in the first two courses , identify limitations and external factors that would impact your evaluation of JDCPS summer programs.

Module 3

Developing your Evaluation Plan

Steps in Evaluation Process

- Memorandum of Agreement
- Planning- Evaluation Design
- Implementation – Data collection
- Analysis
- Report Preparation
- Report Communication
- Use information for program improvement/decision making

Purpose Statement

A purpose statement should include:

1. What is being evaluated
2. How will the results be used
3. Type of evaluation
4. Selection of Model and Rationale

Types of Purpose Questions

- Consider these questions:
 - Were program objectives achieved?
 - Were objectives the right ones?
 - What has been the impact on target populations?
 - Are the outcomes sustainable and benefits likely to continue?
 - What are contextual and external factors impacting success?

Evaluation Plan – Assignment 8

- Description of Organization and Program
- **Purpose of the Evaluation: 2-3 sentences**
- **Model**
 - CIPP, Balanced scorecard, Logic, Checklists, Outcomes Harvesting
 - Reason and reference – 2 sentences
- **Type of Evaluation – *front end, formative, summative***
- **Key stakeholders – *are they also intended audiences for the evaluation?***
- TASK 1: (15 minutes) Write 6-7 sentences that provide the information above. Use the first page of the evaluation matrix
- Optional: Description of organization and program (if you haven't done this already)

Review: Developing Evaluation Questions

- 3-5 questions
- Don't use questions that can be answered "yes" or "no"
- Can you collect data to answer the question?
- Is it a question worth answering?
- Can the question (and answer) lead to action?

Evaluation Plan – Developing Your Design - Assignment 8

- Design: Write Evaluation Questions
- TASK 2: (10 minutes) Refine your work from Class 1 using the first page of Evaluation Model matrix

Methodology – Matrix Questions

- **Collecting the information**

- **Methods** **How will you gather the data?**
- **Managing** **When will the information be collected**

- **Analyzing and Reporting**

- **Analysis** **How will the data be analyzed and displayed?**
- **Reporting** **To whom and how will the results be communicated? How will the data be used?**

Methodology

- Type of assessment (needs assessment, formative, summative)
- Procedures
- Timeline
- Assumptions
 - What is known or assumed going into the evaluation
 - Examples: all participants completed program, course evaluations met appropriate standards
- Limitations
 - What parameters limit the findings
 - Examples: sampling is limited so findings can't be generalized to entire population; Timeframe impacted results, Planned interviewees not available
 - Limitations can lead to recommendations for further study

Implementation Plan – Assignment 8

- Methodology - Data Collection
 - Quantitative
 - Qualitative
 - Mixed methods
- Procedures
- Timeline
- TASK 3: (20 minutes) Working with a partner, select your methodology. Use the completed “Collecting the Information” columns on the Evaluation Matrix and incorporate the skills you developed in the Research Methodology course.
- *Consider the need to use different methodologies for each research question*

Analysis and Reporting

- Analysis
 - How will the data be analyzed and displayed?
- Reporting
 - To whom and how will the results be communicated?
 - How will the data be used?

Review: Draft an Analysis Plan

- Evaluation Question 1
 - Hypothesis
 - Variables
 - Statistical Method (mean, median, mode, SD, T-tests, analysis of variance, etc.)
- Evaluation Question 2
 - Coded survey or descriptive interview results
- One analysis statement for each research question

Analysis – Assignment 8

TASK 4: (15 minutes) Working with a partner, outline how you plan to do the analysis, using the Analysis column on the Evaluation Plan Matrix

Example: To answer the question, “What has been the impact on the target population?”, I will summarize the results of the user survey using measures of central tendency, supported with comments collected in open-ended questions.

Evaluation Reports

Components of an Evaluation Report

- Executive Summary
- Introduction
- Methodology
- Results
- Discussion, Conclusions and Recommendations

Introduction

- Problem identification
- Purpose
- Evaluation Questions

Methodology

- Type of assessment (needs assessment, formative, summative)
- Procedures for Data Collection and Analysis
- Assumptions and Limitations

Results

- Gap Analysis
- Design and Formatting

Discussion, Conclusions and Recommendations

- Appropriate use of quantitative and qualitative data
- Charts, Tables and Narratives
- Suggestions for further study

Report Communication

- Ongoing conversation with client
- NO SURPRISES
- Written, oral, online presentations
- Unintended consequences
- Suggest uses for the report

Criteria for Evaluation Reports

- Is the purpose and approach well described?
- Are the evaluation questions, data collection and analysis procedures specified and defensible?
- Are the results reported in a balanced and objective manner, including full disclosure and limitations?
- Is the reporting objective, based on verified facts and free from distortion based on personal bias and feelings?
- Are conclusions and recommendations justified? Are plausible alternative explanations presented when appropriate?

Assignment 7

Comparison of Two Program Evaluations

As a group, review the Academic Leadership Program and the UBorrow program evaluations (links on Canvas). Using the Criteria for Evaluation Reports slide, compare and contrast the two evaluations and identify strengths and weaknesses in each.

Assignment 5, Part 2

John Doe County Public Schools

- Outline the Findings and Recommendations section of the JDCPS evaluation report
 - Include presentation plan
 - Suggest communication plan
- Write outline of the structure of your evaluation report and communication plan

Outline Final Report

- Executive Summary
- Introduction
- Methodology
- Results
- Discussion, Conclusions and Recommendations

Module 5: Designing Your Memorandum of Agreement

Memorandum of Agreement

- Written understanding of what is to be evaluated
- Applies to both internal and external evaluations
- Will be developed in iterative process
- *Look at sample assignment on Canvas*

MOA Specifications

- Client
- Program
- Purpose
- Audiences
- Reporting procedures
- Timeframe
- Some technical specifications

Memorandum of Agreement

I. Purpose of Agreement

II. Introduction

III. Detailed Description of Scope of Work

IV. Detailed Description of Roles and Responsibilities

Note: This section can be incorporated into Section II.

V. Payment Schedule (if applicable)

VI. Duration of the Agreement

VII. Signatures of Parties' Principals

And Most Important...

Suggested research design

- Based on concerns and questions of stakeholder audiences

Introduction

- Description of organization and program
- Purpose of evaluation
- Type of Evaluation
- Model used and why

Tips for Discussing Research Design

- Identify evaluation question(s)
- For each question
 - Type of data to be collected
 - Who will collect it and when
 - Who it will be collected from or who will be observed
 - Proposed data analysis methods
- Present in matrix

Include

- Access to records
- Confidentiality requirements for data and activities
- Plans for keeping client informed
 - Development of Design
 - Needs for additional information
 - Necessity for changes in process

Module 4: Evaluating Design Proposals

Presentations

Assignment 9

Prepare and present an outline of your Memorandum of Agreement to the class.

5 minute presentation

5 minute discussion

Evaluating Proposals

- Is the program clearly identified?
- Are the objectives, components and expected outcomes succinctly and comprehensively described?
- Are the purposes specified?
- Are all relevant audiences specified?
- Are the evaluation questions relevant and purposeful?

More questions

- Are data collection procedures clear? Does design allow for emergent evaluation questions?
- Are the proposed measurement techniques valid and reliable?
- Will the design provide different kinds of data from different sources to provide a good evaluation?

More questions

- Are data collection and analysis feasible for informal feedback and formal reports?
- Are editorial control, who will release intermediate and final reports and different reports for different executive audiences specified?
- Are human subjects protected?
- Is the plan cost effective and are fiscal accountability procedures designated?
- Is the effort politically feasible?

Memorandum of Agreement

Assignment 10: Written MOA

- Using the material you developed yesterday and the comments from the class on your presentations, draft a MOA to present to the client.
- 3-5 pages double-spaced
- Submit in Canvas(today or by July 28)

ASK QUESTIONS!!!!

Your anonymous participation in the course evaluation process is important and valued.

To complete the online course evaluation, students need to follow 3 steps:

STEP 1 - Log in to the secure Non-Credit Student Portal at <http://scs.georgetown.edu/myscs/>

STEP 2 - Under Announcements in the middle of the page, click on *Course Evaluations | Center for Continuing and Professional Education* and then click on *Complete Your Course Evaluation*

STEP 3 - Follow the prompts within the survey by selecting the course from the drop-down menu and complete the evaluation.