Designing the Evaluation Plan

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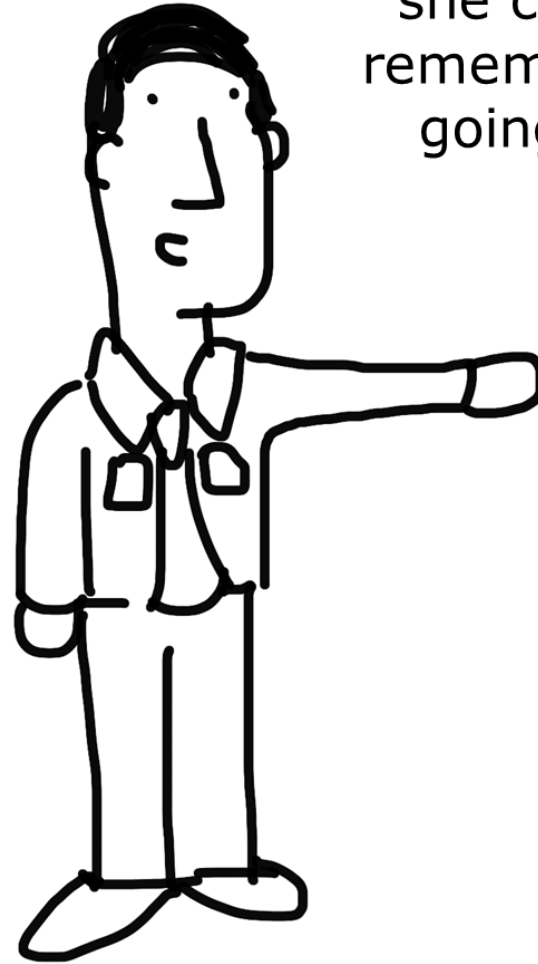
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Our agenda

1. What is it?

2. When to start?

3. Program Mapping

4. Stakeholders

5. Evaluation Questions

6. Sharing results

This is our evaluator. Every time she collects data it will help us remember what we said we were going to do in the first place.

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What is program evaluation?

A systematic way for collecting, analyzing, and using information to answer questions about projects and programs.
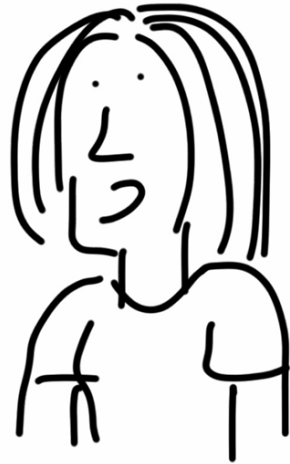
When is the right time to get started with an evaluation?

What kind of evaluation did you need?

Our 3 year project is coming to an end and were told we needed an evaluation.
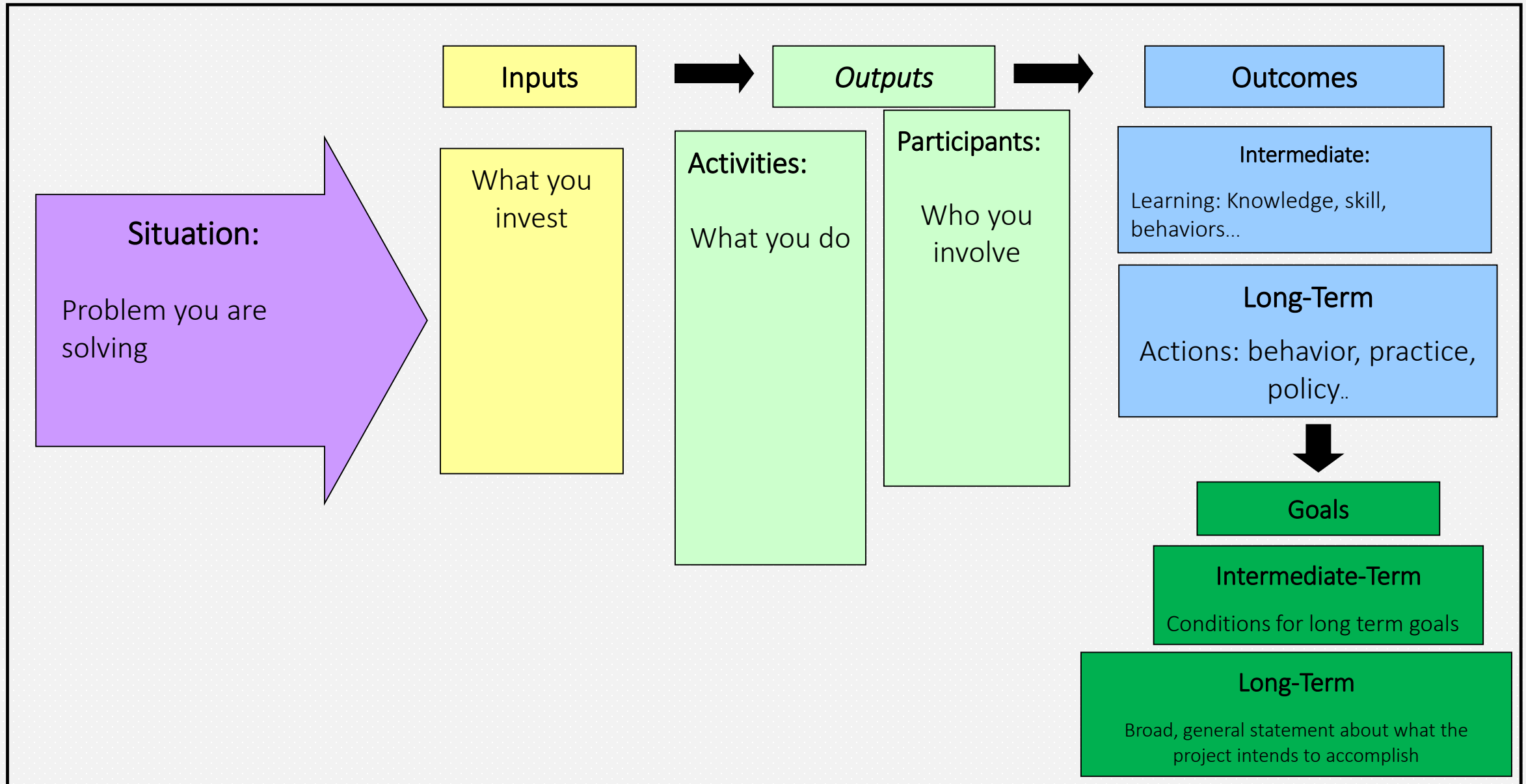
What kind is that?

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Begin with the end in mind

Consider:

❑ What is it that we want to accomplish?

❑ What steps will we take and how and when will we measure success?
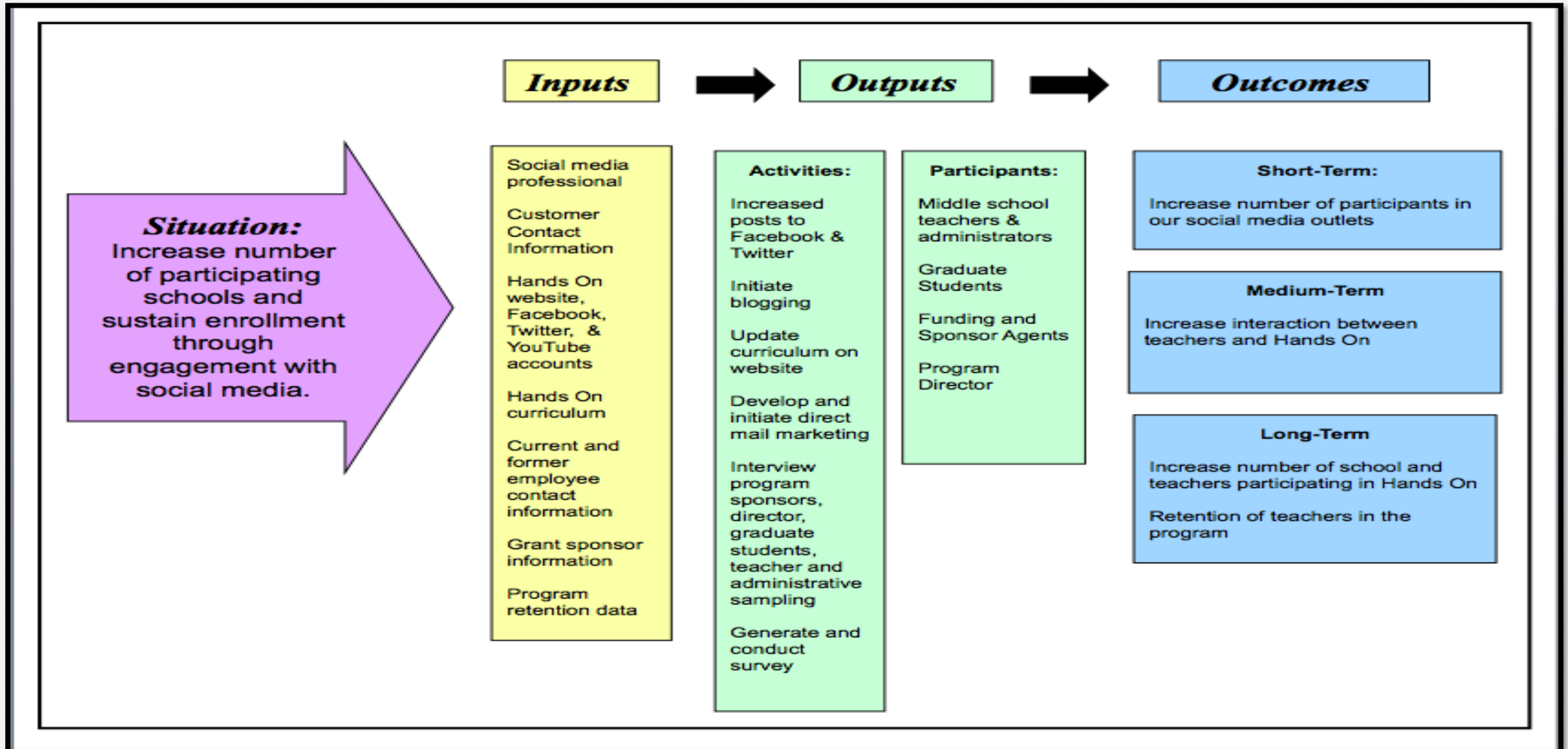
One way to map your program is with a Logic Model

An example project

HANDS ON

Real-World Lessons for Middle School Classrooms

Logic Model for Hands On Classrooms

Situation: Increase number of participating schools and sustain enrollment through engagement with social media.

Inputs

Social media professional

Customer Contact Information

Hands On website, Facebook, Twitter, & YouTube accounts

Hands On curriculum

Current and former employee contact information

Grant sponsor information

Program retention data

Outputs

Activities:

Increased posts to Facebook & Twitter

Initiate blogging

Update curriculum on website

Develop and initiate direct mail marketing

Interview program sponsors, director, graduate students, teacher and administrative sampling

Generate and conduct survey

Participants:

Middle school teachers & administrators

Graduate Students

Funding and Sponsor Agents

Program Director

Outcomes

Short-Term:

Increase number of participants in our social media outlets

Medium-Term

Increase interaction between teachers and Hands On

Long-Term

Increase number of school and teachers participating in Hands On

Retention of teachers in the program

Pros and Cons of Logic Models

Pros:
- ✓ Links outcomes and activities to explain how and why desired change is expect to happen.
- ✓ Requires justifications at each step (evidence) "Causal Model"

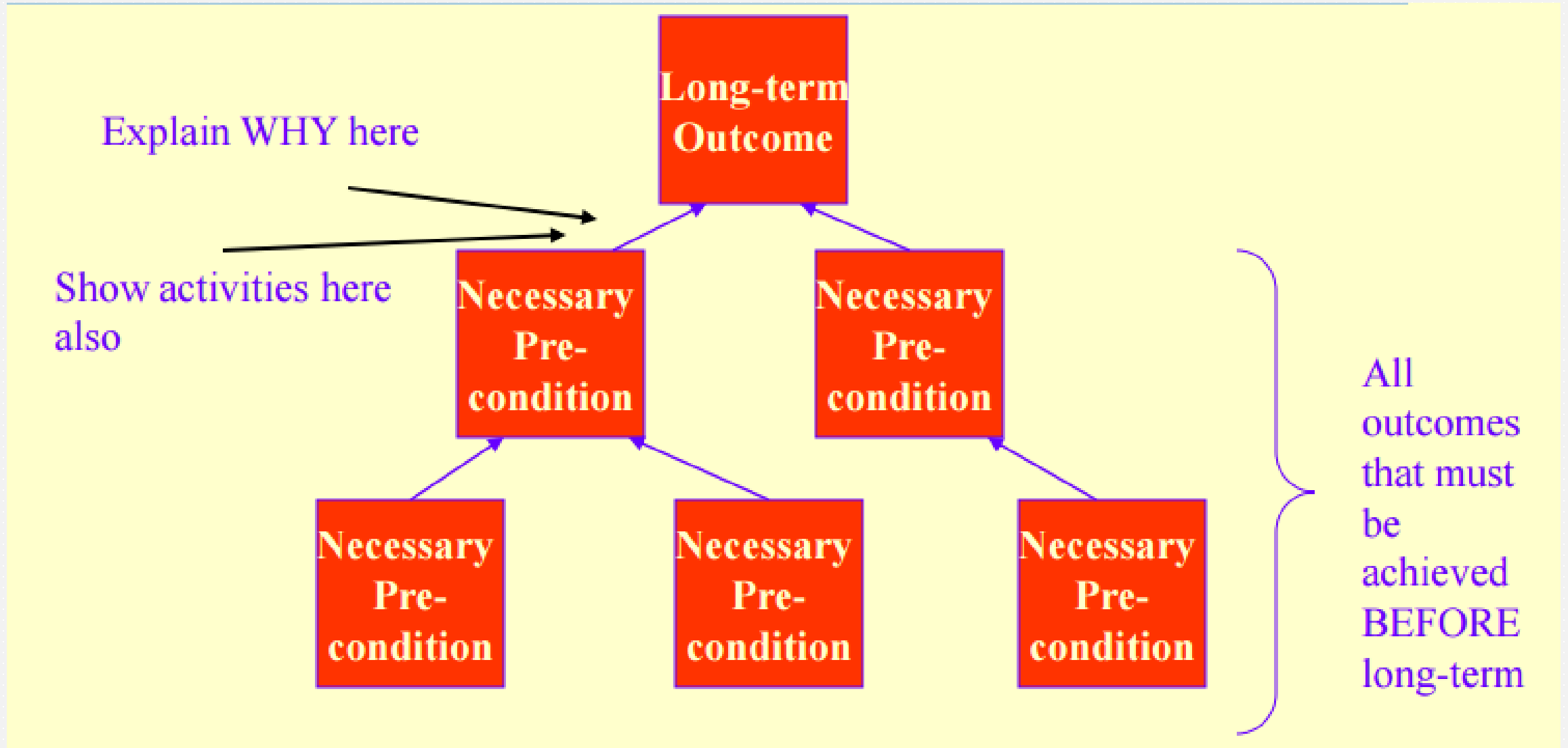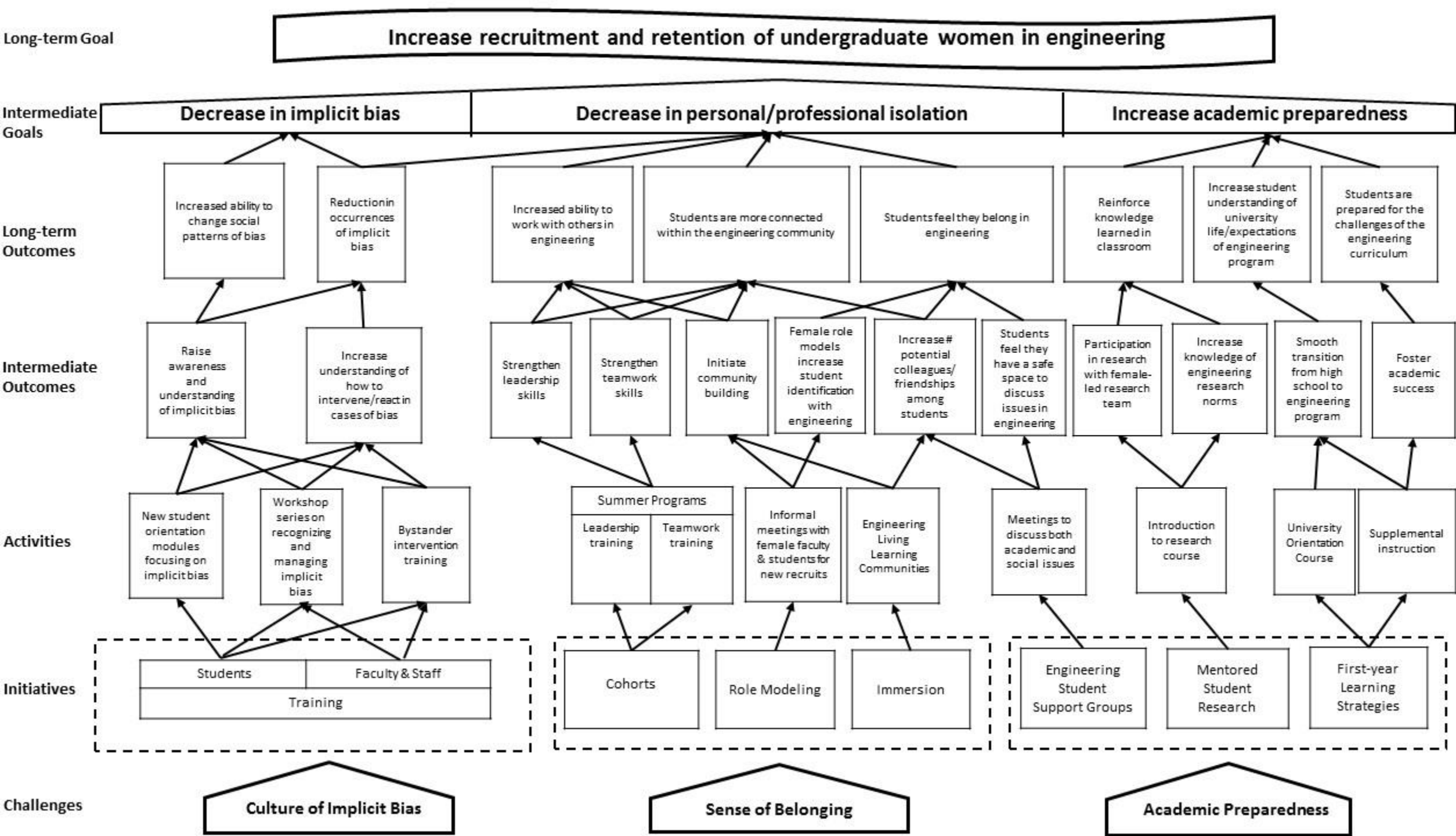Cons:
- ➢ Doesn't always identify indicators or
- ➢ evidence to measure whether outcomes are met.

Another way to map a project is with a Theory of Change (TOC) Model

Long-term Goal

Increase recruitment and retention of undergraduate women in engineering

Intermediate Goals

Decrease in implicit bias | Decrease in personal/professional isolation | Increase academic preparedness

Long-term Outcomes

Increased ability to change social patterns of bias | Reduction in occurrences of implicit bias | Increased ability to work with others in engineering | Students are more connected within the engineering community | Students feel they belong in engineering | Reinforce knowledge learned in classroom | Increase student understanding of university life/expectations of engineering program | Students are prepared for the challenges of the engineering curriculum

Intermediate Outcomes

Raise awareness and understanding of implicit bias | Increase understanding of how to intervene/react in cases of bias | Strengthen leadership skills | Strengthen teamwork skills | Initiate community building | Female role models increase student identification with engineering | Increase # potential colleagues/ friendships among students | Students feel they have a safe space to discuss issues in engineering | Participation in research with female-led research team | Increase knowledge of engineering research norms | Smooth transition from high school to engineering program | Foster academic success

Activities

New student orientation modules focusing on implicit bias | Workshop series on recognizing and managing implicit bias | Bystander intervention training | Summer Programs: Leadership training | Teamwork training | Informal meetings with female faculty & students for new recruits | Engineering Living Learning Communities | Meetings to discuss both academic and social issues | Introduction to research course | University Orientation Course | Supplemental instruction

Initiatives

Students | Faculty & Staff | Training | Cohorts | Role Modeling | Immersion | Engineering Student Support Groups | Mentored Student Research | First-year Learning Strategies

Challenges

Culture of Implicit Bias | Sense of Belonging | Academic Preparedness

Increase online engagement and participation in Hands On Classrooms Program

Long-term Goals	Teachers become regulars and user ship increases		
Intermediate Goals	Teachers continue to use curriculum		
Long-term Outcomes	Followers increase		
Intermediate Outcomes	More likes, shares, and comments on SM platforms		
Activities	Daily posts		
Initiatives	Roll- out SM platforms		
Challenges	Continued engagement for T		
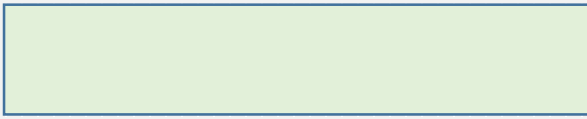
Pros and Cons of theory of change (TOC) models

Pros:
- ✓ Graphically illustrates program components.
- ✓ Helps stakeholders clearly identify components.

Cons:
- ➢ Time intensive to make
- ➢ Have a shorter history than logic models- less known"

Who are your Stakeholders?

Identify stakeholders to maximize your impact, sustainability and growth.

Mapping Stakeholders

Keep Satisfied	Manage Closely
Invest Minimum Effort	Keep Informed

Importance in the project

Involvement in the project

Mapping Stakeholders in our example project

	Involvement in the project →
Keep Satisfied Funding agency Foundation support	**Manage Closely** Teachers using the social media platforms Hands On staff Graduate students
Invest Minimum Effort Materials suppliers Box packers and shippers	**Keep Informed** Program managers Graduate student mentors Website designers

Importance in the project

Involvement in the project

Evaluation vs. Research

This **research** is really going to help move our field forward.

This **evaluation** is really going to help our program become more effective.

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What is the relationship between research and evaluation?

Why is it important to define?

Evaluation Questions for Hands On Classrooms example

Stakeholders	Evaluation Questions
Hands On Teachers	To what extent do teachers participate with Hands On Facebook page? Do they find the social media posts useful? Which platforms do they use most?
Graduate Student Hands On Videos	Did graduate students receive appropriate information and training regarding their roles in the project? To what extent did Hands On graduate students become involved with planning videos?

Sharing your results: Understanding the content.

Who:
- Audience
- You

What:
- Action
- Mechanism
- Tone

So what?
- Story
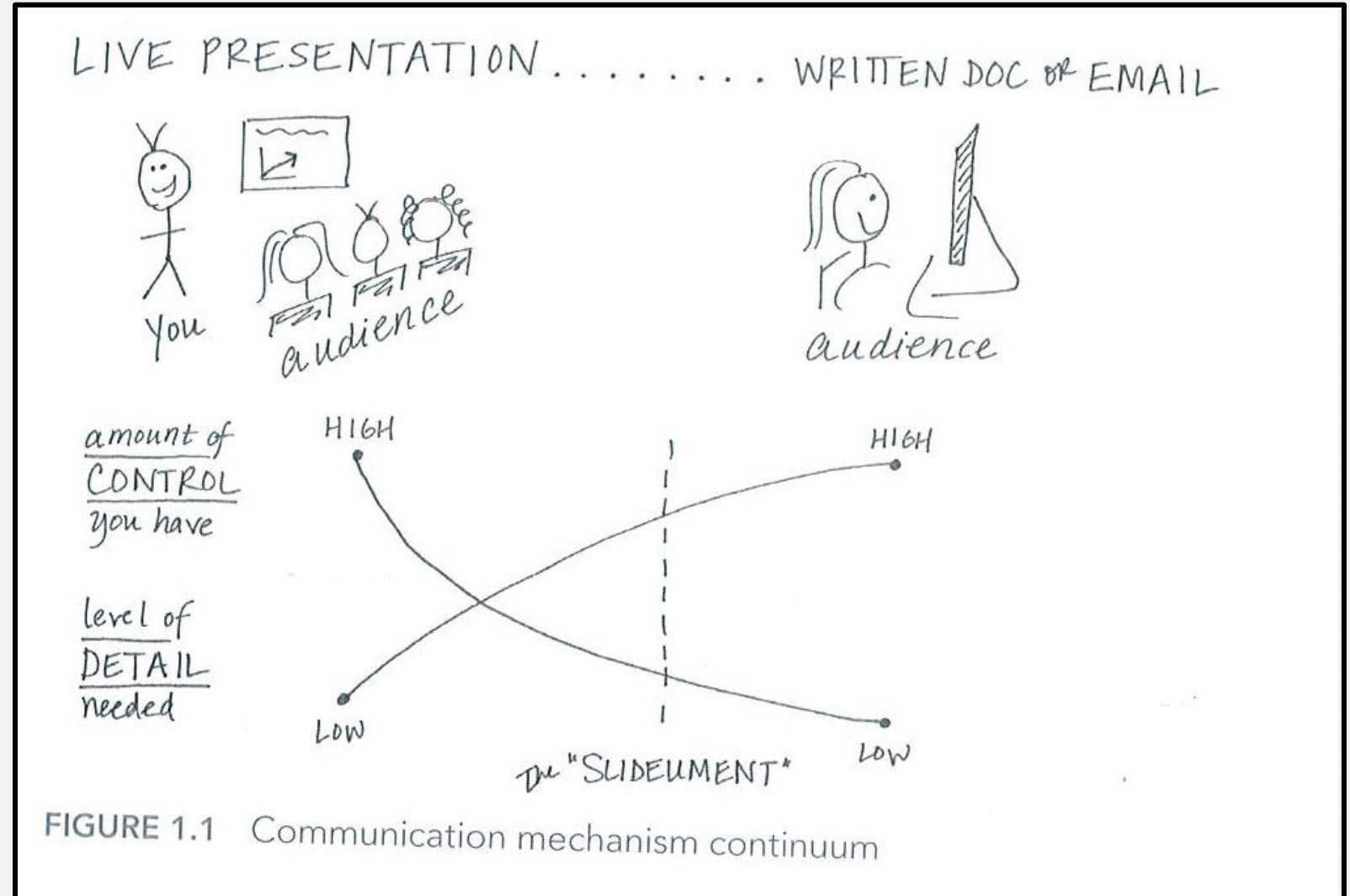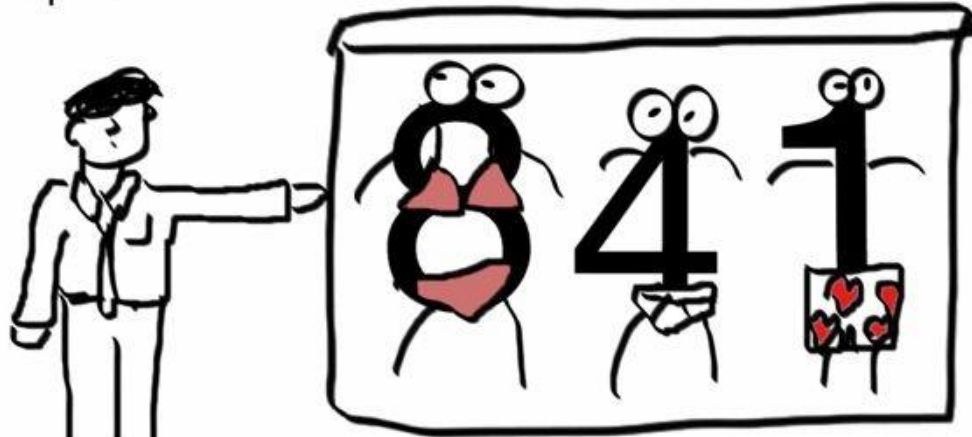
FIGURE 1.1 Communication mechanism continuum

(Knaflic, 2015, pg. 24)

Visualize your data meaningfully
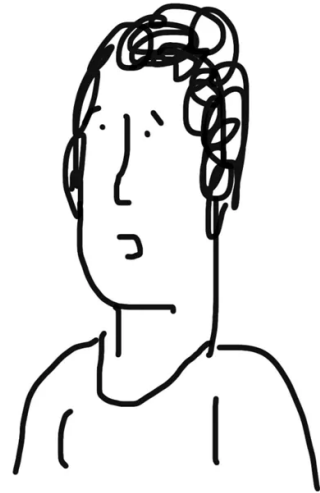
Sharing your results

Evaluation Resources

American Evaluation Association
http://www.eval.org/

National
Science
Foundation
https://www.nsf.gov

http://www.evalu-ate.org/

EvaluATE NSF# 1600992.

Better Evaluation
http://betterevaluation.org/

University of Wisconsin Extension
http://fyi.uwex.edu/programdevelopment/

Hey guys,
did you read this part?

It basically says we
need an evaluation to
keep getting money.

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