

Evaluation and Reporting: Why does it Matter?

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Why does it Matter?

- Learning & Accountability at all levels
- Answers “what’s working, why, and under what circumstances?”
- Provides a course of action for modification, if necessary
- Provides critical evidence of results and impact, in both quantitative and qualitative terms

Expectations for Evaluation:

- Independent, qualified evaluator(s)
- Evaluation based on scope of project
- Well-articulated Evaluation Plan
 - Based on a logic model / program theory
 - Utilizes a robust, appropriate evaluation design
 - Includes formative and summative evaluations
 - Identifies measures that are tied to expected outcomes
- Demonstrates impact of program

Effective Evaluation Plans

- Develop at the beginning of the project with the project team
- Involve stakeholders in the identification of relevant questions and indicators
- Need to determine how you are going to use the data to be collected
- Focus on outcomes of critical interest

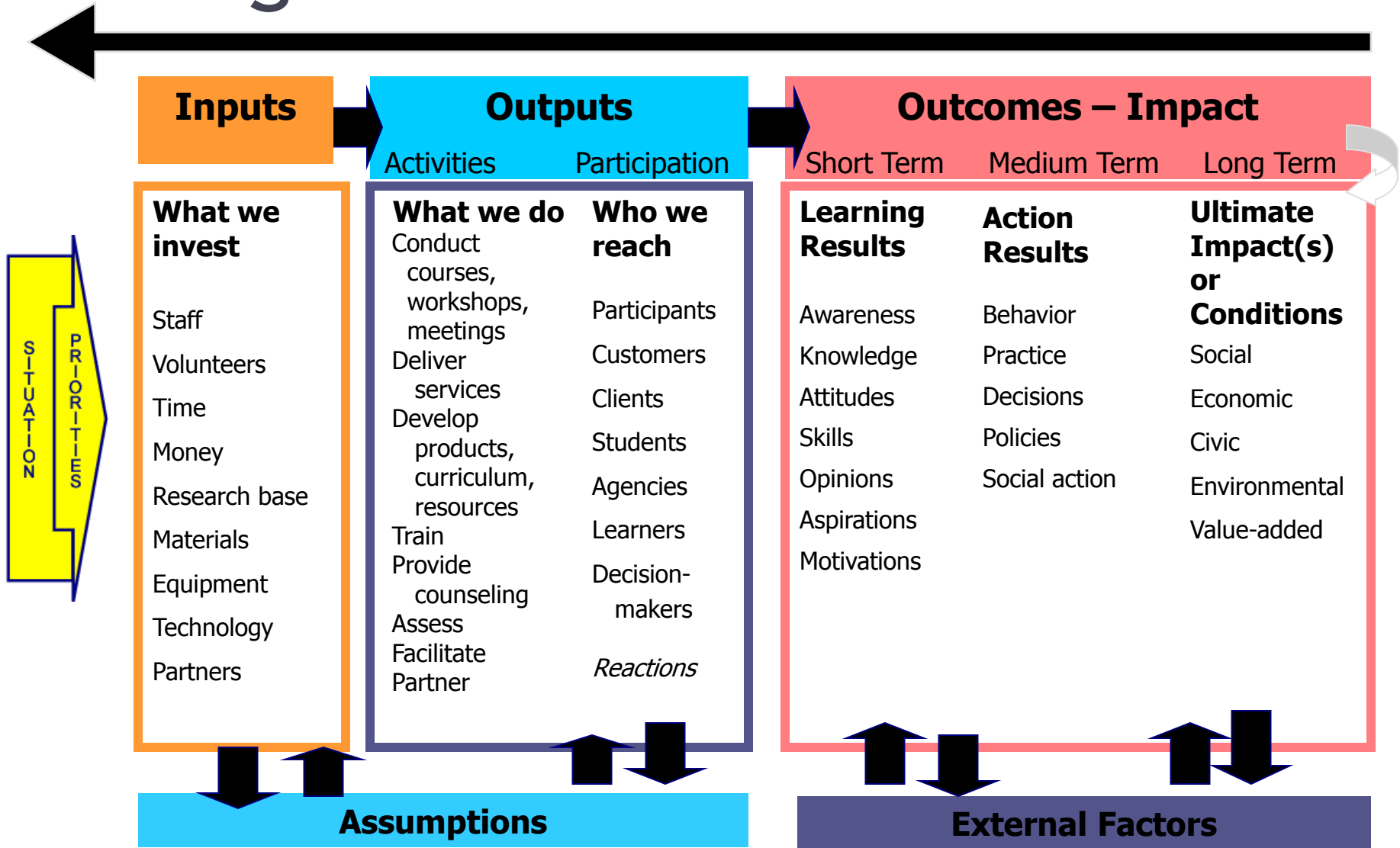
PREM Evaluation Sources

- PREM Annual Report Requirements
 - highlights and productivity
 - longitudinal data collection – (outputs)
- Advisory Boards
 - internal and external
- Evaluation Plan with a Self- Assessment Plan
 - internal and external components
 - reliability, validity, feasibility, and functionality

Evaluation Planning

- Develop logic model with clear, measurable outcomes
- Identify, with stakeholders, questions for each model component
- Identify information (indicators) that will help you answer those questions
- Identify the way (measurements) you will get the answers you need

Logic Model



Guiding Evaluation Questions

- *Awareness, Attitudes, knowledge and skills* - What did the target audience know before they participated? What do they know now? Did their knowledge and/or attitudes change as a result of participation in project?
- *Behavior, practices and policies* - What did the target audience do before they participated? Are they doing something different now?
- *Environmental, Social, Economic or Educational System* - What were the attributes of the system? Did they change as a result of project?

Instrumentation Resources

- Student Assessment of Learning Gains (SALG):
<http://www.salgsite.org/>
- Undergraduate Research Student Self-Assessment (URSSA)
<http://www.colorado.edu/eer/research/undergradtools.html>
- Field-Tested Learning Assessment Guide (FLAG):
<http://www.flaguide.org/>
- Online Evaluation Resource Library (OERL)
<http://oerl.sri.com/home.html>

NSF Evaluation Resources

- The 2002 User-Friendly Handbook for Project Evaluation,
<http://www.nsf.gov/pubs/2002/nsf02057/start.htm>
- User-Friendly Handbook for Mixed Method Evaluations,
<http://www.nsf.gov/pubs/1997/nsf97153/start.htm>

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