

Evaluation Project Requirements

A. Evaluation Rationale

- Describe why the evaluation is being conducted---the factors that have led to the need or interest in the evaluation. What is the background of the program being evaluated? Who cares about the evaluation?

B. Purpose

- Describe the purpose of the evaluation. You might want to start with the sentence, “The purpose of this evaluation is to ...” Make sure to include how the results will be used.
- Describe the program and context.

C. Audience(s)

- Describe each of the audiences for the evaluation. Label them “Primary, ” “Secondary, ” and “Tertiary.” Remember that audiences (or stakeholders) represent those who have some stake in the outcomes of the evaluation. They will likely receive some form of the evaluation findings.

D. Key Questions

- Identify questions the evaluation will seek to answer. Remember that these questions form the boundaries and scope of the evaluation effort. They should be general questions, not survey or interview questions. If you get stuck, remember to ask yourself: “What do I really want to know or learn from this study?”

Evaluation standards relevant for Sections A-D:

U-1, U-2, U-3, U-4, F-2, F-3, F-4, P-1, P-2, P-6, A-4, E-1

E. Evaluation Design

- Indicate the overall model and approach you will be using in this evaluation study. Are you following an objectives-based approach, a Kirkpatrick model, a Goal-Free model, etc.? Is this a formative or summative evaluation? Is it primarily a naturalistic or ethnographic case study (qualitative approach) or is it a form of experimental design (quantitative approach)?
- Provide an *alignment document* and describe each method of data collection you use. Then, for each method, provide or describe the following:
 1. How you will ensure the quality/appropriateness of your instruments and the resulting data (pilot testing, triangulation, member checks, etc.)
 2. How you will select the sample—what sampling procedure(s) will you use? (Note: if you will not be sampling because you will be collecting information from the entire population, just say that no sample will be required).
 3. Copies of instruments (surveys, interview guides, observation guides, tests, etc.) that you will use to collect the evaluation information.

F. Evaluation Management Plan

- Provide one or more management plans that include project tasks and responsibilities and/or timelines.
- Outline a budget for this evaluation --- include your hourly wage in determining the total cost. You're new at this so just go ahead and give an estimate.

Evaluation standards relevant to Sections E-F

A-2, A-3, A-5, P-3, P-4, P-7, F1

G. Data Analysis

- Describe the procedures you will use to analyze your evaluation data. Even though you will not have any data to analyze, indicate how you would analyze the qualitative and

quantitative data you collect. Provide examples of possible results (i.e., make up results to show how you plan to display them in graphs or tables).

Evaluation standards relevant to Section G:

A-6, A-7

H. Evaluation Constraints

- Describe the constraints you might be working under if you were to actually conduct this evaluation. You may wish to specifically describe certain evaluation standards that will be the most difficult to maintain.

I. Reporting the Results

- Identify who will receive the results and in what format they will likely receive these results.
- Discuss ways in which you might work to ensure that the evaluation results are used. Think about alternative forms of communicating and reporting so that the greatest use possible can be made of the evaluation findings

Evaluation standards relevant to Section I:

A-1, A-8, P-4, P-5, U-5, U-6, U-7, U-8

J. Evaluation Standards

I have noted 28 American Evaluation Association Program Evaluation Standards. In an appendix I would like you to choose 5 of these and briefly state how you are going to meet these standards within your evaluation. For example, a reasonable response to standard F2 might be:

F2 Practical Procedures:

To keep initial disruption to all parties to a minimum I have collected and reviewed all course materials. In addition I have made three separate observational class visits before interviews with students were conducted. This enabled me to answer many questions

without disrupting the instructor or other stakeholders involved in the program. The questionnaires and assessments will be distributed during a class that the instructor feels would have the least impact on his teaching. Students will not be asked to stay after the allotted time to fill out the questionnaire and the instructor will work with the evaluator to minimize lost class time. Personal interviews will be conducted between class periods and during the students' free periods so not to impact instructor/student contact time.

Or

U2 Attention to Stakeholder

To ensure all individuals that have a vested interest in the program are considered I have created a list of possible stakeholders and then classified these stakeholders based on their level of investment. The following list includes the names and a short description of the primary, secondary, and tertiary stakeholders in my evaluation.

Primary ...

Secondary...

Tertiary...

Scoring of Final Evaluation Plans

Student Name(s): _____

A. Evaluation Rationale includes:

_____A background of the program being evaluated

_____An explanation of who has commissioned the evaluation (If you have a client, who is it? If not, tell me who it should be)

_____A brief explanation of why the client (or you) think an evaluation should be done

_____A copy of a Logic Model for the program **REQUIRED**

B. Purpose includes:

_____Statement of the purpose of the evaluation (“The purpose of the evaluation is to...”)

_____Description of how the results will (or can) be used

C. Audience(s) includes:

_____A clear description of each of the audiences for the evaluation labeled primary, secondary, and tertiary

_____An explanation of why they are audiences---why they would be interested in the evaluation results

D. Key Questions include:

_____A list of major, clearly worded, questions that are to guide and focus the evaluation study

E. Evaluation Design includes:

- _____ A clear description of the overall theoretical evaluation mode (e.g., Kirkpatrick, Objectives-based, etc.) to be used in the evaluation
- _____ An explanation of whether the evaluation represents a formative or summative evaluation
- _____ A clear description of what design (e.g., case study, experimental/control group, pre-post experimental group only, etc.) will be used in the evaluation
- _____ An explanation why this model and design were chosen
- _____ A description of how the data are to be collected
- _____ A clear alignment document that links all questions and instruments (5 points) **REQUIRED**
- _____ An explanation of what sampling procedure(s) will be used (if any)
- _____ Copies of all data collection instruments (surveys, interview schedules, observation checklists, cover letters, e-mails, etc.) (7 total points) **REQUIRED**
- _____ An explanation of how the instruments' quality/appropriateness will be ensured

F. Evaluation Management Plan includes:

- _____ One or more management plans that include projects tasks, responsibilities, and timelines
- _____ Include an estimated budget for the evaluation

G. Data Analysis includes:

_____A description of the procedures that will be used to analyze the evaluation data

_____Samples of tables or graphs to be constructed (use fictional data for a few of the survey items or interview data)

H. Evaluation Constraints includes:

_____A description of the constraints that might impede the evaluation’s implementation

I. Communicating and Reporting the Results includes:

_____A description of individuals who will receive the evaluation results

_____A description of the methods that will be used to communicate and report the evaluation findings

_____A description of methods that will be used to ensure that the evaluation results are used

J. Evaluation Standards (Place in an Appendix)

_____ A description of how the evaluation will meet 5 AEA standards (10 points—2pts each) **REQUIRED**

_____OVERALL ORGANIZATION PRESENTATION AND WRITING STYLE (6 points)

3 points are assigned to each category (except when otherwise noted):

3=Excellent (Work reflects comprehensive treatment of concepts—Meets all expectations)

2=Satisfactory (Work reflects understanding of concepts—Meets most expectations)

1=Unsatisfactory (Work does not reflect understanding and application of concepts—Does not meet expectations)

0=Component not found (if 3 or more are not found you will have to redo the assignment)

TOTAL POINTS: _____ **(100 TOTAL POSSIBLE POINTS)** **PROJECT GRADE:** _____

Note: Score of 60 or above is passing