


Getting Started With Your ATE Evaluation

November 17, 2010

Evaluat|e
EVALUATION RESOURCE CENTER for advanced technological education

 This material is based upon work supported by the National Science Foundation under Grant No. 0802245. Any opinions, findings, and conclusions or recommendations expressed in this material are those of the author(s) and do not necessarily reflect the views of the National Science Foundation.



Introductions



Stephanie
Evergreen



Lori
Wingate



Peggie
Weeks



Elaine
Craft


Moderator Presenter Presenter Discussant

Evaluat|e @  WESTERN MICHIGAN UNIVERSITY


 SOUTH CAROLINA ADVANCED TECHNOLOGICAL EDUCATION CENTER OF EXCELLENCE  TeachingTechnicians.org

 Mark Viquesney  MARICOPA COMMUNITY COLLEGES

 FLORENCE-DARLINGTON TECHNICAL COLLEGE



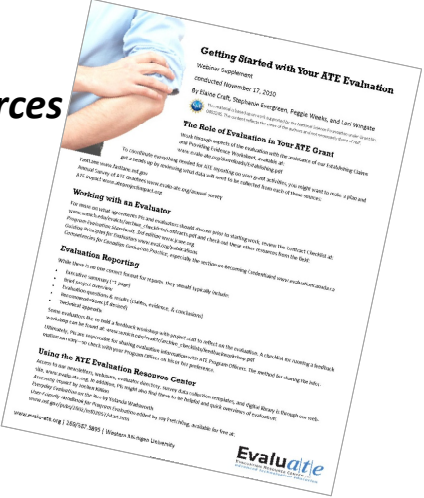
Handout




Stephanie


Available from
www.evalu-ate.org/resources

Keyword search:
getting started





Objectives



Stephanie

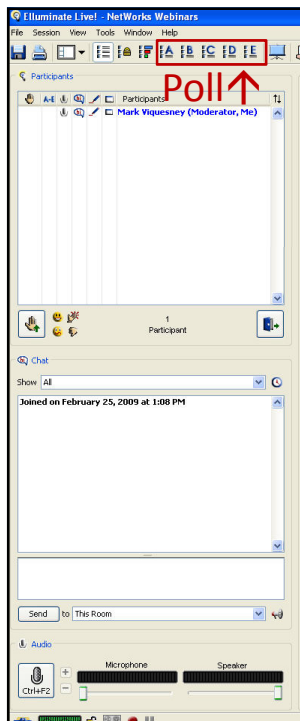
By the end of this webinar, you will

- Understand the role evaluation should play in your ATE project
- Have clearer expectations about what your evaluator should do for you
- Know what to expect to see in your evaluation report and what you should do with it
- Know where to turn if you need more guidance about your ATE evaluation

The Role of Evaluation in Your ATE Grant



Peggie





Poll



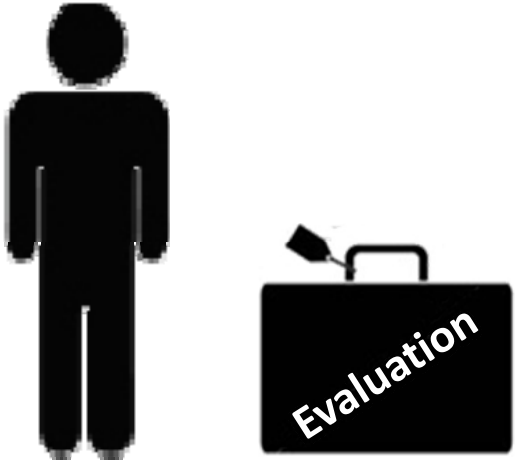
Peggie

Rate your past experience with evaluation:



- A. Very positive
- B. Somewhat positive
- C. Somewhat negative
- D. Very negative

 **How do you think about evaluation?** 
Peggie


How do you think about evaluation?




A black silhouette of a person stands next to a black briefcase. The word "Evaluation" is written in white on the side of the briefcase.

 **How do you think about evaluation?** 
Peggie


How do you think about evaluation?



A black silhouette of a person is climbing a set of black stairs. The word "Evaluation" is written in white on the side of the stairs.




Evaluation Purposes




Peggie

- **Formative Evaluation**
 - Learn how the project could be improved as it is implemented
- **Summative Evaluation**
 - Provide evidence of the quality and impact of your achievements
- **Accountability**
 - Document what you did with the grant money




Formative Evaluation



Peggie

Evaluator...

- provides frequent feedback
- guides project staff in understanding and using results
- takes time to learn about the project and its context





Formative Evaluation




Peggie




Project staff...

- make time for evaluation
- are open to hearing negative findings
- use feedback to inform decision making




Formative Evaluation




Peggie


ATE Intellectual Merit Criterion

Is the evaluation likely to provide *useful information* to the project and others?






Formative Evaluation




Peggie




Project Staff


Are we reaching the right people?



Formative Evaluation




Peggie




Project Staff

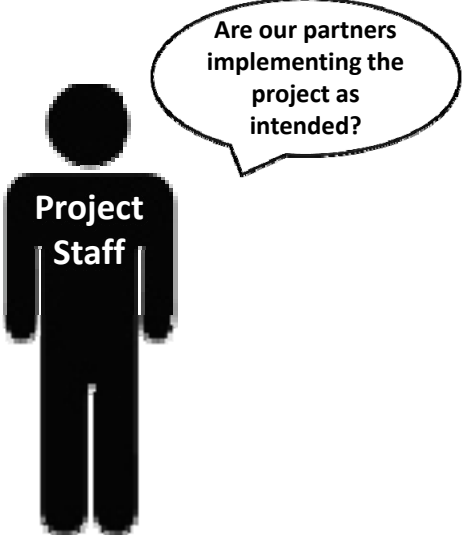
Are we meeting industry needs?



Formative Evaluation




Peggie




Project Staff

Are our partners implementing the project as intended?




Summative Evaluation




Peggie

“ The PI should establish claims as to the project's effectiveness, and the evaluative activities should provide evidence on the extent to which the claims are realized. ”

—2010 ATE Program Solicitation





Summative Evaluation




Peggie

Impacts...

- are changes in knowledge, skills, abilities, performance, practices, or policies,
- show up at the individual, program, institution, organization, regional, or national level
- occur in the short term, long term, or in between




Accountability




Peggie

Documentation of...

- What you did
- Who you reached
- Who you worked with
- What you produced (outputs)



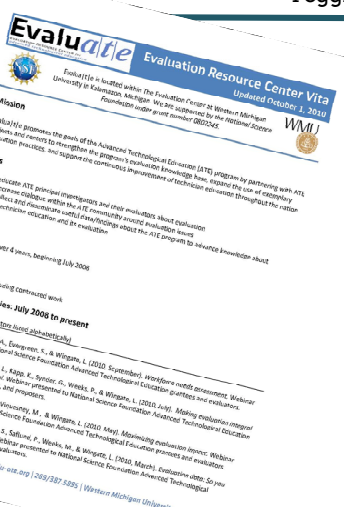
Accountability




Peggie

Create a project vita


- Mission
- Goals
- Funding
- Activities
- Products
- Staff
- Students
- Contributors & collaborators
- Consultants




www.eval-u-ate.org/about_us



Evaluation Information Uses




Peggie




www.fastlane.nsf.gov

Annual reports to NSF

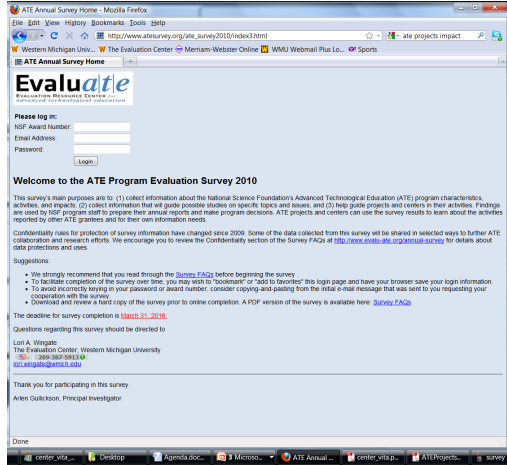
- Participants
- Activities & findings
- Publications & products
- Evaluation results



Evaluation Information Uses



Peggie




Annual survey of ATE grantees


For example,

- # of students and their education outcomes
- # of professional development participants

www.evalu-ate.org/annual-survey




Evaluation Information Uses



Peggie


ATE Projects/Centers Impact book/website

- Data on student impact
- Data on workforce impact




www.atecenters.org

www.ateprojectimpact.org



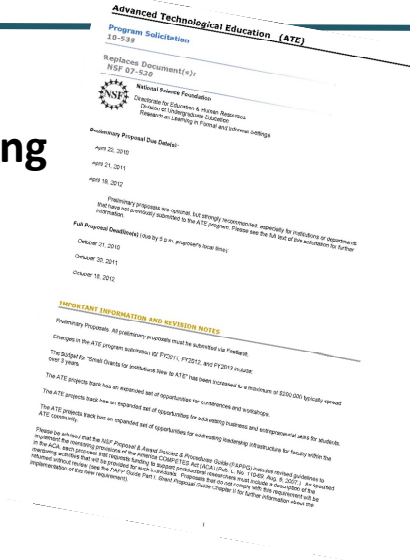

Evaluation Information Uses




Peggie

Proposals for continuation funding

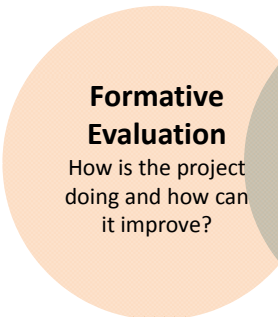
- Results from prior NSF support
- Demonstrate past achievements
- Show need for project continuation

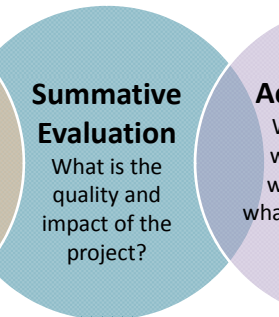
Evaluation Purposes & Reporting Mechanisms



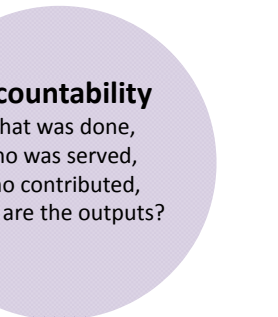
Peggie



Formative Evaluation
How is the project doing and how can it improve?




Summative Evaluation
What is the quality and impact of the project?




Accountability
What was done, who was served, who contributed, what are the outputs?

- Formative report to project staff and other stakeholders


- Summative report to project staff & others (including NSF in some format)
- FastLane/annual report to NSF
- ATE Impacts book
- Annual ATE survey



Advice from the Field




Peggie




Karl Kapp

- Professor, Bloomsburg University
- Evaluator for 6 ATE grants

“ Set up regular data collection milestones or checkpoints so that data is being collected as part of the normal process of carrying out the grant and doesn't have to be ‘bolted’ onto the process of the grant after it is underway. ”



Discussion



Elaine Craft


- Director, SCATE Center of Excellence
- Advisor, American Association of Community Colleges
- Background in chemical engineering




Working with an Evaluator



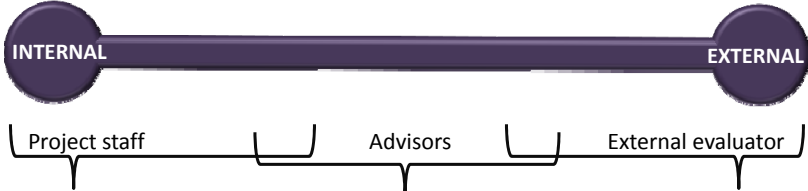
Lori





Internal – External Evaluation

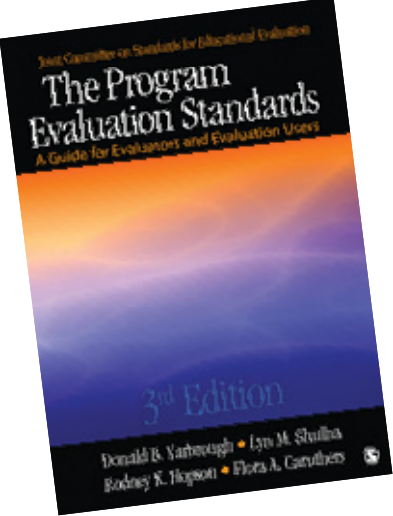


Lori





INTERNAL	Middle	EXTERNAL
Project staff	Advisors	External evaluator
Monitor ... <ul style="list-style-type: none">Who is the project reaching/serving?How many?What is their satisfaction?	Advise... <ul style="list-style-type: none">Is the project on target in terms of addressing needs?Is the project taking advantage of known best practices?	Assess <ul style="list-style-type: none">What is the project's impact?What is the quality of the project's deliverables?


 **Be an Informed Consumer** 
Lori



30 standards for ensuring the
Utility
Feasibility
Propriety
Accuracy &
Accountability
of educational program
evaluations

www.jcsee.org

 **Be an Informed Consumer** 
Lori

 **AMERICAN EVALUATION ASSOCIATION**
Guiding Principles for Evaluators

Systematic Inquiry
Competence
Integrity/Honesty
Respect for People
Responsibilities for the General
& Public Welfare

www.eval.org/publications



Be an Informed Consumer



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Canadian Evaluation Society
Competencies for Canadian Evaluation Practice

- Reflective Practice
- Technical Practice
- Situational Practice
- Management Practice
- Interpersonal Practice

www.evaluationcanada.ca
→ ***“Becoming Credentialed”***



Advice from the Field




Lori




“ Learn something about evaluation so you can have informed conversations and a better understanding of how and why data needs/should be collected. ”

Jane Ostrander

- ATE PI & National Visiting Committee chairperson



Clarify Needs & Expectations

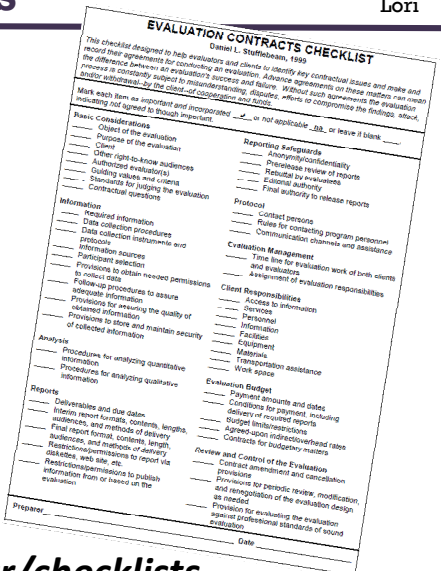



Lori

For example...


- What will be evaluated?
- How will the client facilitate access to information?
- What rules govern communication between the evaluator and other stakeholders?

www.wmich.edu/evalctr/checklists







Communicate




Lori

- Get regular updates
- Keep your evaluator informed
- No surprises from either side
- Meet face-to-face, over the phone, or via video-chat

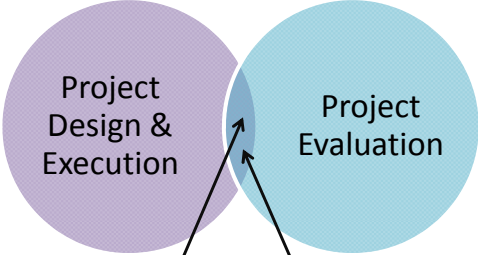




Define Boundaries



Lori




Project Design & Execution


Project Evaluation

Project staff do internal evaluation

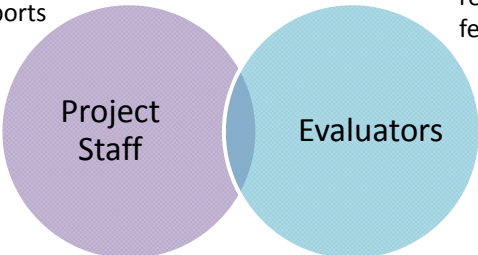
Evaluators make recommendations for project improvement



Define Boundaries




Lori




Project Staff

Evaluators

- Disseminates evaluation reports
- Communicates with NSF about project & evaluation
- Helps evaluator understand context and evaluation needs
- Writes evaluation report & gives feedback
- Collects data independently
- Protect identities of informants



Understand Research Ethics



Lori

If your evaluation involves collecting data from human subjects:

- It may be necessary to obtain Human Subjects Institutional Review Board (HSIRB) approval.
- HSIRBs ensure that researchers comply with Federal guidelines



Understand Research Ethics



Lori




Definitions from Federal regulations:


Research is as a systematic investigation ... designed to develop or contribute to generalizable knowledge.

Human subject is a living individual about whom an investigator... conducting research obtains data through intervention or interaction ... or identifiable private information.

Interpretations vary by institution.




Understand Research Ethics




Lori

Typical HSIRB requirements:

- Participation in research must be voluntary
- Participants must be informed about
 - who will have access to the information they provide
 - the risks/benefits of participating
 - the purpose of the research




Understand Research Ethics




Lori

What HSIRB means for projects:

- Need to clarify upfront *who will own the data*
- Obtaining HSIRB approval takes TIME
- May impose limitations on how questions are asked and how data are collected and reported




Evaluation Deliverables




Lori

“ What should we expect to receive from our evaluator? ”

— Participant in the 2010 ATE PI Conference
Getting Started Workshop



Evaluation Deliverables



Lori

- A written evaluation plan
- Opportunities to review and provide feedback on draft plans and materials
- Interim reports
- Annual reports
- Knowledge and insights you could not have obtained on your own



Advice from the Field




Lori




Jane Ostrander

- ATE PI & National Visiting Committee chairperson

“ The evaluator is the expert in evaluation but you are the expert on your project. If you feel that the evaluation is not providing the information you need, then talk to your evaluator. Do it immediately. ... You can change evaluators but first, *communicate, communicate, communicate.* ”



Discussion





Elaine Craft

- Director, SCATE Center of Excellence
- Advisor, National Science Foundation
- External evaluator for ATE grants



Lori

Evaluation Reporting

Lori

Effective Reporting

- Project staff review & provide feedback on drafts
- Evaluator is responsive to feedback
- Evaluator facilitates understanding and use of results

FEEDBACK WORKSHOP CHECKLIST
From Guidelines & Design Staff/Team
 December 2001

A feedback workshop is a meeting between evaluators and stakeholders to review and discuss a draft evaluation report. Feedback workshops help stakeholders and evaluators: (1) increase consistency between the evaluation, stakeholder values, and program plans; (2) increase understanding of the program and why it works; (3) increase the accuracy and quality of the evaluation report; and (4) review and refine the report. This checklist is used for planning, conducting, and following up on feedback workshops.

Before the Workshop


- Schedule the feedback workshop as an integral part of the evaluation task.
- Invite stakeholders to whom the final evaluation report will be submitted to participate in the workshop.
- Plan for evaluators directly involved in preparation of the report to participate in the workshop.
- Discuss the draft report with stakeholders in preparation of the report to participate in the workshop.
- Take steps to ensure that the stakeholders will review the draft before the workshop (e.g., 2 weeks prior).
- Assign workshop roles, including who will lead the workshop (e.g., call to order, facilitate, and chair the report).
- Prepare briefing materials, such as PowerPoint handouts, transparencies, and handouts, to guide the workshop.
- Make logistical arrangements (e.g., meeting space, audiovisual equipment, refreshments, etc.).

During the Workshop


- Review and discuss the workshop agenda.
- Discuss the relevance and applicability of findings, findings, and recommendations.
- Invite stakeholders to identify problems of integrity and fact.
- Project the changes/program to be made on the report.
- Review, discuss, and agree on next steps to be made on the report.
- Discuss, as appropriate, how the evaluation plans to incorporate, including content based on future available data.
- Complete the workshop session by having each stakeholder to identify/summarize one or more action items regarding the presented findings.

Evaluation Checklist Project
 www.wmich.edu/evalctr/checklists

www.wmich.edu/evalctr/checklists



Effective Reports



Lori

- Succinct
- Use headings and graphics to draw attention to key information
- Organized according to a hierarchy of interest

Results


In this section, each indicator of program success is reviewed alongside the evidence supporting its rating.

Student Retention


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Curriculum Dissemination

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Report Contents



Lori

- Executive summary (~1-page)
- Brief project overview
- Evaluation questions & results (claims, evidence, & conclusions)
- Recommendations (if desired)
- Technical appendix

Results

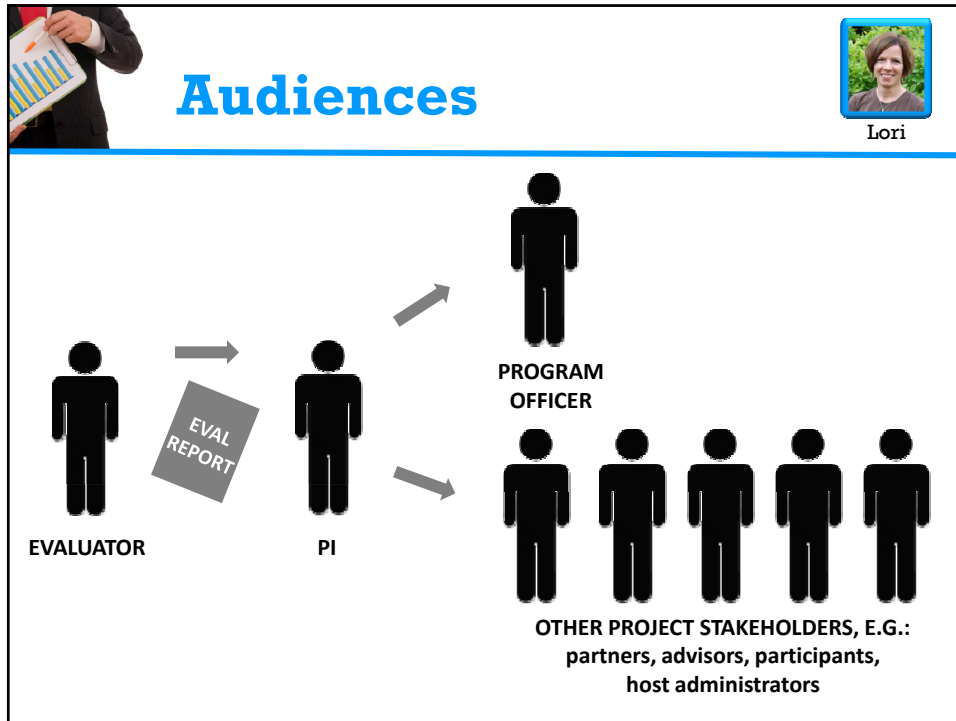
In this section, each indicator of program success is reviewed alongside the evidence supporting its rating.

Student Retention

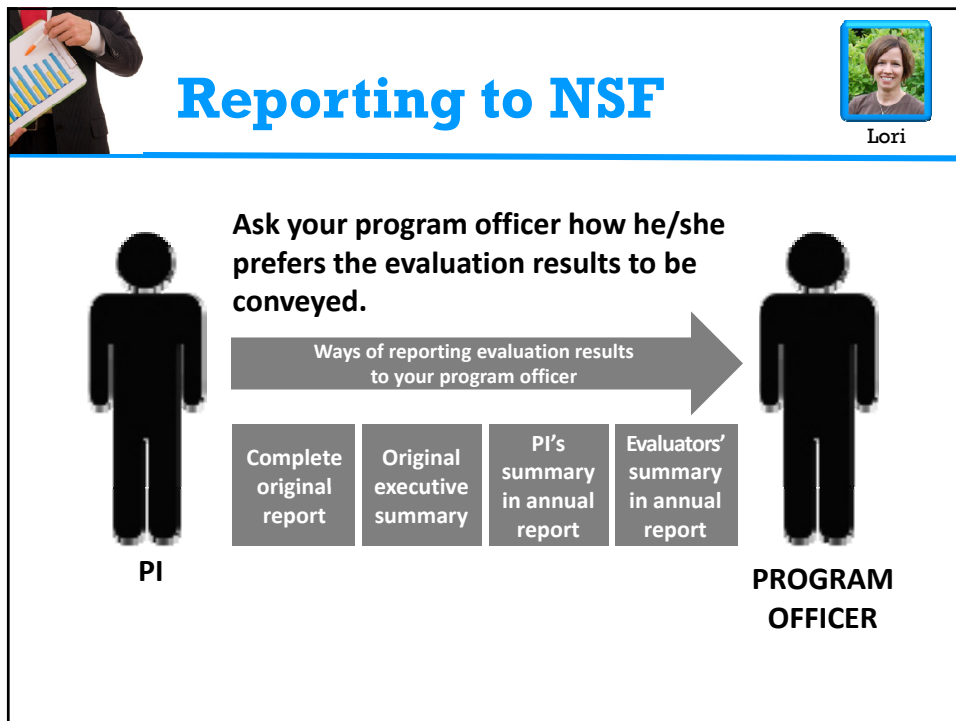
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Curriculum Dissemination


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Lori



Lori



Discussion



Elaine Craft

- Director, SCATE Center of Excellence
- Vice Chair, South Carolina's Governor's Math and Science Advisory Board
- Mentor for new ATE PIs



Peggie



www.evaluate-at-e.org



Using the ATE Evaluation Resource Center



Visit Us Online



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EvaluATE
EVALUATION RESOURCE CENTER for
advanced technological education

Evaluate promotes the goals of the Advanced Technological Education program by partnering with ATE projects and centers to strengthen the program's evaluation knowledge base, expand the use of exemplary evaluation practices, and support the continuous improvement of technician education throughout the nation.

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VISIT OUR RESOURCE LIBRARY

Evaluate's resource library contains materials related to evaluation theory, methodology, practice, and use. We have selected materials that are especially pertinent to the evaluation of ATE projects and centers. We invite you to help us expand the library by recommending or submitting evaluation resources you have found useful in your evaluation work.

Connect to our
Community.

Take a look at
our quarterly
Conduit
Newsletter.

www.evalu-ate.org



Listserv



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Join our listserv!

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Newsletters




Peggie




- Feature articles by experienced ATE PIs and evaluators
- Q & A
- Definitions & discussion of evaluation terms
- Resource highlights





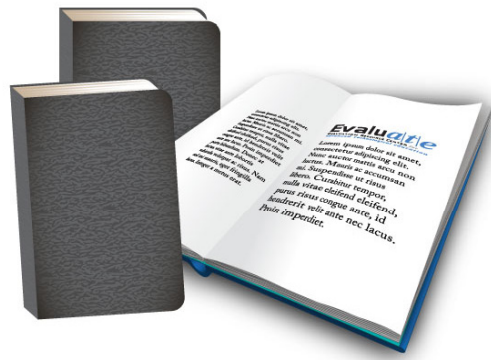
Digital Resource Library




Peggie

What you'll find here:


- Evaluation Primer for ATE grantees
- Logic model template
- Workshop materials
- Checklists to guide evaluation work
- and much more...



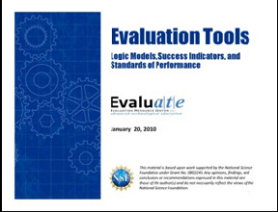
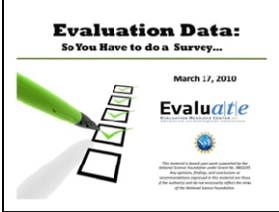

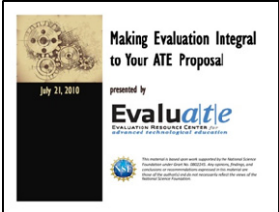
Search by: evaluation task | ATE topic | author | format | keyword



Webinars



Peggie



- Upcoming webinars
- Past webinars, including
 - Recordings
 - Handouts
 - Slides

Topics: proposal writing | reporting & use | surveys | logic models



ATE Evaluator Directory





Peggie


- Connecting ATE PIs with qualified & experienced evaluators



Search by: location | discipline | project type | keyword




Annual Survey



Peggie

- Survey form in PDF
- FAQs
- Past reports

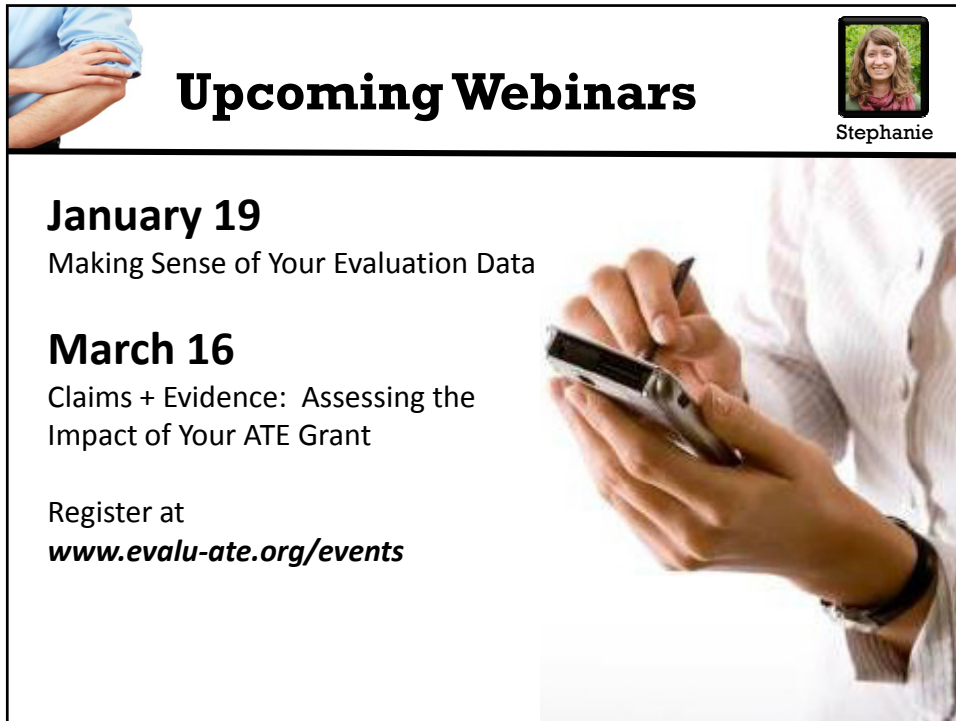


Archive



Stephanie

Visit ***evalu-ate.org/resources***
Keyword search:
getting started

A graphic titled "Upcoming Webinars" featuring a background image of a person's hands holding a smartphone. In the top left corner, there is a small inset image of a person's hands clasped. In the top right corner, there is a small portrait of a woman with the name "Stephanie" written below it.

Upcoming Webinars

January 19
Making Sense of Your Evaluation Data


March 16
Claims + Evidence: Assessing the Impact of Your ATE Grant

Register at
www.evalu-ate.org/events

A graphic with the text "Thank You!" in large, bold, black font. The background is a light gray with a close-up image of a person's hands clasped in a blue shirt. At the bottom, there is the Evaluat|e logo and the website address.

Thank You!

Evaluat|e
EVALUATION RESOURCE CENTER *for*
advanced technological education www.evalu-ate.org



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