Evaluation Essentials for Non-Evaluators:

Understanding the Basics and Benefits of Evaluation

Begins at 2 p.m. Eastern

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1

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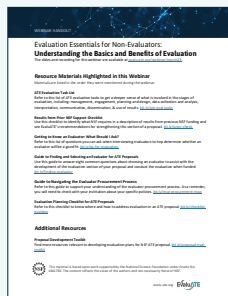TRAINING   COMMUNITY   RESEARCH   ATE SURVEY
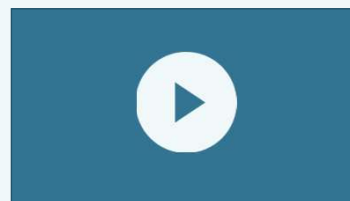
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2

Materials

Slides

Additional Resources

Recording

3

Introductions

Samantha
Hooker

Lyssa
Wilson Becho

4

Behind the Scenes & Thank You

Maureen Green

Lori Wingate

Carolyn Williams-Noren

Elaine Craft

Pam Silvers

Emery DeWitt

5

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6

7

9

10

11

12

? What is evaluation?

13

14

15

16

17

Evaluation
FOUR BASIC STEPS

1. **Ask important questions** about a project's processes and outcomes.

2. **Gather evidence** that will help answer those questions.

3. **Interpret data** and answer the evaluation questions.

4. **Use and report results** for accountability, improvement, and planning.

18

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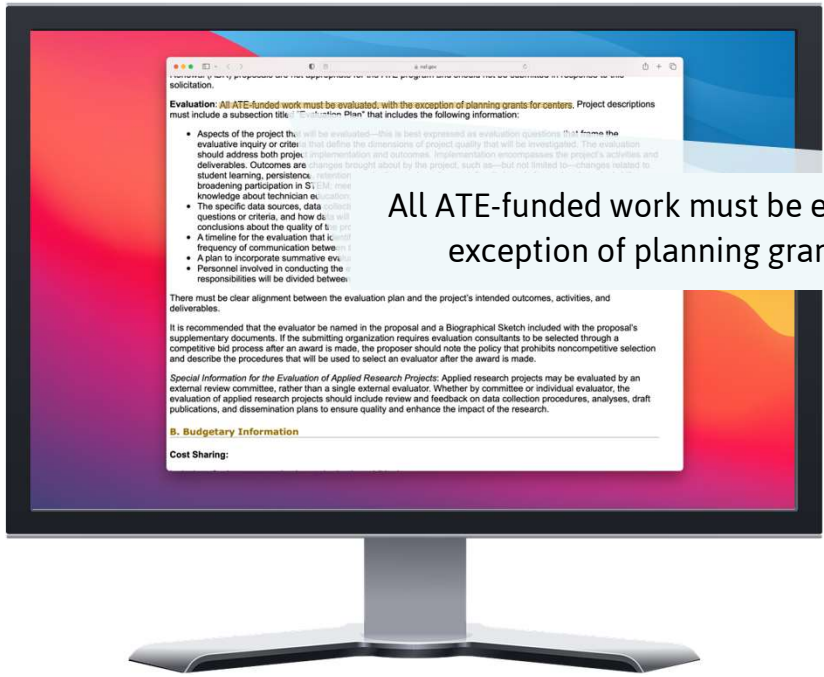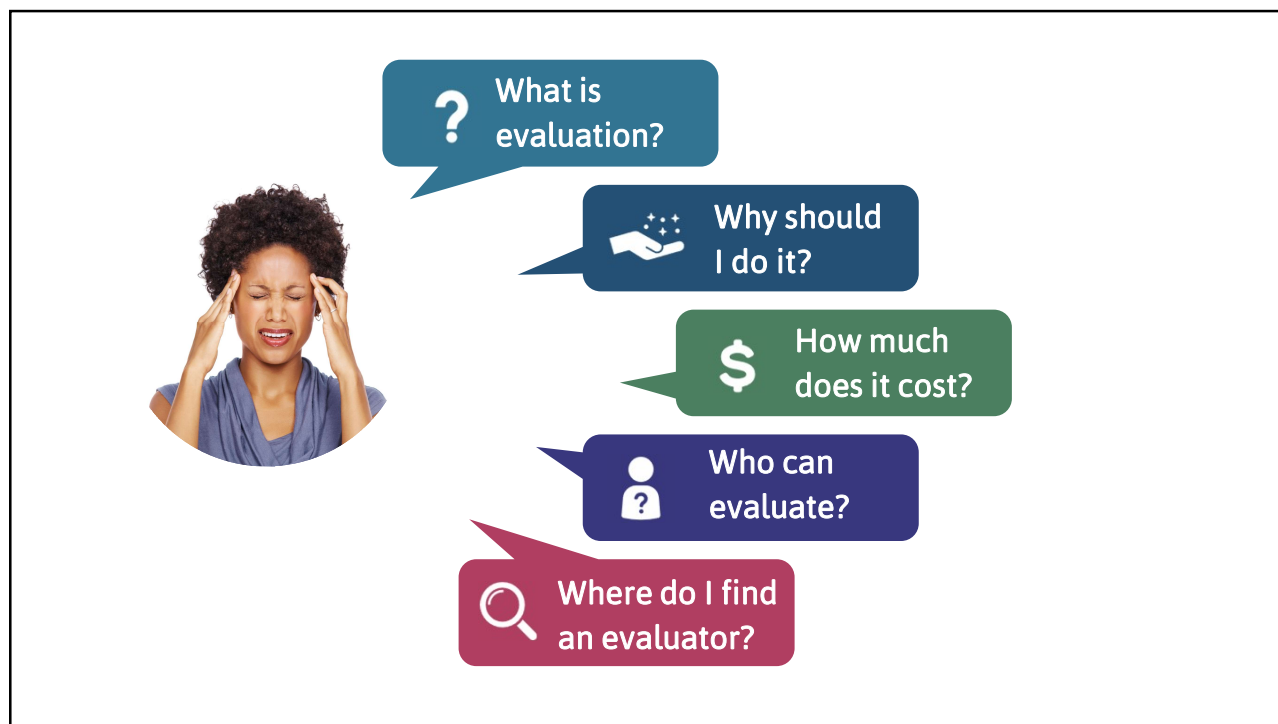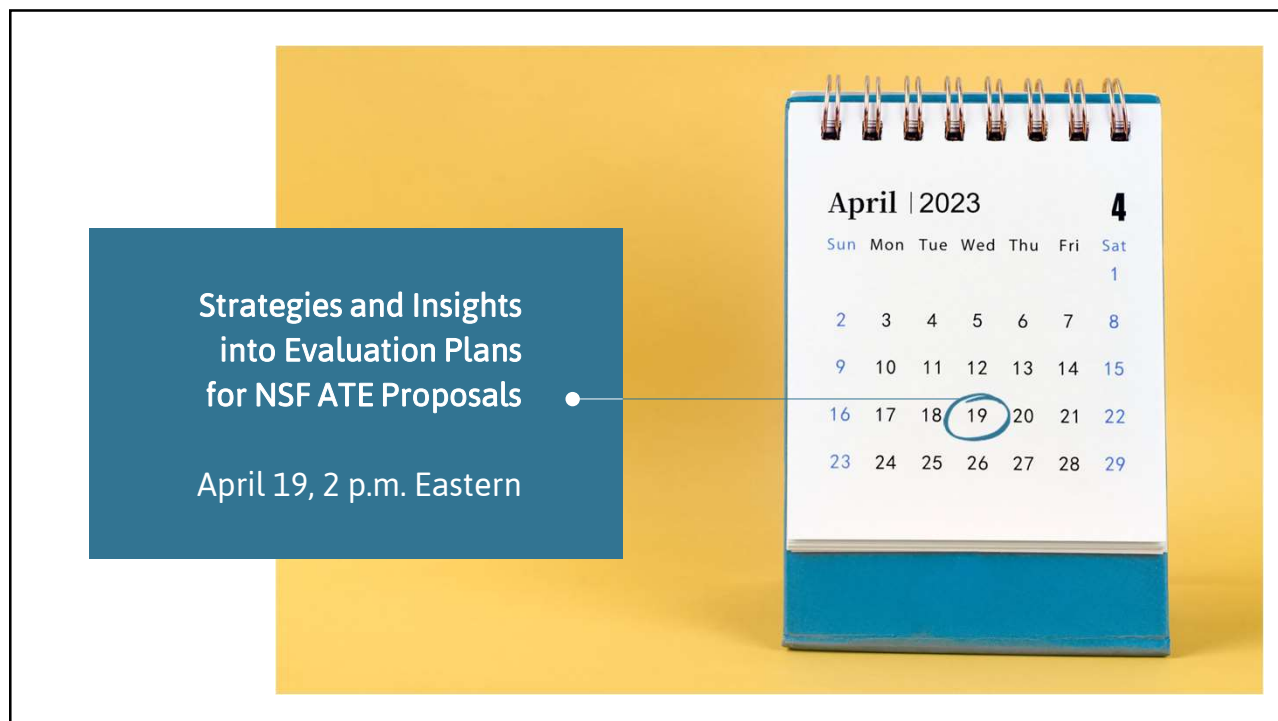
Resources
WHAT IS EVALUATION?

ATE Evaluation Task List ●

WEBINAR HANDOUT

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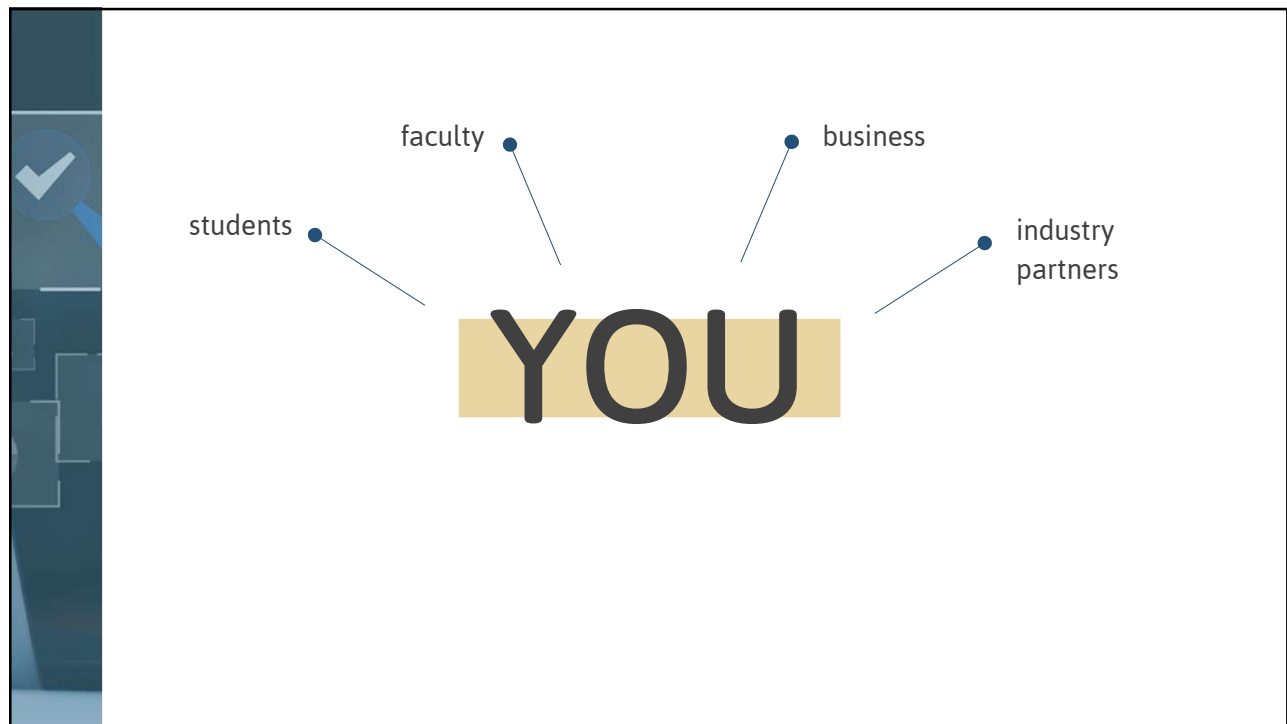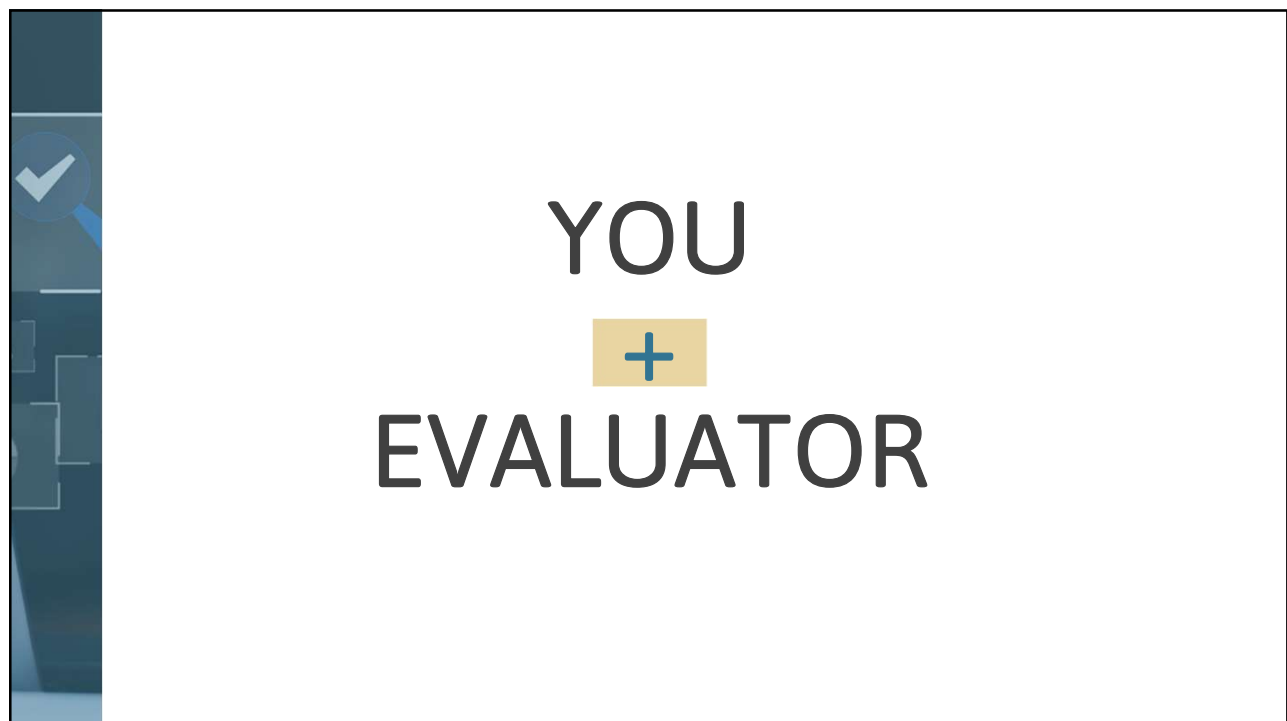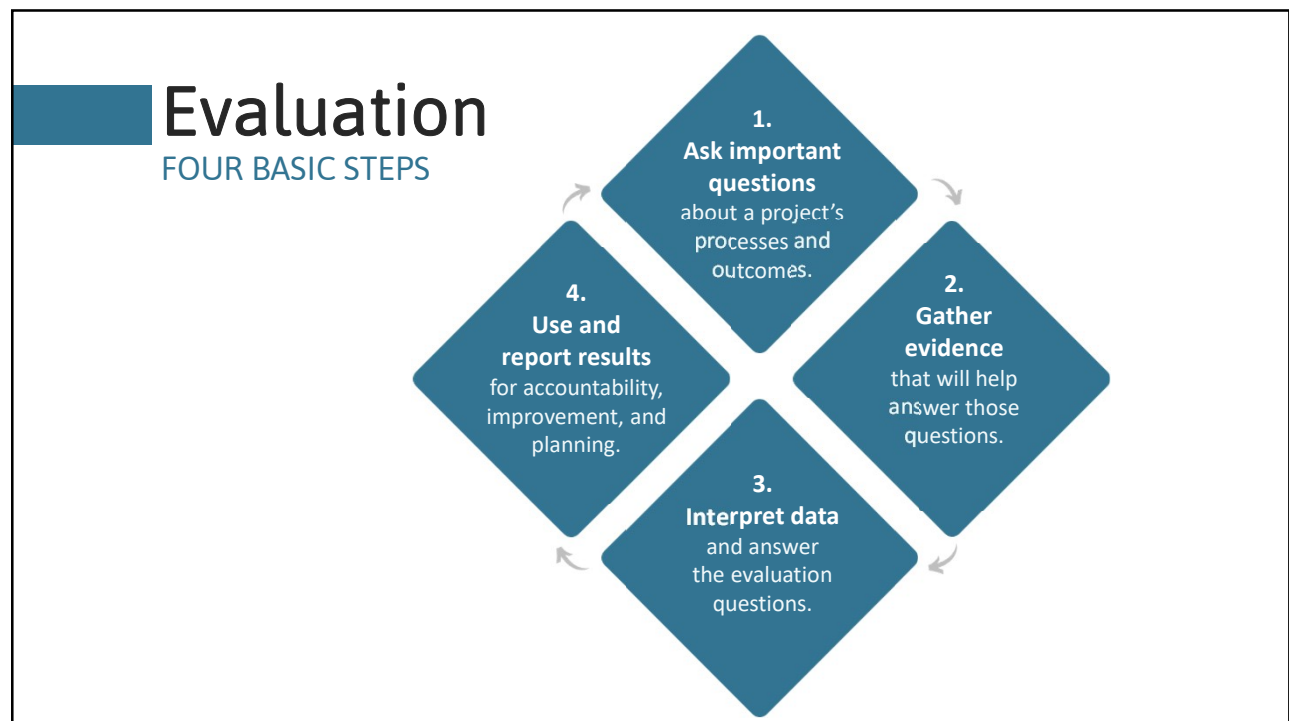
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19

What is evaluation?

Why should I do it?

20

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Why should I do it?

21

Evaluation

PURPOSES

↑↑↑ Project improvement

💲 Accountability

🔍 Evidence

22

Improvement ⇡⇡⇡

PURPOSE #1

- "The most important purpose of evaluation is not to prove, but to improve."

23

Improvement ⇡⇡⇡

PURPOSE #1

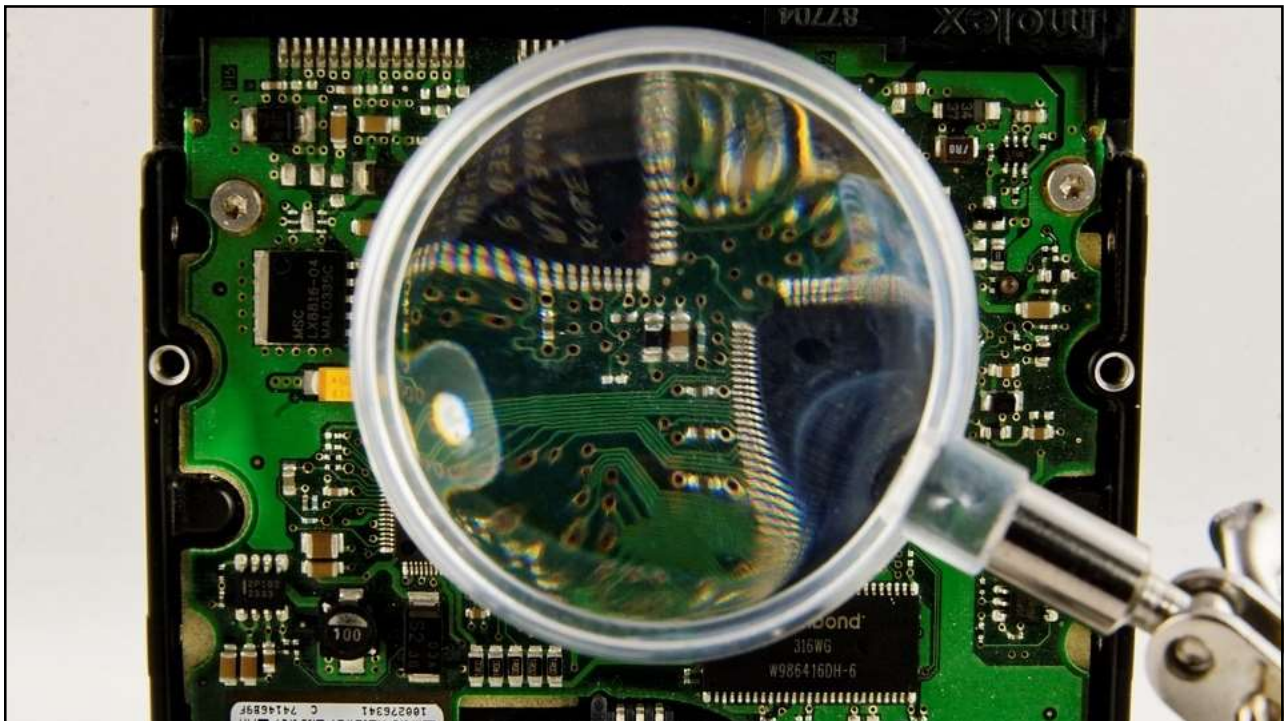**JCSEE** Joint Committee on Standards for Educational Evaluation

- Utility
- Feasibility
- Propriety
- Accuracy
- Accountability

Learn more at
evaluationstandards.org/program

24

Slides available at:
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25

26

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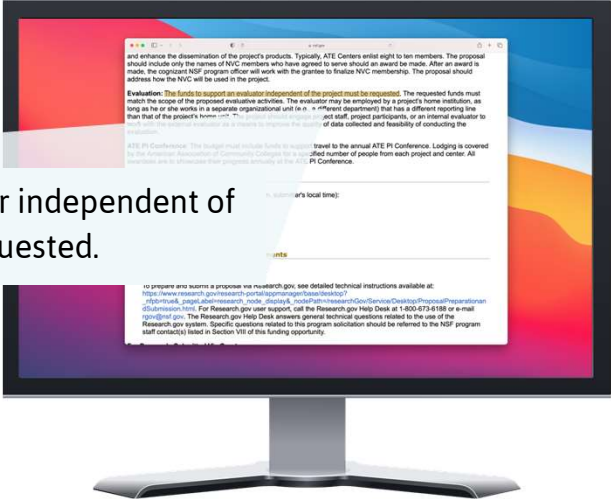
27

Improvement

PURPOSE #1

28

Accountability

PURPOSE #2

The funds to support an evaluator independent of
the project must be requested.

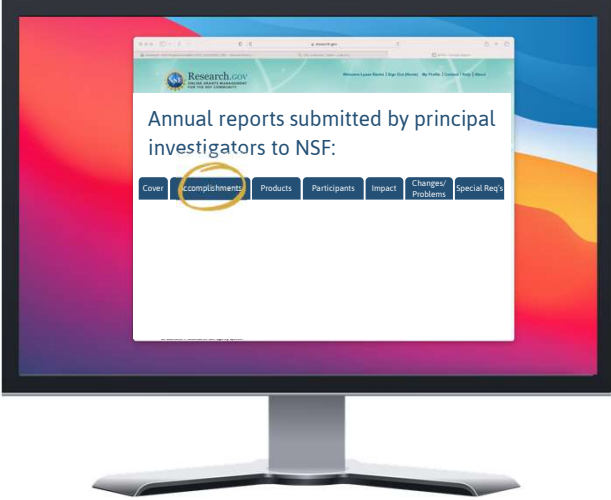29

Accountability

PURPOSE #2

Accomplishments

- Report on goals, activities, objectives, results, outcomes

- Upload evaluation report

Annual reports submitted by principal investigators to NSF:

30

Accountability

PURPOSE #2

Changes/ Problems

- Use data to justify changes in project plans

Annual reports submitted by principal investigators to NSF:

| Cover | Accomplishments | Products | Participants | Impact | Changes/ Problems | Special Req's |

31

Evidence

PURPOSE #3

So, did it work?

freshspectrum.com

32

Slides available at:
evalu-ate.org/webinar/march23

Evidence

PURPOSE #3

Results form Prior NSF Support ... must contain specific outcomes and results including metrics to demonstrate the impact of project activities.

33

Which is the best evidence of outcomes?

POLL QUESTION

Example A

The prior project was funded to increase the number of students completing 2-year degrees and entering the technical workforce. Funded activities included developing bridge courses, enhancing recruitment efforts, and developing support resources and strategies for first-generation college students.

Example B

All project objectives were achieved: 150 students enrolled in the new ATE course. 300 first-generation students benefited from newly developed resources aimed at addressing their diverse needs. 400 potential students were reached with new recruitment strategies.

Example C

The average pass rate for targeted courses increased from 62% to 85% (n=325). Student's placement in jobs right after graduation increased from from 55% to 84% (n=250). First generation students said that they felt a strong sense of belonging in the program and received additional support that helped them be successful.

Answer in poll box

34

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Which is the best evidence of outcomes?

Example A

The prior project was funded to increase the number of students completing 2-year degrees and entering the technical workforce. Funded activities included developing bridge courses, enhancing recruitment efforts, and developing support resources and strategies for first-generation college students.

Example B

All project objectives were achieved: 150 students enrolled in the new ATE course. 300 first-generation students benefited from newly developed resources aimed at addressing their diverse needs. 400 potential students were reached with new recruitment strategies.

Example C

The average pass rate for targeted course increased from 62% to 85% (n=325). Student's placement in jobs right after graduation increased from from 55% to 84% (n=250). First generation students said that they felt a strong sense of belonging in the program and received additional support that helped them be successful.

35

Your Best Evidence

CHAT QUESTION

- Imagine you've been funded by the NSF ATE program.

  What is one piece of evidence that you want to be able to say about the success of your project?

Answer in chat box

36

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37

38

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39

40

The requested funds must match the scope of the proposed evaluative activities.

41

BUDGETING
RULE OF THUMB

Dedicate

10%

of direct project costs to evaluation

42

BUDGETING
TRADE OFFS

Quantitative data	Qualitative data
Existing data	New data
Less responsive	More responsive
Less involvement	More involvement
More internal evaluation	Less internal evaluation
Less travel	More travel

43

BUDGETING
EXAMPLE

Total Project Budget:
$350,000 over 3 years
-$70,000 for F&A
$280,000 direct costs

10% EVALUATION BUDGET:
$28,000 total for 3 years
$ 9,333 per year

- Evaluator's time
- Travel costs for site visits
- Evaluator's overhead costs

44

45

46

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👤 **Who can evaluate?**

47

Independent
EVALUATOR

The funds to support an evaluator **independent** of the project must be requested.

48

What counts as an independent?
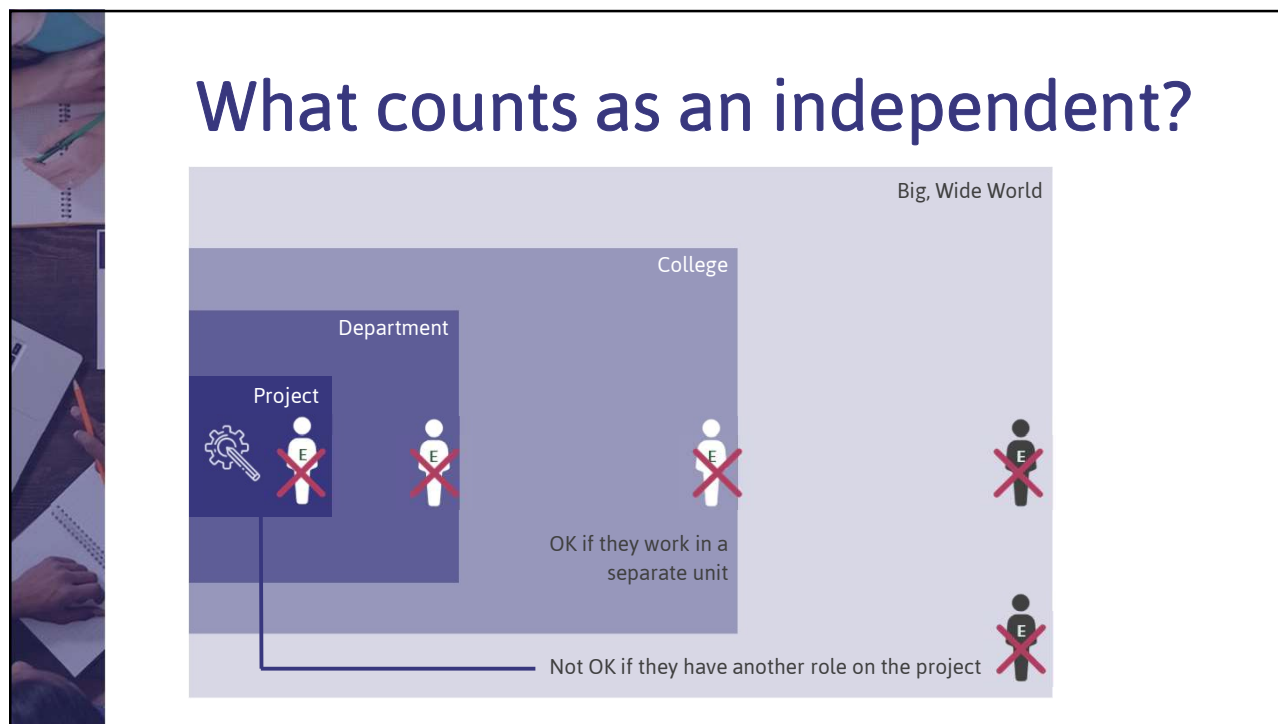
Big, Wide World

College

Department

Project

OK if they work in a
separate unit

Not OK if they have another role on the project

49

Professional
EVALUATORS

- **What to look for in an evaluator:**
  - ⊘ Experience as an evaluator
  - ⊘ Research skills
  - ⊘ Communication skills
  - ⊘ Understanding of NSF and
    2-year-college contexts

Small
Evaluation
Consultant

e

Large
Evaluation
Center

50

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Which evaluator would you recommend?

Evaluator A

- Ph.D., Higher education administration
- 10 years of experience leading accreditation teams for technical programs at two-year colleges
- Published 5 research articles and 2 book chapters on technical education and student services

What is your experience with project evaluation?

Evaluator C

...ation

...n of technical programs at community college

- Received more than $4 million in NSF grants over 20-year career

- Currently serving as lead evaluator for 25 NSF-funded projects
- Recipient of Outstanding Evaluation award from American Evaluation Association

51

Which evaluator would you recommend?

Evaluator A

- Ph.D., Higher education administration
- 10 years of experience leading accreditation teams for technical programs at two-year colleges
- Published 5 research articles and 2 book chapters on technical education and student services

Evaluator B

- M.A., Organizational psychology with emphasis in program evaluation
- Currently serving as lead evaluator for 25 NSF-funded projects
- Recipient of Outstanding Evaluation award from American Evaluation Association

Do you have time to work on my project's evaluation?

Who would do most of the work and what are their credentials?

Do they have experience with ATE projects?

52

Which evaluator would you recommend?

What research methods do you have experience with?

What is your experience as an external evaluator of grant-funded projects?

Evaluator C

- M.S., Information technology
- Retired dean of technical programs at community college
- Received more than $4 million in NSF grants over 20-year career

colleges
- Published 5 research articles and 2 book chapters on technical education and student services

- Recipient of Outstanding Evaluation award from American Evaluation Association

53

Resources
QUESTIONS TO ASK AN EVALUATOR

**Getting to Know an Evaluator:
What Should I Ask?**

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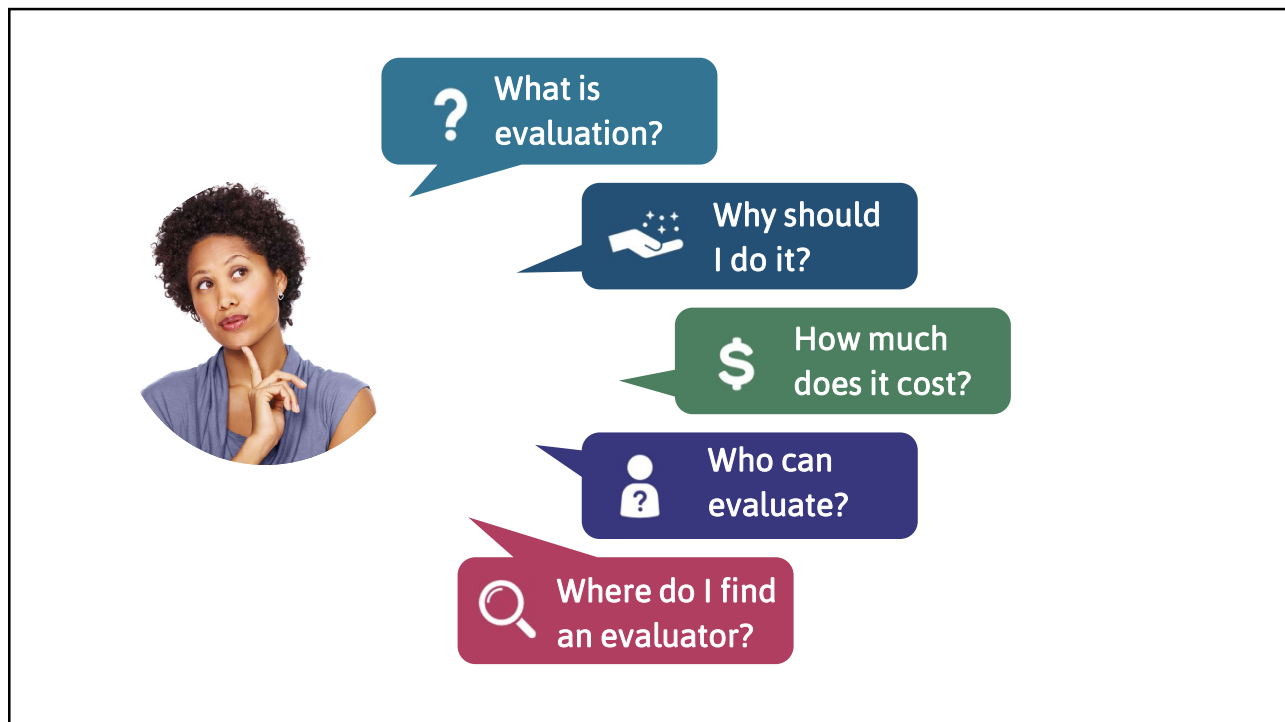
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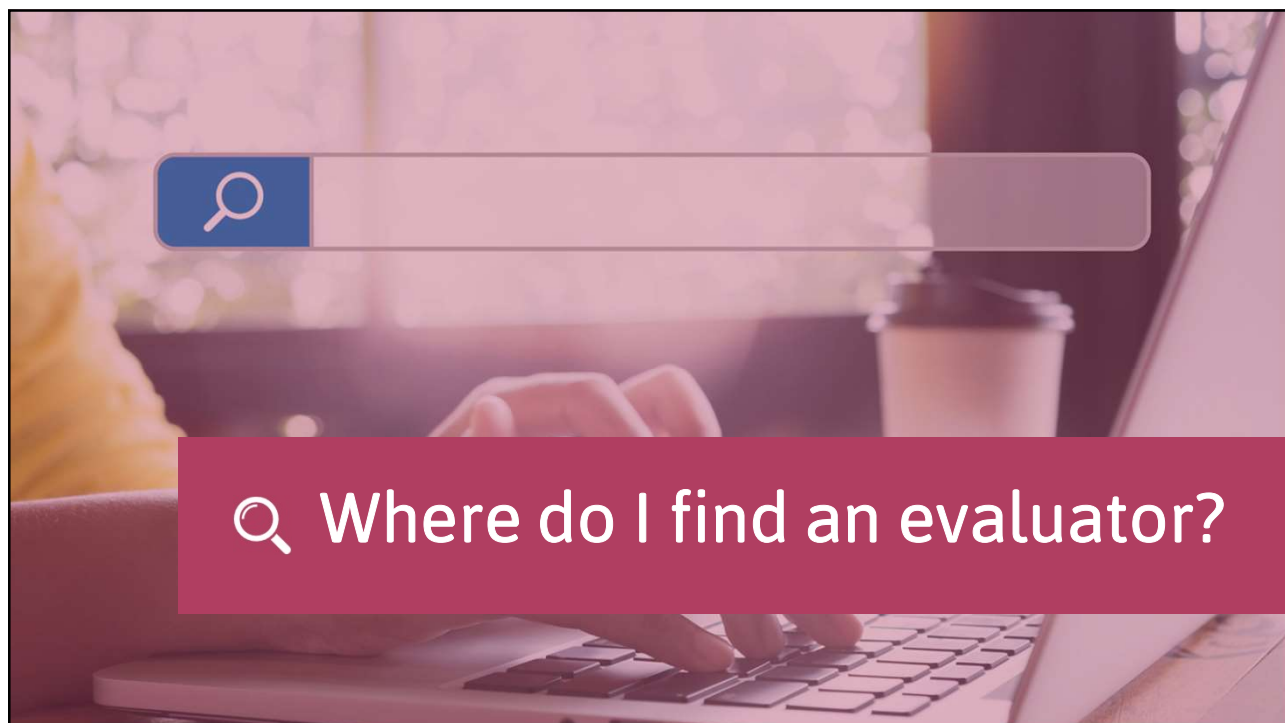
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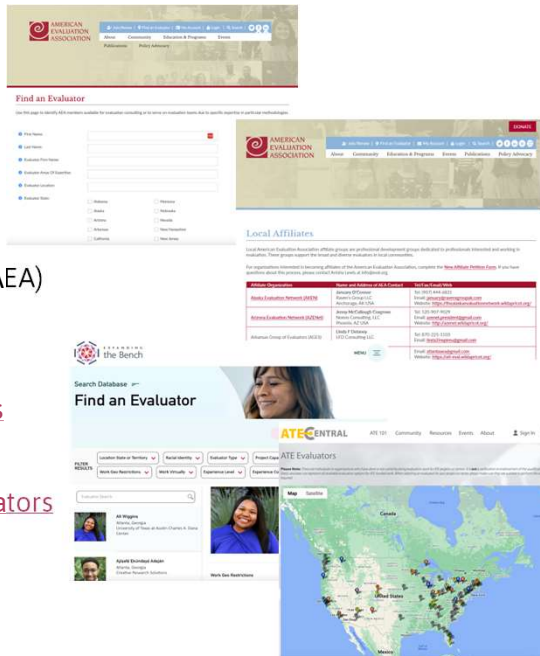
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54

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55

56

Finding
AN EVALUATOR

American Evaluation Association (AEA)
my.eval.org/find-an-evaluator

AEA Local Affiliate Groups
eval.org/community/local-affiliates

Expanding the Bench
Expandingthebench.org/ace/evaluators

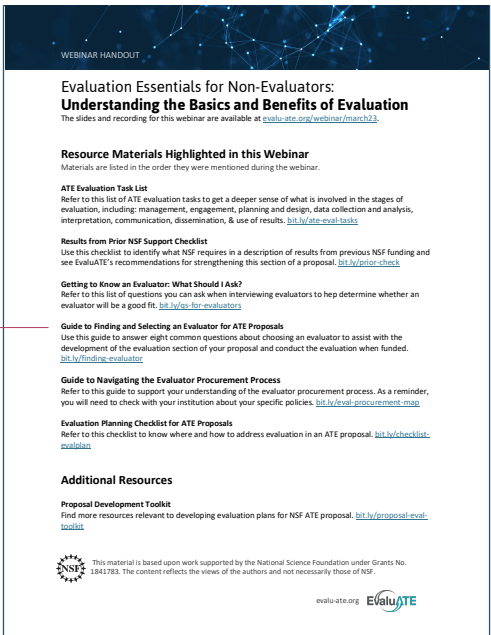ATE Evaluator Map on ATE Central
atecentral.net/evaluators

57

Resources
FINDING & SELECTING AN EVALUATOR

Guide to Finding and Selecting
an Evaluator for ATE Proposals

Procuring
AN EVALUATOR

⚠️ **STEP 1:** Talk with your procurement office at your institution to determine your path.

TWO BASIC PATHS

Institution policies **allow** you to name an evaluator in your proposal → Search for and choose an evaluator

Institution policies does **not allow** you to name an evaluator in your proposal → Use EvaluATE's resources

59

Resources
PROCUREMENT PROCESS

Guide to Navigating the Evaluator Procurement Process

60

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Resources
WRITING EVALUATION PLANS

Evaluation Planning Checklist for ATE Proposals

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61

Resources
ATE EVALUATION COACHING

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Amy Germuth

Lola Adedokun

Keith Sturgis

62

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63

64

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Through our website
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65

Strategies and Insights
into Evaluation Plans
for NSF ATE Proposals

April 19, 2 p.m. Eastern

April | 2023

66

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67