



Strategies and Insights into Evaluation Plans for NSF ATE Proposals

Begins at 2 p.m. Eastern



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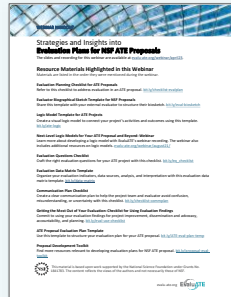


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Materials



Slides



Additional
Resources



Recording



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Introductions



Samantha
Hooker



Lyssa
Wilson Becho



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Behind the Scenes



**Maureen
Green**



**Lori
Wingate**



**Erika
Sturgis**



**Valerie
Marshall**



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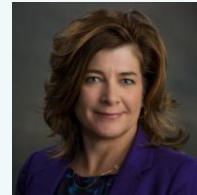
Thank You



**Elaine
Craft**



**Pam
Silvers**



**Emery
DeWitt**



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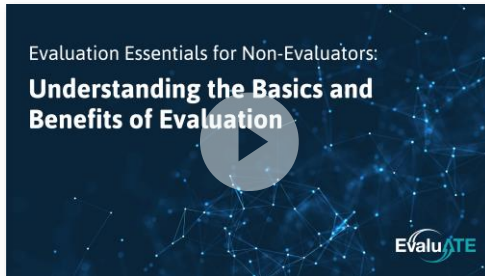


Lyssa

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Resources

WHAT IS EVALUATION?



WEBINAR HANDOUT

**Evaluation Essentials for Non-Evaluators:
Understanding the Basics and Benefits of Evaluation**
The slides and recording for this webinar are available at evalu-ate.org/webinar/march23.

Resource Materials Highlighted in this Webinar
Materials are listed in the order they were mentioned during the webinar.

ATE Evaluation Task List
Refer to this list of ATE evaluation tasks to get a deeper sense of what is involved in the stages of evaluation, including: management, engagement, planning and design, data collection and analysis, interpretation, communication, dissemination, & use of results. bit.ly/ate-eval-tasks

Results from Prior NSF Support Checklist
Use this checklist to identify what NSF requires in a description of results from previous NSF funding and see EvaluATE's recommendations for strengthening this section of a proposal. bit.ly/ate-prior-check

Getting to Know an Evaluator: What Should I Ask?
Refer to this list of questions you can ask when interviewing evaluators to help determine whether an evaluator will be a good fit. bit.ly/gt-ep-for-evaluators


Guide to Finding and Selecting an Evaluator for ATE Proposals
Use this guide to answer eight common questions about choosing an evaluator to assist with the development of the evaluation section of your proposal and conduct the evaluation when funded. bit.ly/finding-evaluator


Guide to Navigating the Evaluator Procurement Process
Refer to this guide to support your understanding of the evaluator procurement process. As a reminder, you will need to check with your institution about your specific policies. bit.ly/eval-procurement-map

Evaluation Planning Checklist for ATE Proposals
Refer to this checklist to know where and how to address evaluation in an ATE proposal. bit.ly/checklist-evalplan

Additional Resources

Proposal Development Toolkit
Find more resources relevant to developing evaluation plans for NSF ATE proposal. bit.ly/proposal-eval-toolkit

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Evaluation

PURPOSES



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Evaluation

PURPOSES



“if you don’t evaluate and assess your activities and outcomes you can’t know if the project was successful.

It also provides the project team with data to convince others of the success of the project as well as contributing to the body of knowledge in that particular area of STEM.”

Celeste Carter
ATE Program Director



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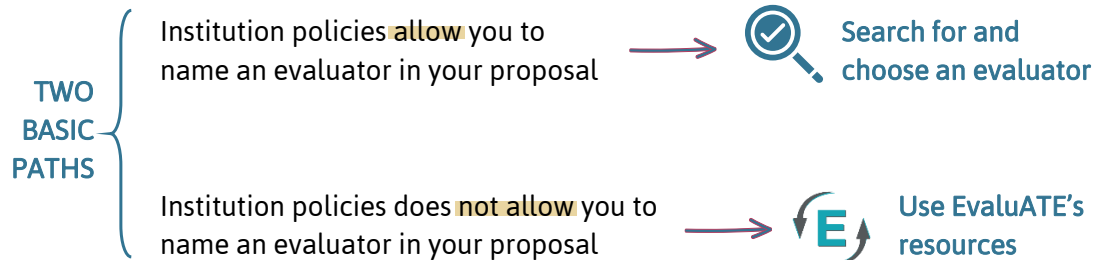
Evaluation

FOUR BASIC STEPS



12

Procuring AN EVALUATOR



13

Working with an evaluator

POLL QUESTION

- Given procurement policies at your institution, will you be able to **name an evaluator** in your NSF ATE proposal?

Answer
in chat box

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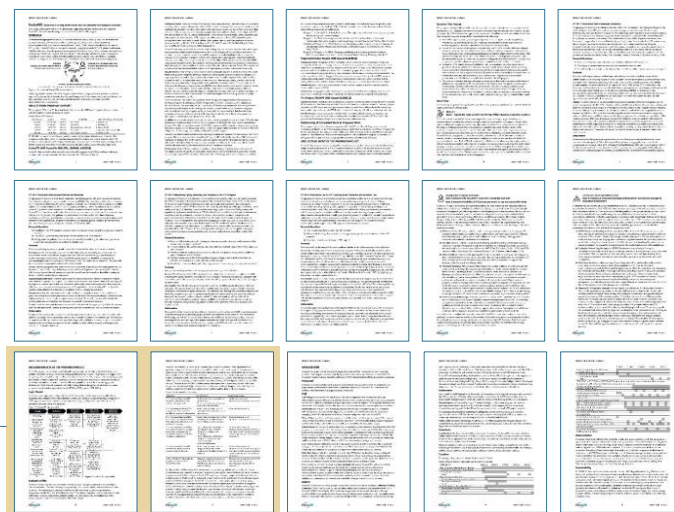
ESSENTIAL ELEMENTS OF AN EVALUATION PLAN FOR ATE PROPOSALS

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NSF Project Description

15 PAGES

Evaluation Plan ●
1 – 2 pages

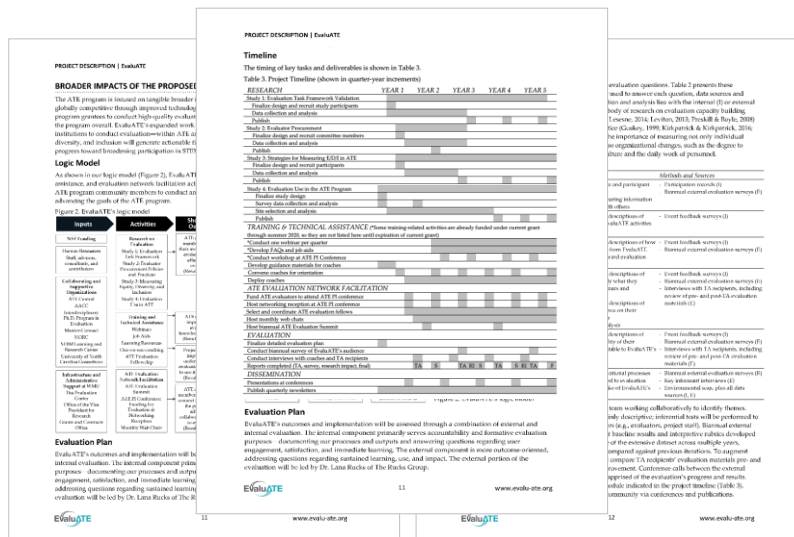


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Evaluation Plan

1-2 PAGES

Evaluator
Evaluation Questions
Data
Communication & Use
Timeline



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Resource

EVAL PLAN CHECKLIST

Evaluation Plan Checklist for ATE Proposals
Lori A. Wingate | July 2019

This checklist provides information on what should be included in evaluation plans for proposals to the National Science Foundation's (NSF) Advanced Technological Education (ATE) program. Grant seekers should carefully read the most recent ATE program solicitation (<https://bit.ly/eval-atp>) for details about the program and proposal submission requirements.

Evaluation Plan

ATE proposals must include a subsection titled "Evaluation Plan" within the 15-page project description. EvaluATE recommends dedicating one to two pages to the evaluation plan and including the following five elements:

- 1. Evaluator**
 - Identify the project's evaluator by name and organization.
 - Briefly describe the evaluator's qualifications, including their experience evaluating STEM education programs.
 - Refer to the evaluator's biosketch and letter of collaboration and include these as supplementary documents.
 - If the evaluator is an employee of the project's host institution, explain how the evaluator is independent from the project (they should not work in the same department or be a supervisor or supervisor of project personnel).
 - If the project's host institution has a policy that prohibits selecting an evaluator at the proposal stage:
 - Explain the institutional policy that does not allow for selection of an evaluator prior to funding.
 - Describe how an evaluator will be selected after the award is made.
- 2. Evaluation Questions**
 - List key questions—ideally, about three to seven—that the evaluation will address.
 - Include questions about both project implementation (what the project does) and outcomes (what changes it brings about).
 - Ensure that the questions align with the project's goals and activities as described in the proposal.
 - Ensure that the questions address the project's intellectual merit (contributions to advancing knowledge) and broader impact (contributions to the betterment of society).
- 3. Data**
 - Identify what information will be used to answer each evaluation question (i.e., what will be measured).
 - Data Collection Methods and Sources**
 - Identify how the information will be gathered and from what sources.
 - If relevant, explain sampling and use of comparison or control groups.
 - If using existing data collection instruments, include citations and justify their use.
 - Analysis**
 - Identify the procedures that will be used to summarize quantitative and qualitative data (e.g., descriptive statistics, inferential tests, regression, deductive or inductive coding).
 - Interpretation**
 - Explain how findings will be interpreted to answer the evaluation questions (e.g., compare results with baseline or needs assessment data, with targets/benchmarks, or between groups; use rubrics; engage stakeholders).

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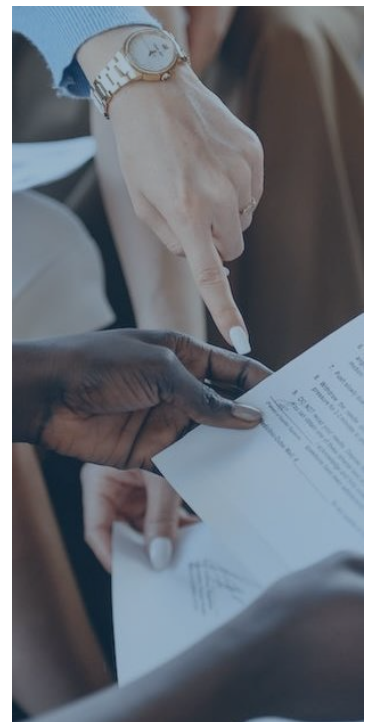


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Evaluator

EVAL PLAN CHECKLIST

- ☐ Identify the project's evaluator
- ☐ Describe the evaluator's qualifications
- ☐ Refer to the evaluator's biosketch and letter of collaboration



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Remember Jen Genericson*?



She has a **GREAT** idea
for an ATE proposal

*This is a fictional character and project.
Any resemblance to actual persons or projects is coincidental.

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- 1 Embed training on sanitary welding into existing courses
- 2 Professional development for faculty
- 3 Purchase new lab equipment

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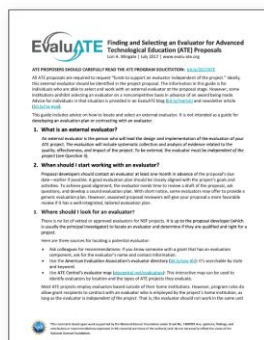


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Resources

IDENTIFYING YOUR EVALUATOR

Guide to Finding and Selecting an Evaluator

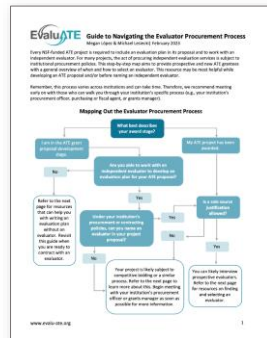


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Resources

IDENTIFYING YOUR EVALUATOR

Evaluator Procurement Process



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Resources

IDENTIFYING YOUR EVALUATOR

Evaluator Biosketch Template

Evaluator Biosketch Template
This template is intended to help you understand the process of identifying and selecting an evaluator for your proposal. It is not intended to be a checklist or a step-by-step manual. The guide is intended to be a resource for you to use when you are looking for an evaluator. The guide is intended to be a resource for you to use when you are looking for an evaluator. The guide is intended to be a resource for you to use when you are looking for an evaluator.



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Evaluator Biographical Sketch Template for NSF Proposals
Share this template with your external evaluator to structure their biosketch. bit.ly/ate-eval-biosketch

Logic Model Template for ATE Projects
Create a visual logic model to connect your project's activities and outcomes using this template. bit.ly/ate-eval-logic

Next-Level Logic Models for Your ATE Proposal and Beyond: Webinar
Learn more about developing a logic model with EvaluATE's webinar recording. The webinar also includes additional resources on logic models. evalu-ate.org/webinar/supernova23

Evaluation Questions Checklist
Craft the right evaluation questions for your ATE project with this checklist. bit.ly/ate-eval-checklist

Evaluation Data Matrix Template
Organize your evaluation indicators, data sources, analysis, and interpretation with this evaluation data matrix template. bit.ly/ate-eval-checklist

Communication Plan Checklist
Create a clear communication plan to help the project team and evaluator avoid confusion, misunderstanding, or uncertainty with this checklist. bit.ly/ate-eval-checklist

Getting the Most Out of Your Evaluation: Checklist for Using Evaluation Findings
Commit to using your evaluation findings for project improvement, dissemination and advocacy, accountability, and planning. bit.ly/ate-eval-checklist

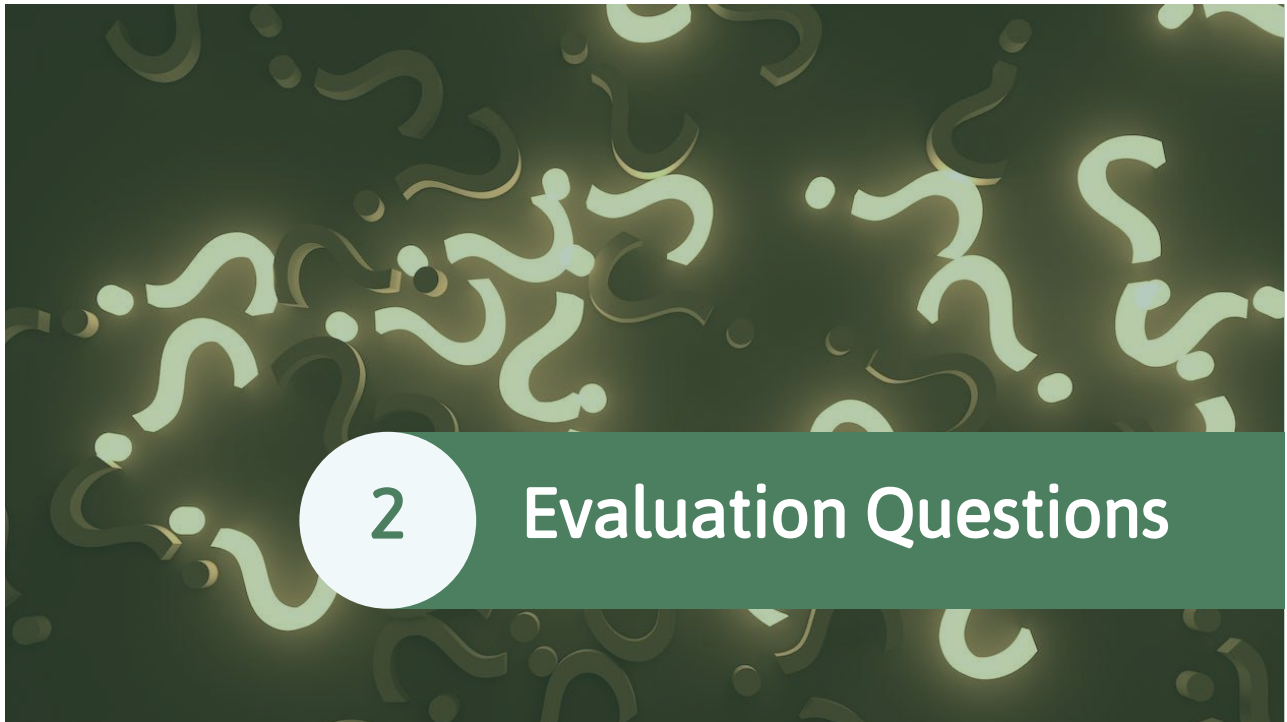
ATE Proposal Evaluation Plan Template
Use this template to structure your evaluation plan for your ATE proposal. bit.ly/ate-eval-plan-template

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Evaluation Questions

EVAL PLAN CHECKLIST

- ☐ List the key questions that the evaluation will address
- ☐ Include questions about both project implementation and outcomes
- ☐ Ensure that questions align with project's goals and activities



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Evaluation Questions

WHAT MAKES A GOOD EVALUATION QUESTION?



Evaluative



Not evaluative:

How many students did the project serve?



Evaluative:

What was the project's impact on program enrollment?

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Evaluation Questions

WHAT MAKES A GOOD EVALUATION QUESTION?



Evaluative



Reasonable



Unreasonable:

Did the project increase hygienic welding employment in the state?



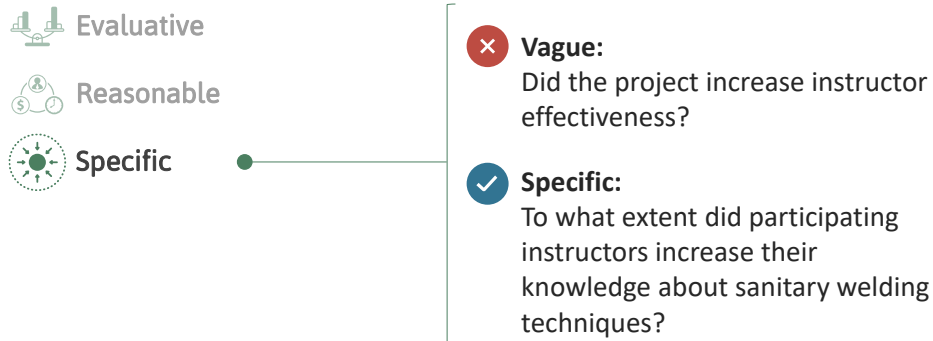
Reasonable:

To what extent did students served by the project find employment in the hygienic welding sector?

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Evaluation Questions

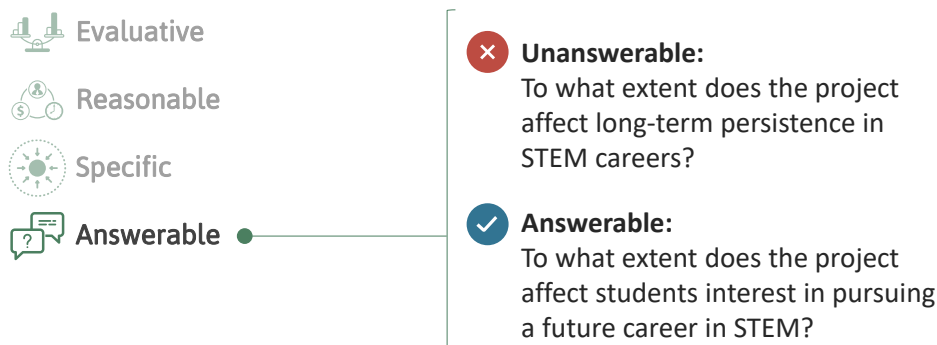
WHAT MAKES A GOOD EVALUATION QUESTION?



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Evaluation Questions






WHAT MAKES A GOOD EVALUATION QUESTION?



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Evaluation Questions

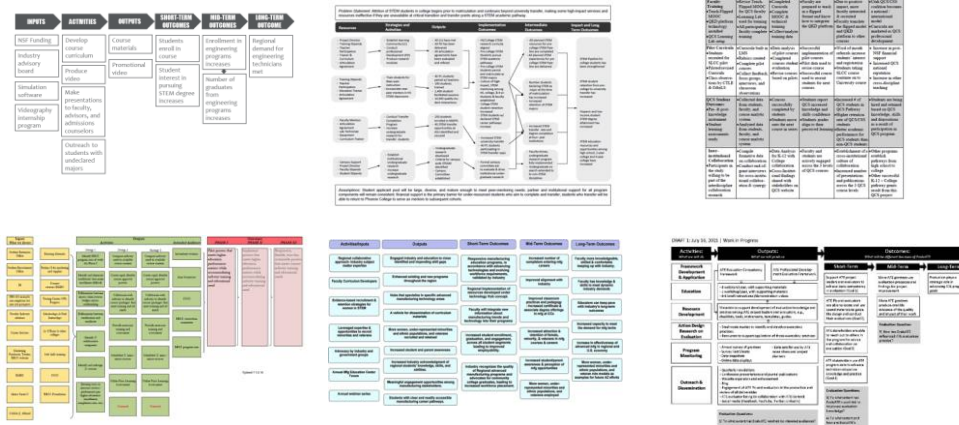
WHAT MAKES A GOOD EVALUATION QUESTION?

-  Evaluative
-  Reasonable
-  Specific
-  Answerable
-  Complete

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Logic Models

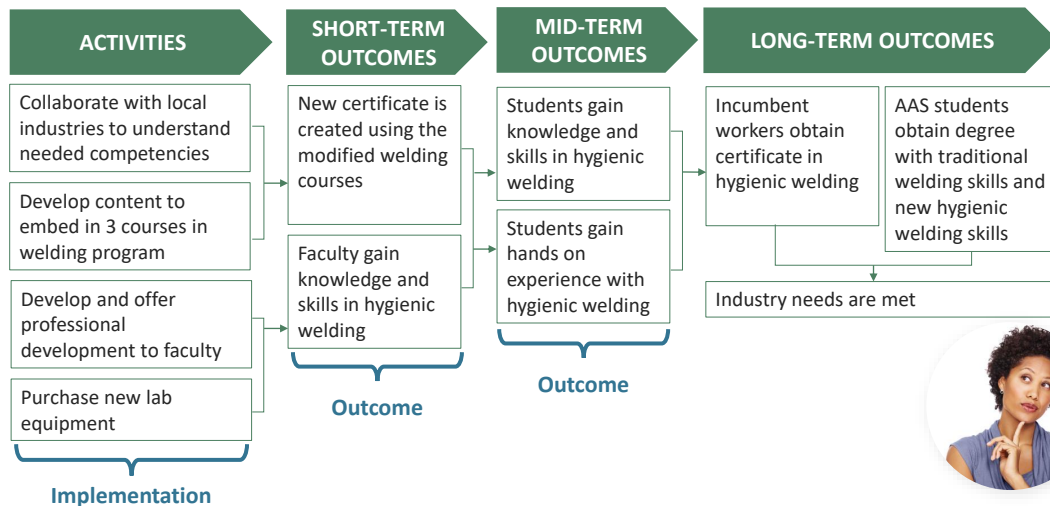
ORGANIZING EVALUATION QUESTIONS



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Logic Models

ORGANIZING EVALUATION QUESTIONS

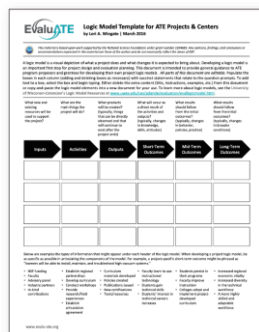


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Resources

EVALUATION QUESTIONS

Logic Model Template for ATE Projects

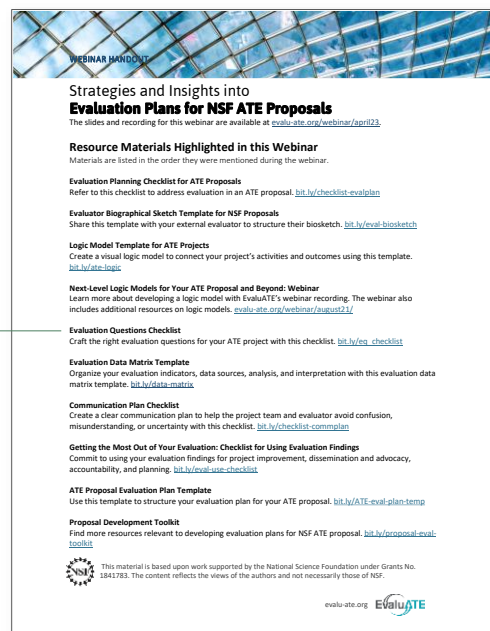


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Next-Level Logic Models for Your ATE Proposal and Beyond: Webinar



Evaluation Questions Checklist



Resources

EVALUATION QUESTIONS

Crafting Clear and Concise
Logic Models for Successful
ATE Proposals and Evaluations



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QUESTION
BREAK

Use
chat window

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Data

EVAL PLAN CHECKLIST

- ☐ What information will be used to answer the evaluation questions
- ☐ How the information will be obtained and from what sources
- ☐ Procedures for summarizing quantitative and qualitative data
- ☐ Procedures for interpreting findings to answer evaluation questions



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Data

KEY TERMS



Indicators

What will be measured in order to answer evaluation questions



Data Collection Methods

Obtaining information needed for the evaluation



Analysis

Transforming raw data into usable information



Interpretation

Translating findings into conclusions that address the evaluation questions

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Describing data

CHAT QUESTION

- What is your opinion of the description of data that will be used in an evaluation?

“The evaluation will utilize a mixed-methods approach in which quantitative and qualitative measures of performance will be used in both formative and summative manner to gauge the merit and worth of the grant initiative. Methods will include surveys, interviews, and review of program records.”

Answer
in chat box

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Data

KEY TERMS



Indicators



Data
Collection
Methods



Analysis



Interpretation

It's OK to sacrifice some detail, but must convey there is a **concrete plan** for collecting and using evaluation data



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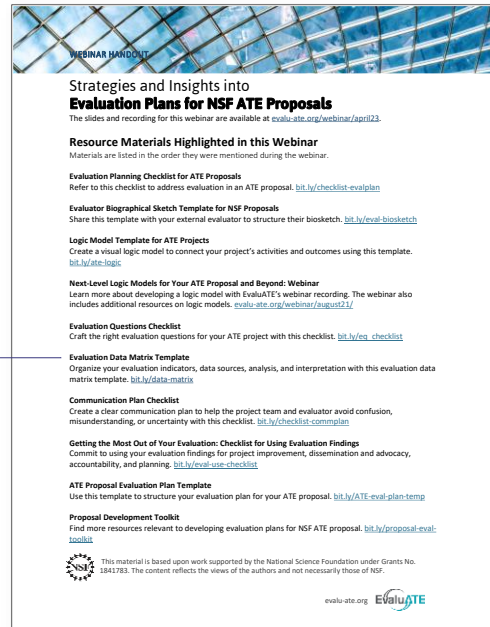
Data Matrix

Evaluation Question 3: To what extent is participation in the professional development affecting faculty's knowledge and skills in hygienic welding?

Indicators	Data Sources & Methods	Analysis	Interpretation
Change in faculty knowledge of sanitary techniques and hygienic design	Pre- and post-assessment of faculty	Inferential statistics	Compare understanding before workshop with after workshop
Proficiency of faculty in basic hygienic welding techniques	Observation assessment	Descriptive statistics	Compare with project target of 90% pass rate
Faculty opinions about hygienic welding coursework	Survey	Descriptive statistics Inductive coding of qualitative data	Compare results with rubric to judge degree of satisfaction
...

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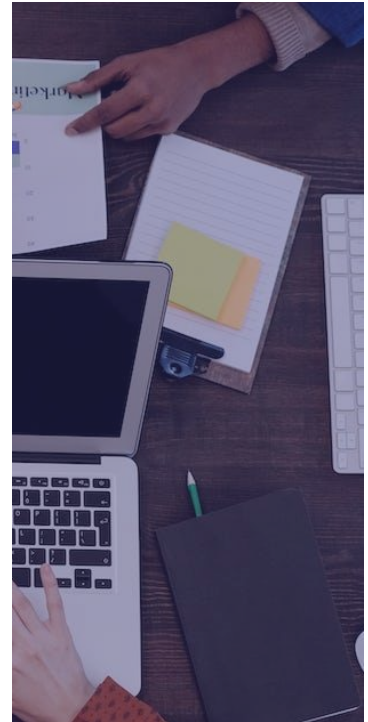
Evaluation Data Matrix Template



Communication & Use

EVAL PLAN CHECKLIST

- ☐ Identify what evaluation reports will be prepared
- ☐ Identify the frequency with which the evaluator will communicate with the project team
- ☐ Describe how evaluation results will be shared with external audiences



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ATE-Specific Review Criteria

RELATED TO EVALUATION



- ✓ Is the evaluation likely to provide useful information to the project and others?
- ✓ Will the project evaluation inform others through the communication of results?

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Which is the best description of evaluation communication & use?

POLL QUESTION

Example A

The evaluator will work with the project PI to prepare required annual reports submitted to NSF. Evaluation reports will be shared with appropriate decision-makers. The two teams will meet as needed to ensure an effective evaluation.

Example B

The evaluator will meet with the project team quarterly to share evaluation results and receive updates on the project. Interim evaluation reports will be used by project team for improvement. In the final year, the project PI will collaborate with the evaluator to prepare a presentation to present at national conferences.

Example C

The evaluator will submit annual reports to the project PI and assist the project team in preparing evaluation results for inclusion in the project's annual report to NSF. Evaluation reports will be shared with the project's advisory committee.

Answer
in poll box

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Resources

COMMUNICATION & USE

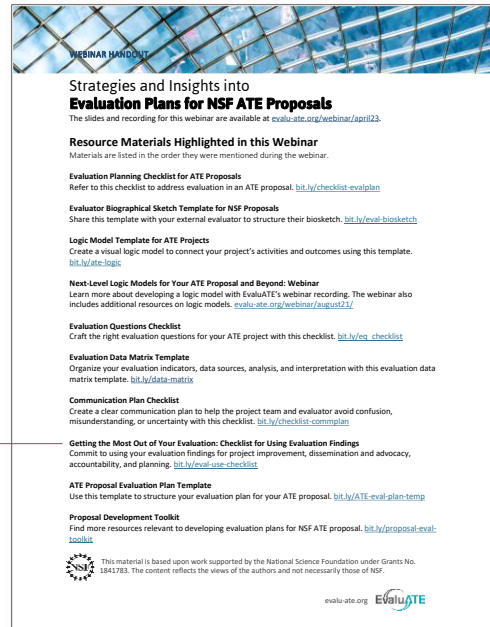
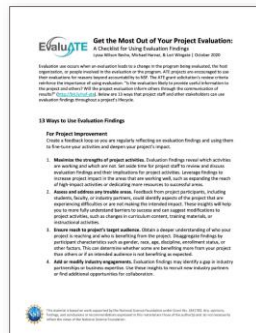
Communication Plan Checklist



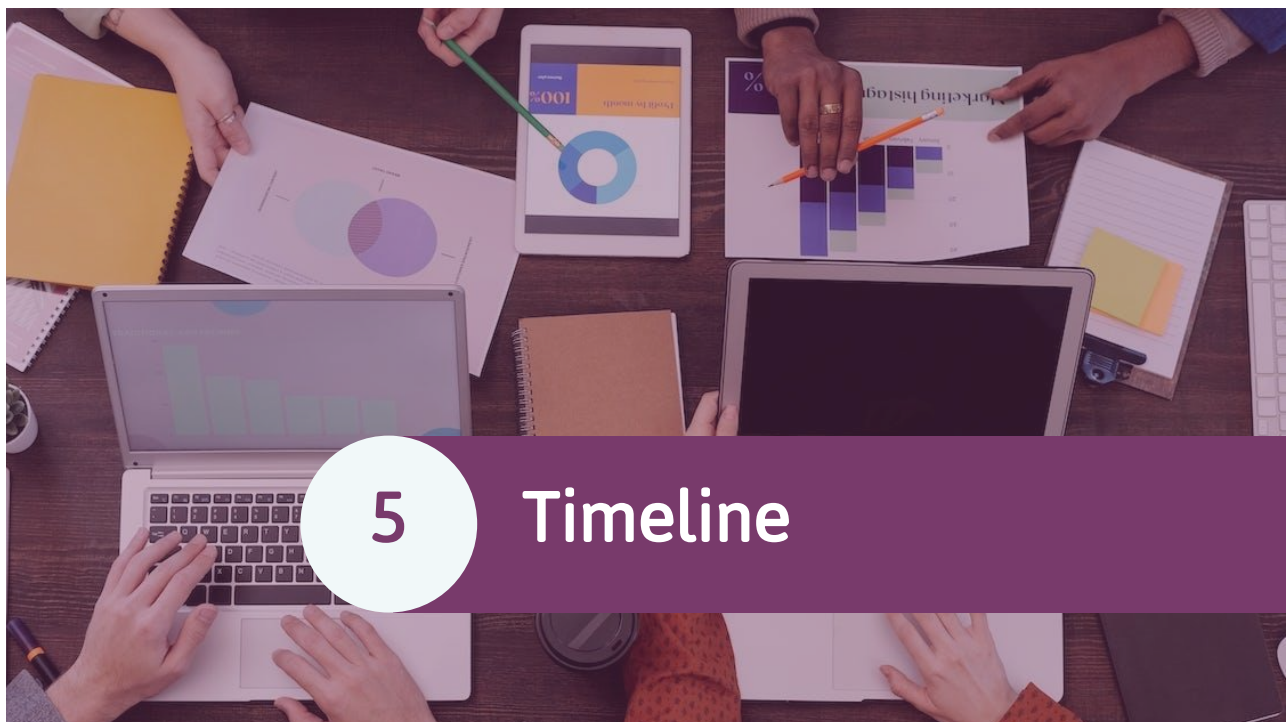
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Resources COMMUNICATION & USE

Getting the Most Out of Your Evaluation: Checklist for Using Evaluation Findings



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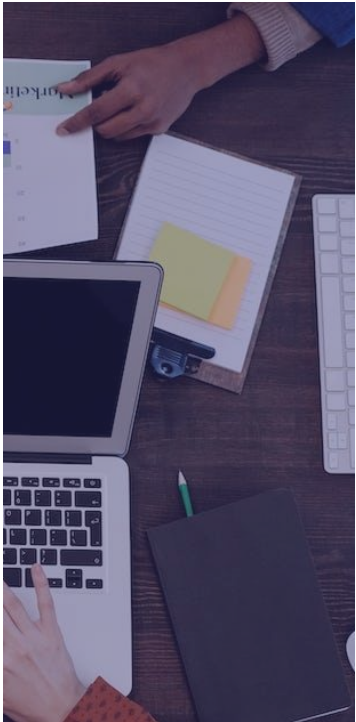
Timeline

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Timeline

EVAL PLAN CHECKLIST

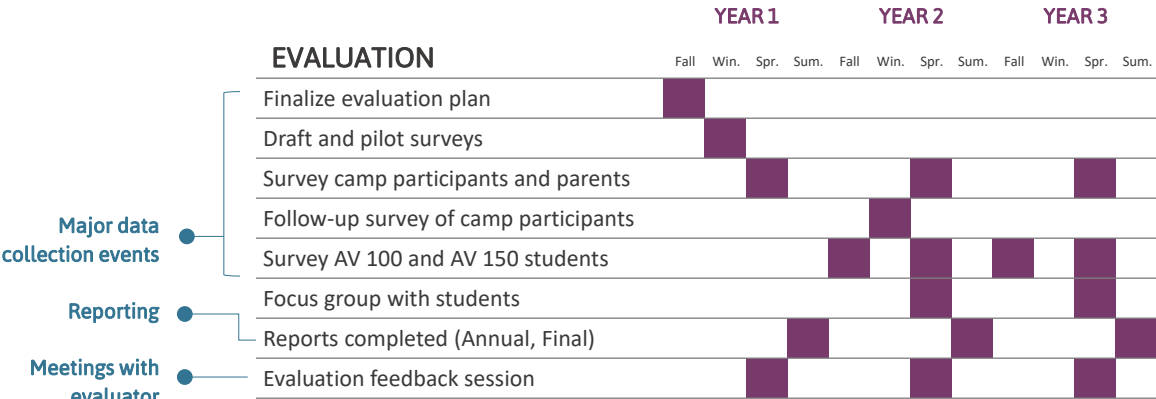
-
- Identify when key evaluation activities will occur in order to produce timely information



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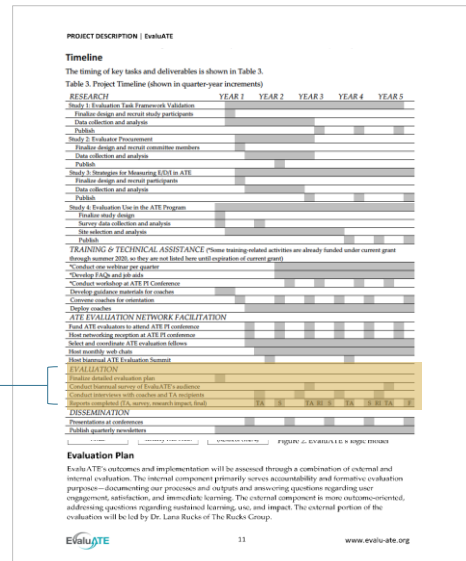
Evaluation Timeline

EXAMPLE



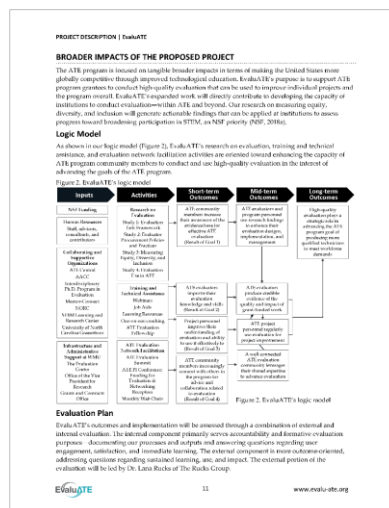
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EXAMPLE



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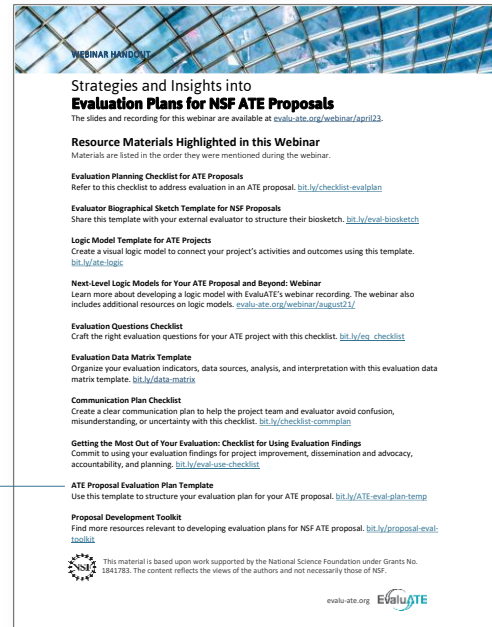
ESSENTIAL ELEMENTS



Slides available at: evalu-ate.org/webinar/april23

Resources EVALUATION PLAN

ATE Proposal Evaluation Plan Template



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QUESTION BREAK

Use
chat window

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INTEGRATING EVALUATION THROUGHOUT AN ATE PROPOSALS

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Beyond the Evaluation Plan



Results from Prior NSF
Support

“This subsection must contain specific outcomes and results including metrics to demonstrate the impact of the project activities.”



Intellectual Merit

advancement of knowledge



Broader Impacts

benefit to society

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Beyond the Evaluation Plan



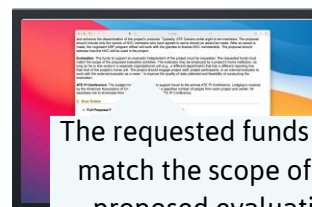
Results from Prior NSF
Support



Budget and Budget
Justification

According to PAPPG

- ☐ Identify hourly rate of pay for evaluator
- ☐ Justify time required for evaluator
- ☐ Outline their main tasks and deliverables



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

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Beyond the Evaluation Plan



Results from Prior NSF
Support



Budget and Budget
Justification



Data Management Plan

Requirements

- ☐ Types of data and other materials to be produced
- ☐ Format of the data
- ☐ Policies for accessing and sharing data
- ☐ Policies for use of data by others
- ☐ Plans for archiving data for preserving access



Include
evaluation
data

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Beyond the Evaluation Plan



Results from Prior NSF Support



Budget and Budget Justification



Data Management Plan



References

Include references to evaluation literature

Justify evaluation approach

Justify use of instruments and methods

REFERENCES

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Beyond the Evaluation Plan



Results from Prior NSF Support



Budget and Budget Justification



Data Management Plan



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Resources
EVALUATION PLANS

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Evaluation Questions Checklist
Craft the right evaluation questions for your ATE project with this checklist. bit.ly/eq-checklist


Evaluation Data Matrix Template
Organize your evaluation indicators, data sources, analysis, and interpretation with this evaluation data matrix template. bit.ly/data-matrix


Communication Plan Checklist
Create a clear communication plan to help the project team and evaluator avoid confusion, misunderstanding, or uncertainty with this checklist. bit.ly/checklist-complan

Getting the Most Out of Your Evaluation: Checklist for Using Evaluation Findings
Commit to using your evaluation findings for project improvement, dissemination and advocacy, accountability, and planning. bit.ly/eval-use-checklist

ATE Proposal Evaluation Plan Template
Use this template to structure your evaluation plan for your ATE proposal. bit.ly/ATE-eval-plan-temp

Proposal Development Toolkit
Find more resources relevant to developing evaluation plans for NSF ATE proposal. bit.ly/proposal-eval-toolkit

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evalu-ate.org 

Resource
EVAL PLAN CHECKLIST

Evaluation Plan Checklist for ATE Proposals
Lori A. Wingate | July 2019

This checklist provides information on what should be included in evaluation plans for proposals to the National Science Foundation's (NSF) Advanced Technological Education (ATE) program. Grant seekers should carefully read the most recent ATE program solicitation (<https://bit.ly/nsf-ate>) for details about the program and proposal submission requirements.

Evaluation Plan

ATE proposals must include a subsection titled "Evaluation Plan" within the 15-page project description. EvaluATE recommends dedicating one to two pages to the evaluation plan and including the following five elements:

1. Evaluator

- ☐ Identify the project's evaluator by name and organization.
- ☐ Briefly describe the evaluator's qualifications, including their experience evaluating STEM education programs.
- ☐ Refer to the evaluator's biosketch and letter of collaboration and include these as supplementary documents.
- ☐ If the evaluator is an employee of the project's host institution, explain how the evaluator is independent from the project (they should not work in the same department or be a supervisor or supervisee of project personnel).
- ☐ If the project's host institution has a policy that prohibits selecting an evaluator at the proposal stage:
 - ☐ Explain the institutional policy that does not allow for selection of an evaluator prior to funding.
 - ☐ Describe how an evaluator will be selected after the award is made.

2. Evaluation Questions

- ☐ List key questions—ideally, about three to seven—that the evaluation will address.
- ☐ Include questions about both project implementation (what the project does) and outcomes (what changes it brings about).
- ☐ Ensure that the questions align with the project's goals and activities as described in the proposal.
- ☐ Ensure that the questions address the project's intellectual merit (contributions to advancing knowledge) and broader impact (contributions to the betterment of society).

3. Data

Indicators

- ☐ Identify what information will be used to answer each evaluation question (i.e., what will be measured).

Data Collection Methods and Sources

- ☐ Identify how the information will be gathered and from what sources.
- ☐ If relevant, explain sampling and use of comparison or control groups.
- ☐ If using existing data collection instruments, include citations and justify their use.

Analysis

- ☐ Identify the procedures that will be used to summarize quantitative and qualitative data (e.g., descriptive statistics, inferential tests, regression, deductive or inductive coding).

Interpretation

- ☐ Explain how findings will be interpreted to answer the evaluation questions (e.g., compare results with baseline or needs assessment data, with targets/benchmarks, or between groups; use rubrics; engage stakeholders).

Resources

ATE EVALUATION COACHING

evalu-ate.org/coaching



Amy Germuth



Lola Adedokun



Keith Sturgis

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QUESTION
BREAK

Use
chat window

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FEEDBACK SURVEY

HOW DID WE DO?



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