Objectives

1. Raise your awareness about evaluation
2. Help you be an informed evaluation consumer
3. Show you where you can go for help with your questions about evaluation
4. Inspire you to join us in our efforts to develop an ATE evaluation community of practice
Agenda

1. Introductions
2. Webinar Procedures
3. Our History
4. Finding/Selecting an Evaluator
5. Use of Evaluation Resources
6. Starting on the Right Foot
7. ATE Evaluation Community of Practice
8. Webinar Evaluation
Introductions

Arlen Gullickson  
Presenter

Peggie Weeks  
Presenter

Lori Wingate  
Presenter

Stephanie Evergreen  
Moderator

Mark Viquesney  
Host & Technical Coordinator

Finding an Evaluator

Evaluator directories
University research centers
University/college faculty
Graduate programs
ATE centers
Get evaluators to seek YOU out by issuing an RFP for evaluation
**Requesting Evaluation Proposals**

**Evaluation proposal components:**

- Evaluation team’s qualifications
- Statement of work
- Cost
- References

Be sure to check with your Grants/Contracts office when considering issuing an RFP.

**Request for Proposals**

To post an RFP for your ATE evaluation:

www.eval.org > Career Center

$50 per post (or free if cost-prohibitive)
Be an Informed Consumer

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

Be an Informed Consumer

AMERICAN EVALUATION ASSOCIATION
Guiding Principles for Evaluators

Systematic Inquiry
Competence
Integrity/Honesty
Respect for People
Responsibilities for the General
& Public Welfare
Be an Informed Consumer

Utility Standard on Evaluator Credibility:
The persons conducting the evaluation should be both trustworthy and competent ...

Competence Principle: Evaluators provide competent performance to stakeholders.

Evaluator Credibility & Competency

Knowledge of evaluation
Knowledge of ATE
Knowledge of discipline
Evaluation skill
Evaluation experience

Money

Why spend money on evaluation?
Demonstrate accountability
Find ways to enhance your project

How much to allocate?
7-10% of your project budget
People

Evaluation consultant
Project personnel
Advisory panels

Time=Money

- Use free online tools, e.g.,
  - Google (Docs, Calendar, Groups)
  - Whenisgood.com
  - Skype.com
  - Surveymonkey.com
- Utilize work study students
- Make use of institutional data
- Routinize data collection into project activities
- Adopt evaluation materials from other projects
Role of Advisory Boards

- Advise
- Evaluate
- Advocate

Has the project implemented the activities described in the proposal?

Is there evidence that those involved in the project have found the activities worthwhile? Have these people found the activities useful?

Is there evidence that indicates that the goals of the project have been achieved?
Internal & External Evaluation

Internal evaluator
• Access to data and informants
• Internal perspective: Familiarity with project context and purpose

External evaluator
• Credibility
• Evaluation expertise
• External perspective

Controlling Internal Bias
• Establish policies and procedures to ensure integrity of data
• Train data collectors
• Document how information was collected and from whom
Before you Begin…

How do you think about evaluation?

“a necessary evil”

or

“an obligation imposed by NSF”

“a valuable process”

Work Expectations

Clearly defined
Specific
Effectively communicated
Mutually agreed upon
Client and evaluator BOTH have responsibilities
Formal Agreements

- Clarify expectations
- Prevent misunderstandings
- Explicit, but allow for adjustments

Consider supplementing institutional boilerplate contract with a detailed Memorandum of Agreement

- What is to be done
- How
- By whom
- When
- Payment
Contracts Checklist

Basic Considerations
What is the purpose of the evaluation?

Information
How will data be collected?
From what sources?

Client responsibilities
How will the client facilitate access to information?

evalu-ate.org/find-an-evaluator/

Your Evaluator

- An integral part of your project team
- Understands your project
- Designs/adapts the evaluation plan to meet project needs
Other Considerations

- Be clear!
- Meet to iron out the details
- Work out a schedule
- Think about data collection
- Ensure objectivity
- Make no assumptions!

Communication

- Critical!
- Establish a plan:
  
  How often?
  Who will initiate?
  Teleconference vs. Face-to-face?
Reporting Responsibility

Client first
NSF summary
Other stakeholders

Featured Resources

www.evalu-ate.org/find-an-evaluator/
Archive

Visit resources.evalu-ate.org
Keyword search: evaluation basics

Thank You!

Evaluate
Evaluation Resource Center for advanced technological education