ATE Evaluation 101
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Introductions

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Handout

Available from
www.evalu-ate.org/resources

Keyword search:
101

Checklist

Available from
www.evalu-ate.org/resources

Keyword search:
To do
Objectives

By the end of the webinar, you will

- understand the different purposes evaluation serves for ATE grants
- know when and where evaluation results should be reported
- be able to identify stakeholders at home and partner institutions who need to be involved in evaluation
- know what key decisions need to be made in consultation with the external evaluator at the start of a project
- be able to communicate needs for institutional data
How do you think about evaluation?
How do you think about evaluation?

Lori

No Value

Evaluation isn’t worth the time/money!

High Value

Evaluation is critical for success!
Evaluation Purposes

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

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

—Daniel Stufflebeam
**Formative Evaluation**

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

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**Formative Evaluation**

**Evaluator...**
- takes time to learn about the project, its context, and stakeholders
- provides timely feedback
- guides project staff in understanding and using results
**Summative Evaluation**

What is the project’s quality?

What are the project’s **impacts**?
- changes in knowledge, skills, abilities, attitudes, 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

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**Accountability**

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

Create a project vita
- Mission
- Goals
- Funding
- Activities
- Products
- Staff
- Students
- Contributors
  & collaborators
- Consultants

www.evalu-ate.org/about_us

Evaluation Purposes & Uses

Formative Evaluation
How is the project doing and how can it improve?
- Feedback to project staff and internal stakeholders
- Reflection and redirection

Summative Evaluation
What is the quality and impact of the project?
- Summative report to key stakeholders
- FastLane/annual report to NSF
- ATE Impacts book
- Annual ATE survey
- New proposals
- Promotion and dissemination

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

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Annual Reports to NSF

Report Sections
- Participants
- Activities & findings
- Publications & products
- Contributions

www.fastlane.nsf.gov

See also: EvaluATE’s summary of Fastlane report components

evalu-ate.org/resources

Keyword: FastLane
**Annual ATE Survey**

For example,

- # of students and their demographic characteristics
- # of professional development participants
- # of materials developed

www.evalu-ate.org/annual-survey

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**ATE Projects/Centers Impact Book & Website**

Student impact data

Workforce impact data

www.atecenters.org
www.ateprojectimpact.org
Results of Prior NSF Support

“...The Project Description must begin with the subsection on Results of Prior Support.... This subsection must contain specific outcomes and results including metrics to demonstrate the impact of the activities undertaken including evidence of the quality and effectiveness of the project's deliverables.”

—ATE Program Solicitation

What should we expect to receive from our evaluator?

—Participant in the 2010 ATE PI Conference Getting Started Workshop
**Evaluation Deliverables**

- Detailed 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

**Reporting**

EVALUATOR ➔ EVAL REPORT ➔ PI ➔ PROGRAM OFFICER ➔ OTHER PROJECT STAKEHOLDERS, E.G.: partners, advisors, participants, host administrators
Reporting

Ask your program officer how he/she prefers the evaluation results to be conveyed.

Ways of reporting evaluation results to your program officer

- Complete original report
- Original executive summary
- Evaluators’ summary in annual report

PI

PROGRAM OFFICER

ASK!

Communicating Evaluation Needs and Expectations

Elaine Craft

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**Award Letter Arrives — Now What?**

Alert the right people
Make a big announcement — mention NSF!
Process contracts with evaluation in mind (partners, evaluator, etc.)

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**Establishing Expectations**

Review proposal
Determine...
- Data sources, partners
- IRB considerations
- Data Management Plan (from proposal)
- Evaluation activity timeline
- Site visits/event evaluation
- Communications with project team
Evaluator Help with Reporting

ATE Annual Survey
Advisory Board(s)
NSF Annual Report
Your institution
Partners/collaborators
Newsletters/website

Data Plan

Communicate

- Needs
- Definitions
- Timeline/deadlines
- Reporting dates
Measurable Goals

Determine or confirm metrics for success
Use numbers, not just %
Set benchmarks

What and When?

Schedule annual evaluation activities
Schedule in advance
Alert evaluator of any changes
Reports from Evaluator

Be specific about needs
Be specific about and communicate dates
Coordinate on timeline to
- Reduce duplication of effort
- Promote consistency
- Prevent going crazy

Golden Rule

The one who has the gold rules!
- PI is responsible
- Be clear; be firm
- Future success depends on it
- Demonstrated outcomes and impact
How to Talk to Your Data Person

Getting the Data You Need

Student Database
- Captured data: optional versus required

Integrated Postsecondary Education Data System (IPEDS)
- Limitations of first-time, full-time (FTFT) freshmen cohorts
**Planning & Mining**

Baseline data  
Your cohort  
Common definitions  
Snapshot dates

**Working Example**

Project Goal  
To increase the number of women and minorities who obtain an engineering credential.
Working Example

Baseline data
- 3-5 years of graduates

Data elements
- student ID
- demographics
- program of study
- retention
- graduates

Snapshot dates
Comparisons

EvaluATE Events

ATE Evaluation: Measuring Reaction, Learning, Behavior, and Results

ATE PI Pre-Conference Workshop
October 24 | 1-5 p.m.

Webinar
November 28 | 1-2:30 p.m.

www.evalu-ate.org/events
Thank You!