ATE Evaluation 101
September 18, 2013

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Introductions

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Materials

- Handout
- Slides
- Recording

Available from evalu-ate.org/events/sept_2013

or the Recent Additions section of our homepage (through November 2013)
Objectives

By the end of the webinar, you will
- Know where and who to go to for help as you launch your ATE project
- Understand the role of evaluation in your ATE grant and what to do with evaluation results
- Know the key issues to discuss with partners and evaluators to establish clear expectations and cooperative working relationships

ATE Central Resources

Rachael Bower
What is ATE Central?

ATE Central collects, organizes, and disseminates information about:

- ATE projects and centers
- Resources used and created by ATE projects and centers
- Events sponsored, hosted, or attended by the ATE community
What can we do for you?

ATE Central has a variety of materials that can help as you get underway with your new project or center:

– ATE Handbook
– Portal & Resource Collection
– Outreach Kit
– ATE Central Connection
– Events Calendar & Widget
– Activity Reports
– Archiving Information

ATE Central Handbook

Support and best practices for ATE projects and centers:

– ATE 101
– Finding Partners and Collaborators
– Outreach Planning
– Managing and Sharing Deliverables
– Other Key ATE Players
– Data Management
ATE Central acts as a library for the ATE community

Creates digital records about
- each project or center and
- any affiliated resources

ATE Outreach Kit

Outreach support specifically for ATE projects and centers:
- Outreach Planning
- Social Media
- Communication
- Outreach Resources
- Identifying Audience
Who’s Your Audience?
(Be very specific—e.g., second-year female welding students)

Identifying your Audience

– Who are your potential collaborators on campus?
– Which news outlets might be interested in this work?
– What professional associations might be interested in the outcomes of this project?
– Which specific groups could use and benefit from the deliverables of your project or center?
– Have you identified other ATE centers or projects engaged in similar work?

Who’s Your Audience?
(Identifying your Audience: Be very specific—e.g., second-year female welding students)
Finding Project and Center Collaborators: ATE Central Map

ATE Social Media Directory

Tracks social media channels for:
- ATE projects and centers
- NSF projects, directorates, and offices
- ATE-related organizations (AACC, AAAS, WGBH, etc.)
ATE Central Connection

Emailed to you the first Monday of each month

Subscribe to learn about the ATE community – send us your news and events to highlight!

ATE Events Calendar & Widget

The events widget is a tool that lets you stream events from our calendar to your site with just a snippet of code!

The ATE Central Calendar lists events hosted by or of interest to the ATE Community ... an events template makes submission easy!
ATE Central Activity Reports

Emailed to you quarterly

Project/Center Information
- authorized contact, website, project/center description, and associated social media

Project/Center Activity
- project/center resources and events collected by ATE Central

Subject Area Activity
- current and new resources and events collected by ATE Central in your project/center’s primary ATE subject area

ATE-Wide Activity
- resources and events within the entire ATE community

Never Too Early – What Will You Sustain and Archive?

What are you sustaining?
- What’s appropriate for your project or center?
- Look at deliverables – what should “live on”?
- Involve partners – industry, your institution, funders
- Look at real costs
- Think about:
  • Technologies
  • Activities
  • Materials
  • Data
  • Staff
ATE@20

Book+Blog project that highlights the 20th anniversary of the ATE program with history, stories, data and pictures!

Blog – on ATE Central website

Book – distributed at the 2013 PI meeting

ATE Evaluation Purposes & Uses

Lori Wingate
How do you think about evaluation?

NSF SAYS WE HAVE TO HAVE AN EVALUATION, BUT WE HAVE BETTER USES FOR THE TIME AND MONEY IT REQUIRES.

How do you think about evaluation?

OUR EVALUATION IS REALLY GOING TO HELP US FIGURE OUT OUR STRENGTHS AND WEAKNESSES SO WE CAN REFINE OUR WORK AND GET MORE FUNDING.
Evaluation: The BIG Picture
**Evaluation Purposes**

Learn how the project could be improved as it is implemented *(Formative evaluation)*

Provide conclusions about the quality and impact of a project’s achievements *(Summative evaluation)*

Document what you did with the grant money *(Accountability)*
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
- build evaluation and reflection on results into regular project operations
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
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
- Formal report to key stakeholders
- Annual report to NSF
- New proposals
- ATE Impacts book (centers only)
- Annual ATE survey

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

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

Annual Reports to NSF

- Goals
- Activities, Objectives, **Results**, and/or **Outcomes**
  (upload evaluation report here)
Annual Reports to NSF

See EvaluATE’s summary of Research.gov annual report components

**Report headings and subheadings**

**NSF’s description of what goes in each section**

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Annual Reports to NSF

See EvaluATE’s summary of Research.gov annual report components

**Report headings and subheadings**

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Annual Reports to NSF

See EvaluATE’s summary of Research.gov annual report components

- Report headings and subheadings
- NSF’s description of what goes in each section

evalu-ate.org/ resources > keyword: Research.gov

Annual ATE Survey

For example,
# of students and their demographic characteristics
# of professional development participants
# of materials developed

www.evalu-ate.org/annual_survey
Proposals

Results from Prior NSF Support

“…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

= evaluation results!

ATE Centers Book & Website

Student impact data
Workforce impact data

www.atecenters.org
Webinar Evaluation Activities and Pathways of Use by EvaluATE

- View recording of last year’s webinar on same topic
- Review results from previous webinar evaluation survey
- Revise webinar content and structure based on identified strengths and weaknesses
- Debrief about event & record notes on perceived strengths and weaknesses
- Compile webinar evaluation survey results
- Use results to inform planning for next webinar
- Results included in reports to NSF and National Visiting Committee

External evaluator collects data annually about:
- participants’ perceptions of the overall quality and utility of webinars
- extent of use of EvaluATE resources
- impact on evaluation practices

Results included in reports to NSF and National Visiting Committee

Internal Evaluation

View recording of last year’s webinar on same topic
- Revise webinar content and structure based on identified strengths and weaknesses
- Debrief about event & record notes on perceived strengths and weaknesses
- Compile webinar evaluation survey results
- Use results to inform planning for next webinar

External Evaluation

External evaluator collects data annually about:
- participants’ perceptions of the overall quality and utility of webinars
- extent of use of EvaluATE resources
- impact on evaluation practices

Results included in reports to NSF and National Visiting Committee
What should we expect to receive from our evaluator?

- 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

Elements of an Actionable Evaluation Plan

Purpose of the evaluation
Questions it will address
Methods
Data sources
Analysis
Deliverables (instruments, reports)
Timeline
Delineation of responsibilities
Reporting

**EVALUATOR** ➔ **PI** ➔ **PROGRAM OFFICER** ➔ **OTHER PROJECT STAKEHOLDERS**, e.g., partners, advisors, participants, host administrators

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**Time invested in planning clarifying evaluation needs and expectations upfront will pay off later**
Communicating Evaluation Needs and Expectations

Elaine Craft

Award Letter Arrives — Now What?

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

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

**Example**

**Decisions to Make**
- If woman and minority?
- What credentials?
- Target increase # or %?
- From when to when?
Example

Project Objective
+ 30 women and/or minority graduates in 3 years
No adverse impact on other related programs

Data decisions:
— Reporting year
— Racial/ethnic definition
— Gender diversity vs. minority

Example

Baseline data
— 3-5 years of graduates
Data elements
— student ID
— demographics
— program of study
— retention
— graduates
Snapshot dates
Comparisons
Strategies for Meaningful Interpretation of ATE Evaluation Data

Preconference workshop at the ATE Principal Investigators Conference

October 23, 2013

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See You at the ATE PI Conference!

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Thank You!

the EvaluATE team