

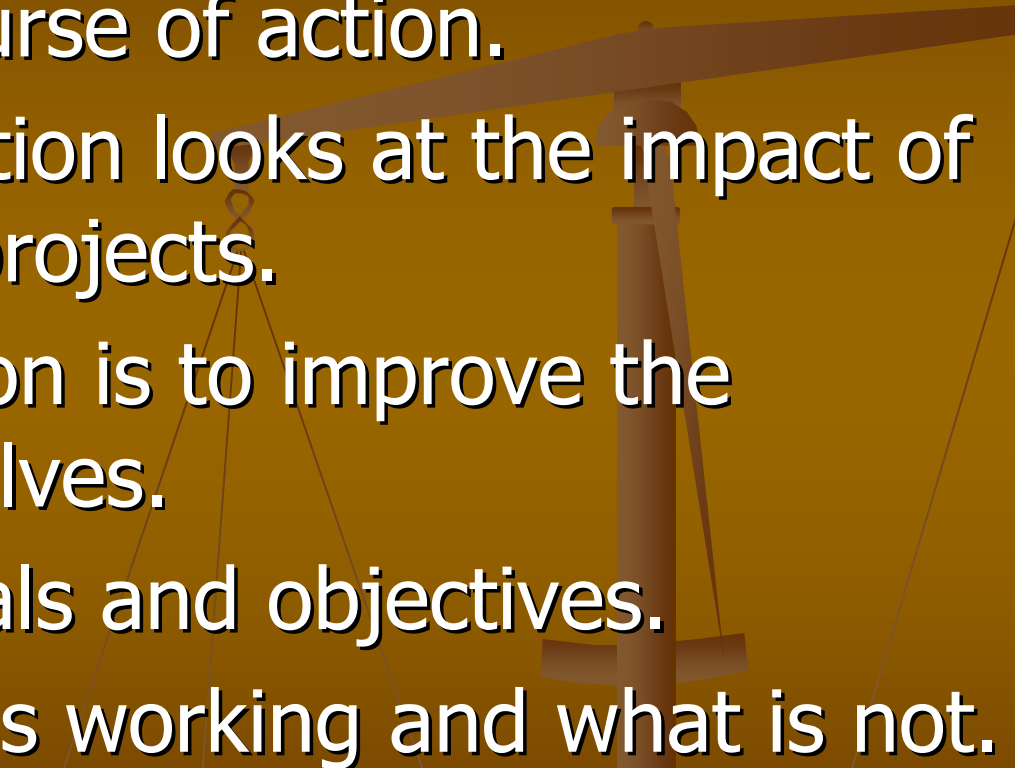
Evaluation Plan



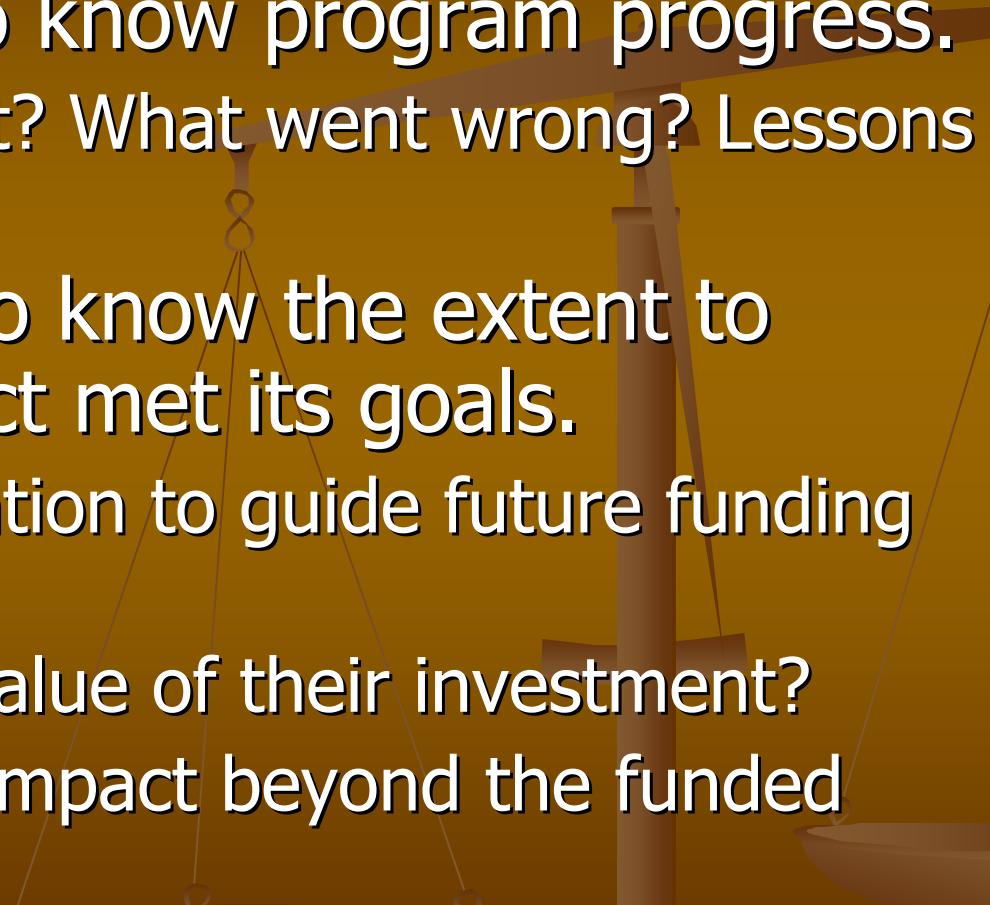
Evaluation is the systematic investigation of the worth or merit of an object...

(Joint Committee on Standards for Educational Evaluation cited in NSF User-Friendly Handbook for Project Evaluation)

What is its purpose?

- Determine a course of action.
 - Program evaluation looks at the impact of several similar projects.
 - Project evaluation is to improve the project as it evolves.
 - Helps clarify goals and objectives.
 - Identifies what is working and what is not.
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Who uses the information?

- PD/staff need to know program progress.
 - What went right? What went wrong? Lessons learned.
 - Grantors need to know the extent to which the project met its goals.
 - Use the information to guide future funding priorities.
 - What was the value of their investment?
 - Was there any impact beyond the funded project?
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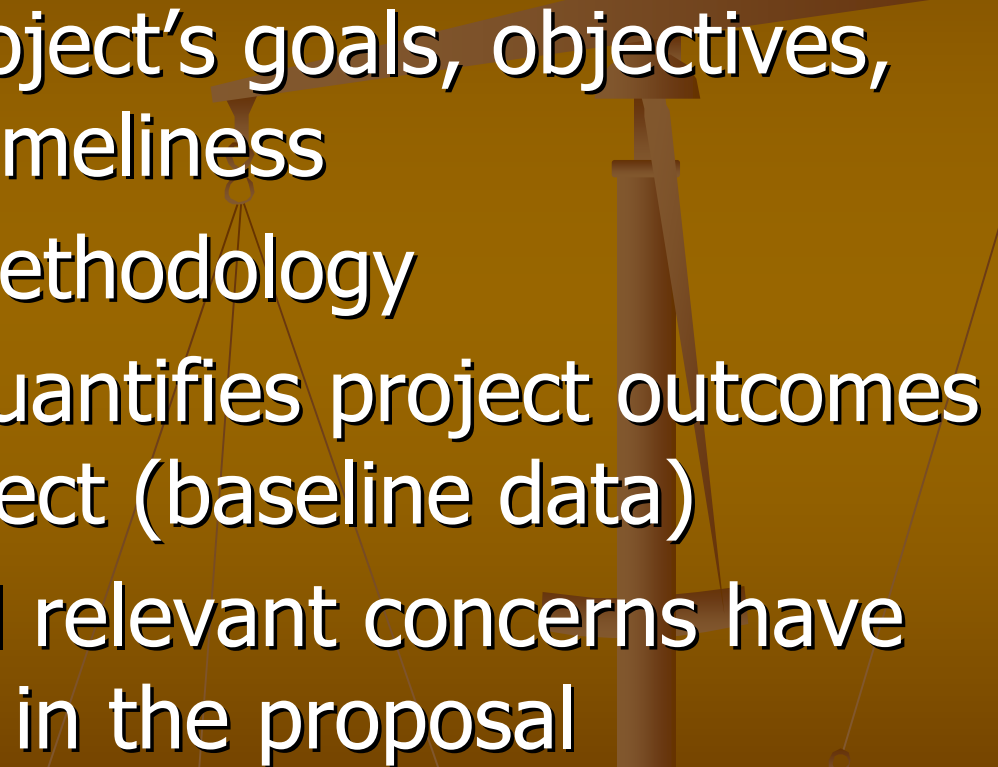
Types of Evaluation

- Planning Evaluation
- Formative Evaluation
 - Implementation
 - Progress
- Summative Evaluation
 - Impact



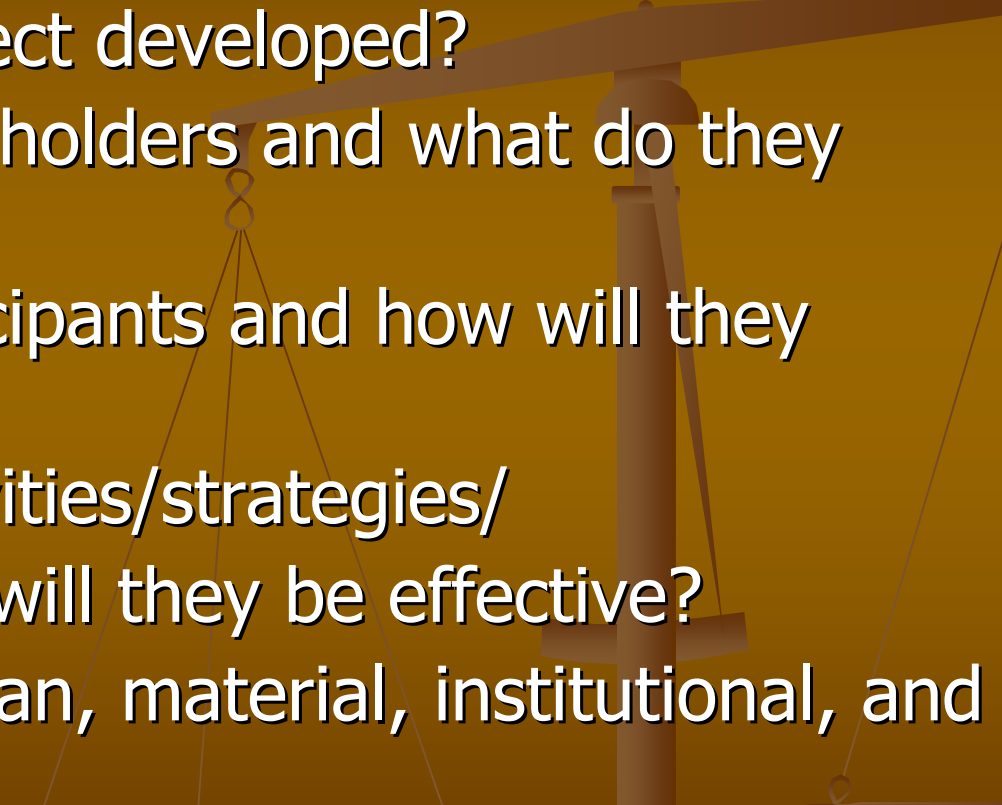
Planning Evaluation

(occurs as project is being planned)

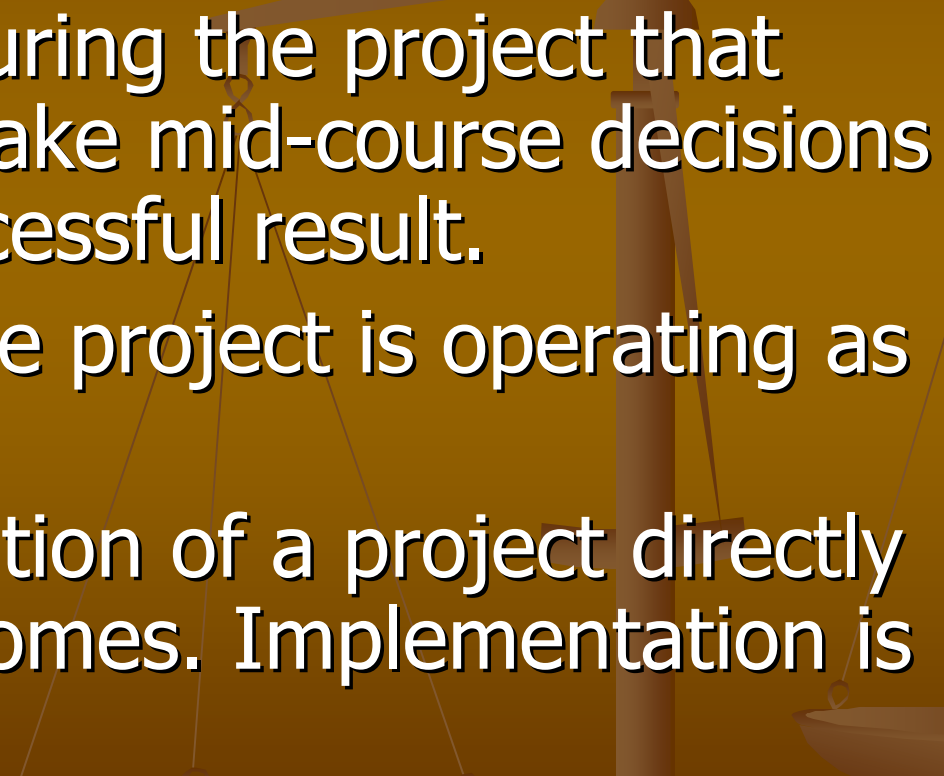
- Assesses the project's goals, objectives, strategies and timeliness
 - Evaluates the methodology
 - Identifies and quantifies project outcomes prior to the project (baseline data)
 - Determines if all relevant concerns have been addressed in the proposal
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Planning Evaluation

Addresses these questions:

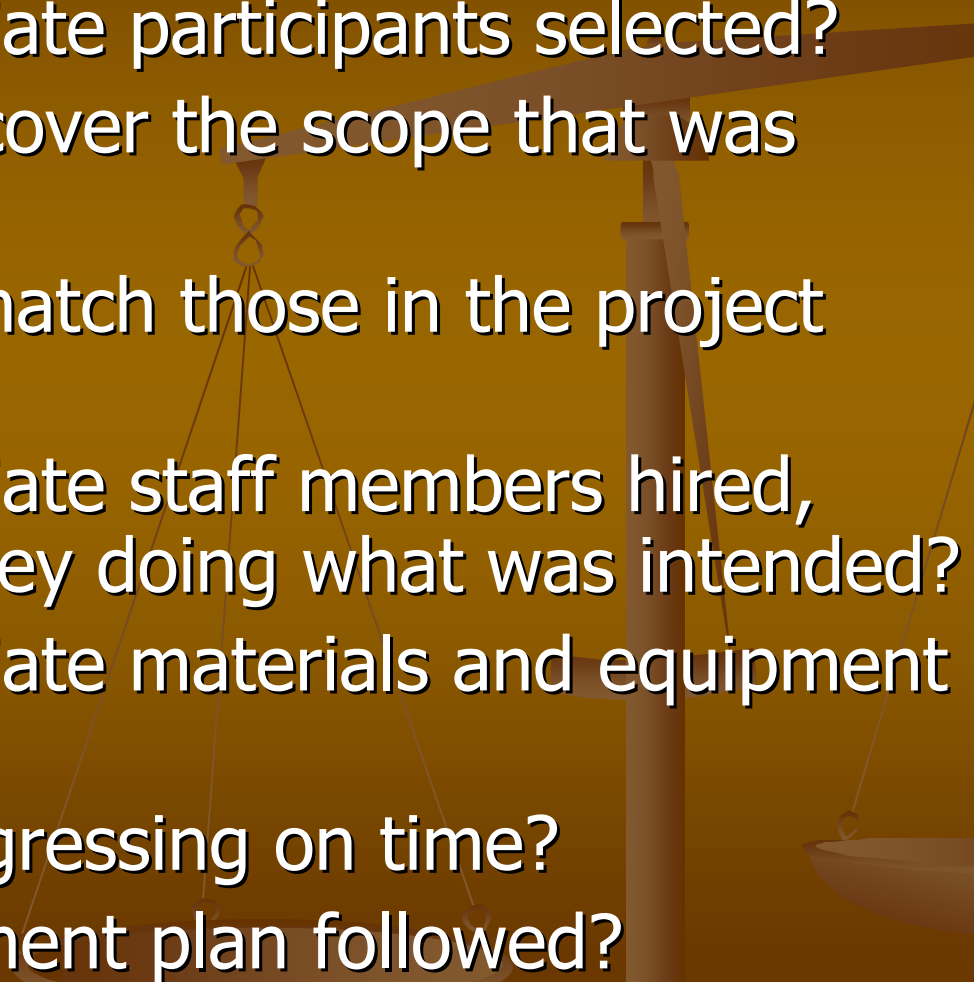
- Why was the project developed?
 - Who are the stakeholders and what do they want to know?
 - Who are the participants and how will they benefit?
 - What are the activities/strategies/interventions and will they be effective?
 - What are the human, material, institutional, and financial costs?
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Implementation Evaluation

- Provides data during the project that allows you to make mid-course decisions to ensure a successful result.
 - Determines if the project is operating as planned.
 - The implementation of a project directly affects the outcomes. Implementation is important.
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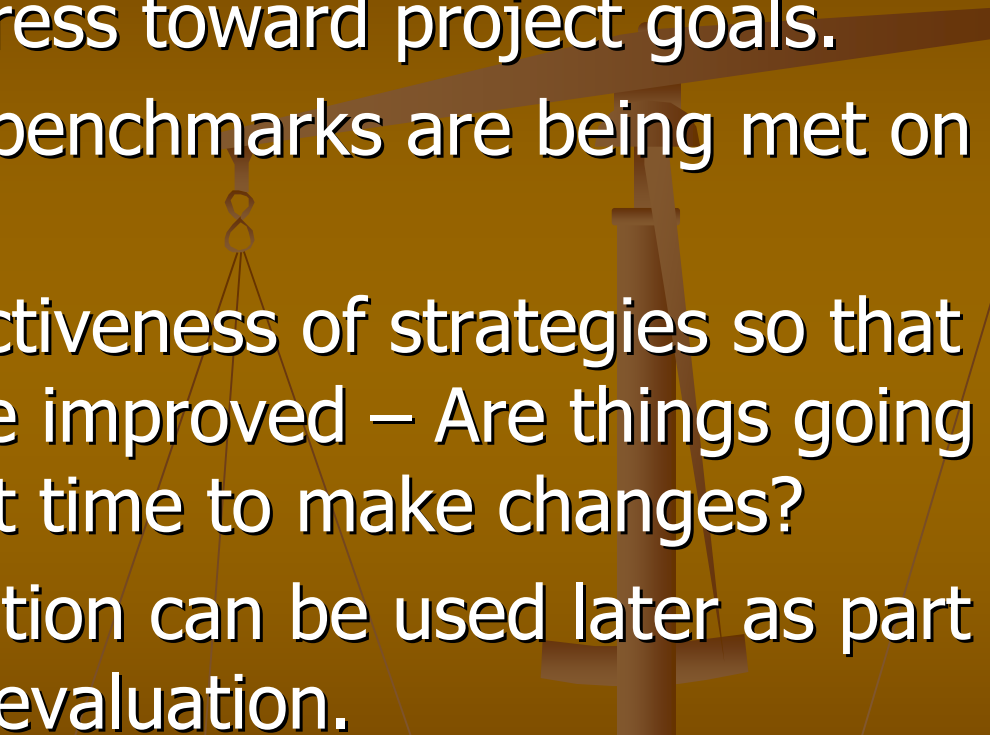
Implementation Evaluation

Answers these questions:

- Were the appropriate participants selected?
 - Does the project cover the scope that was promised?
 - Do the activities match those in the project plan?
 - Were the appropriate staff members hired, trained and are they doing what was intended?
 - Were the appropriate materials and equipment obtained?
 - Is the project progressing on time?
 - Was the management plan followed?
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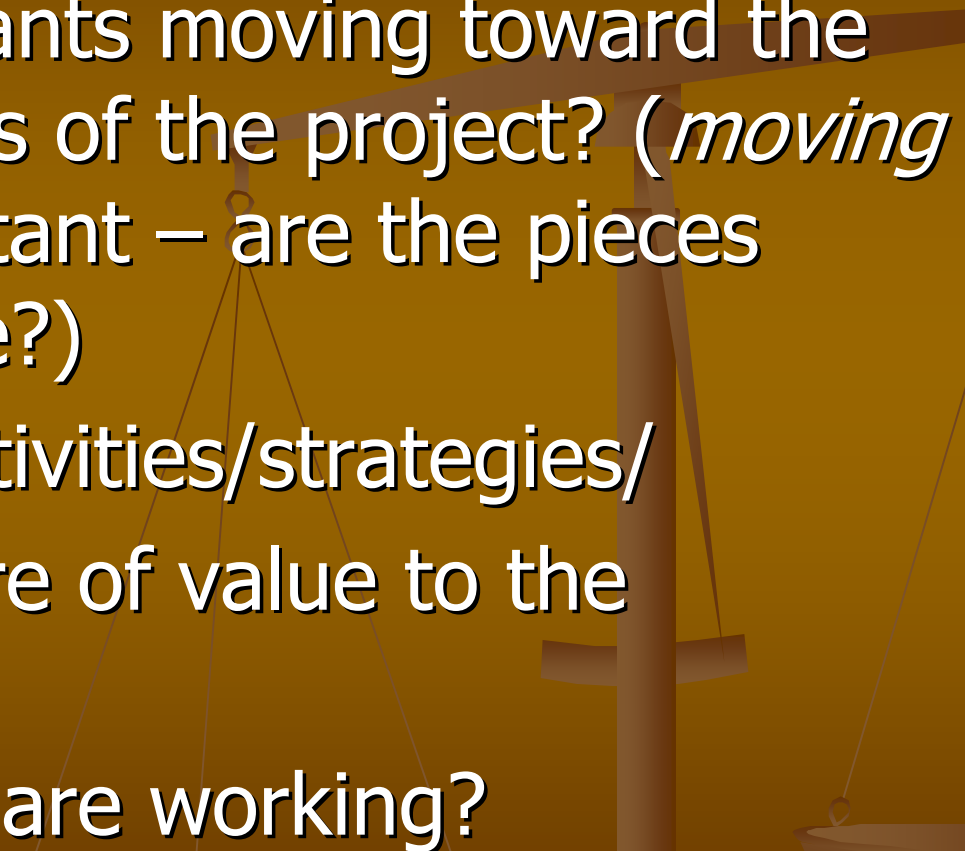
Progress Evaluation

(critical in the early stages of a project)

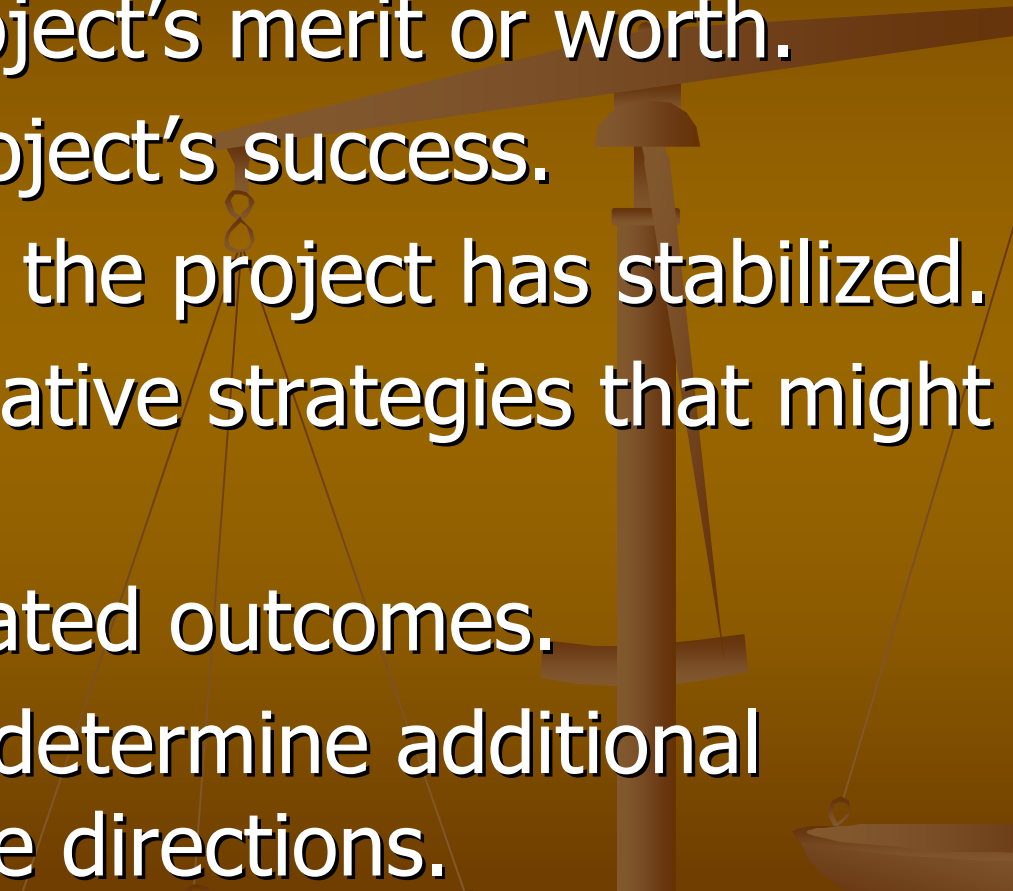
- Assesses the progress toward project goals.
 - Determines if the benchmarks are being met on time.
 - Identifies the effectiveness of strategies so that the project may be improved – Are things going as expected or is it time to make changes?
 - Mid-project evaluation can be used later as part of the summative evaluation.
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Progress Evaluation

Answers these questions:

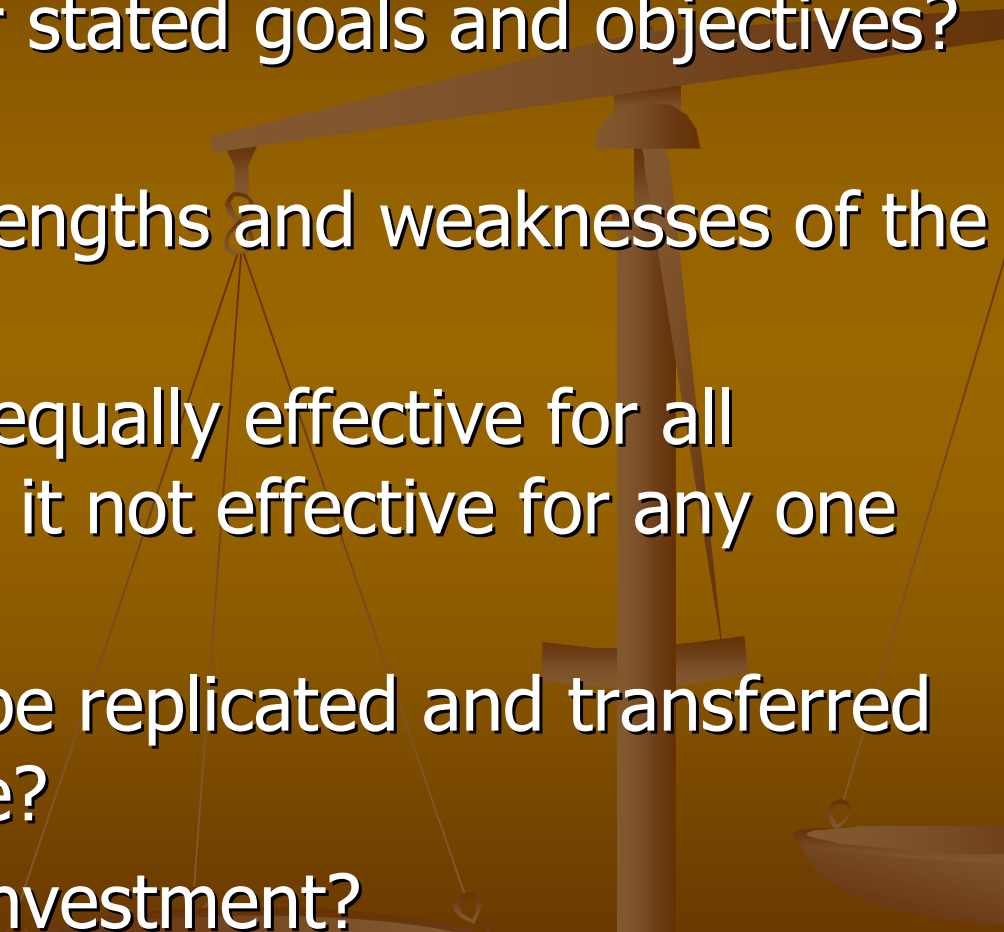
- Are the participants moving toward the anticipated goals of the project? (*moving toward* is important – are the pieces falling into place?)
 - Which of the activities/strategies/interventions are of value to the participants?
 - Which methods are working?
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Summative (Impact) Evaluation

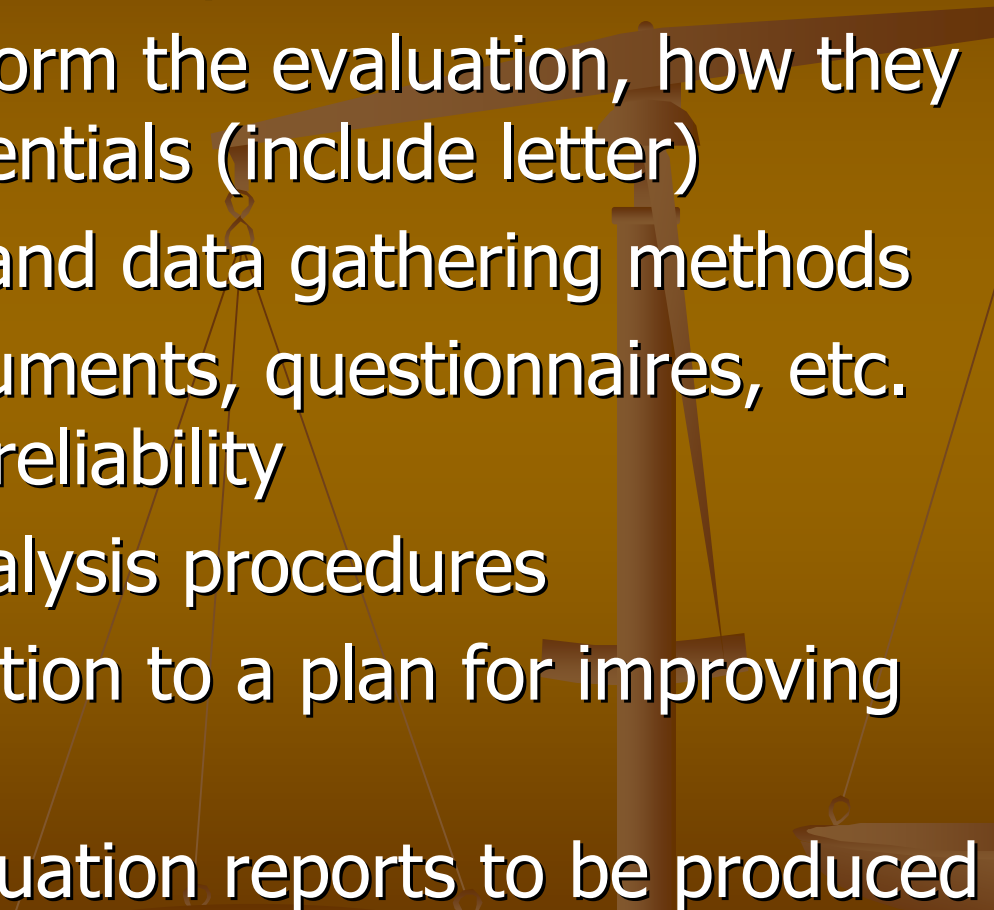
- Looks at the project's merit or worth.
 - Assesses the project's success.
 - Conducted after the project has stabilized.
 - Considers alternative strategies that might be employed.
 - Notes unanticipated outcomes.
 - Can be used to determine additional funding or future directions.
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Summative Evaluation

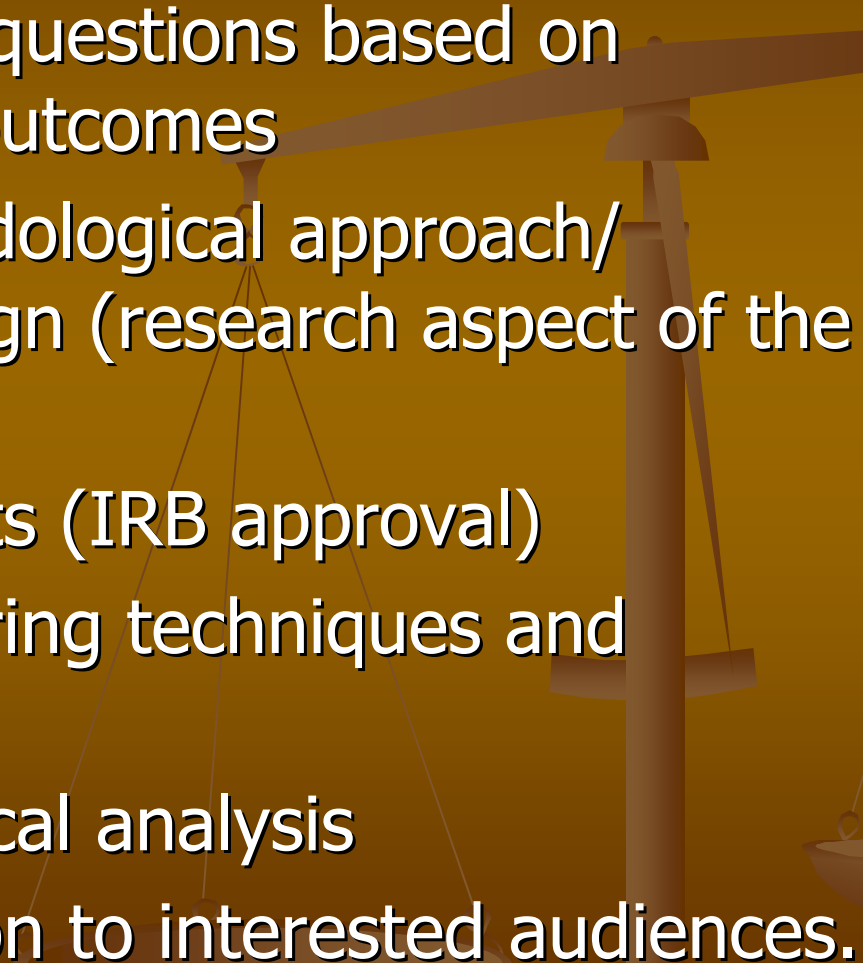
Answers these questions:

- Did you meet your stated goals and objectives?
Was it successful?
 - What were the strengths and weaknesses of the project?
 - Was the program equally effective for all participants? Was it not effective for any one group?
 - Can the program be replicated and transferred to somewhere else?
 - Was it worth the investment?
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A good evaluation section should...

- Cover both product and process
 - Tells who will perform the evaluation, how they were chosen/credentials (include letter)
 - Defines variables and data gathering methods
 - Explains test instruments, questionnaires, etc. and their validity, reliability
 - Describes data analysis procedures
 - Relates the evaluation to a plan for improving the project
 - Describes the evaluation reports to be produced
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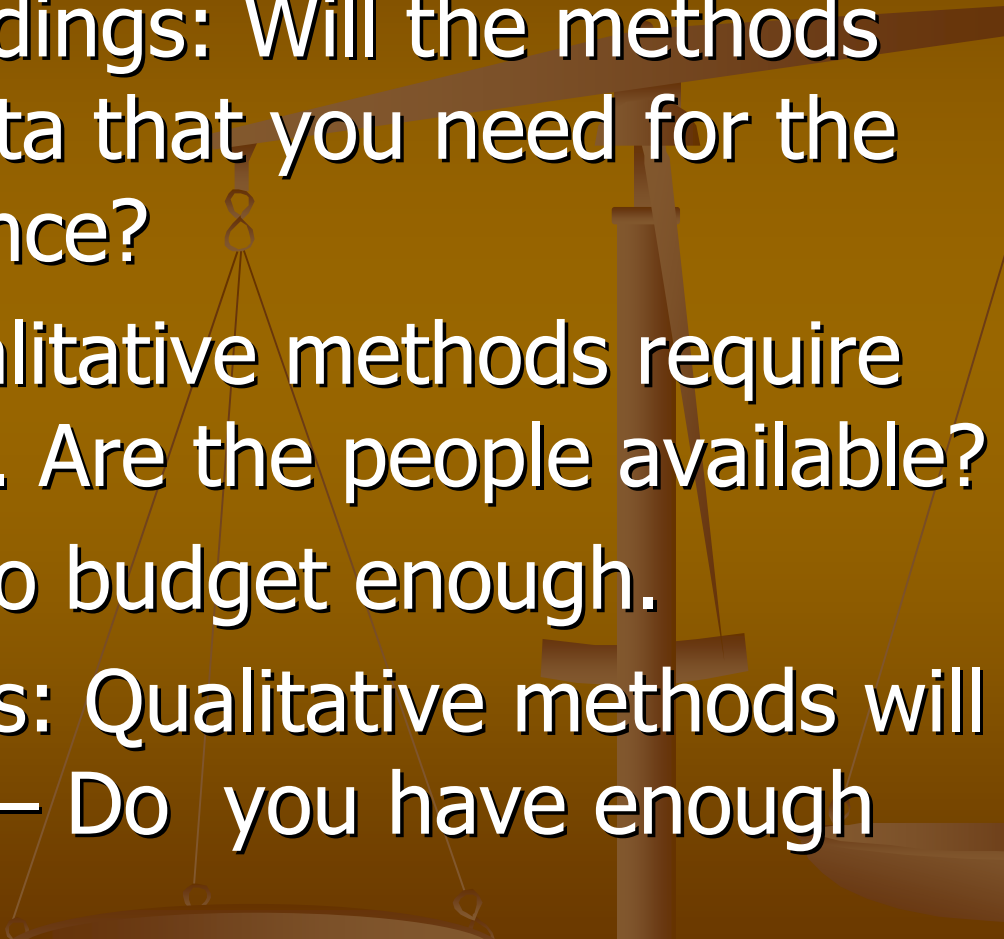
Steps to Developing an Evaluation Plan

- Select evaluation questions based on goals/objectives/outcomes
 - Determine methodological approach/experimental design (research aspect of the proposal)
 - Determine subjects (IRB approval)
 - Select data gathering techniques and instruments
 - Determine statistical analysis
 - Provide information to interested audiences.
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Data Collection: Quantitative vs. Qualitative

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- Questionnaires
 - Tests
 - Existing data bases
 - Web site hits (number and duration)
 - Number of publications/presentations
 - Observations
 - Interviews
 - Focus groups
 - References even if anecdotal
 - Requests for information

Practical Issues:

- Credibility of findings: Will the methods generate the data that you need for the particular audience?
 - Staff skills: Qualitative methods require great staff skills. Are the people available?
 - Costs: Be sure to budget enough.
 - Time Constraints: Qualitative methods will take more time – Do you have enough time?
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Reporting

- Provide an appealing, readable and timely report to all stakeholders
 - Provide an understandable report to the funding agency
 - Provide intermediate results to the program officer
 - Submit research manuscripts
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