



**Military K-12 Partners**  
Evaluation Technical Assistance Center (ETAC)

DoDEA Grant Kick-off Conference  
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# Designing an Evaluation Plan

Evaluation Technical Assistance Center



## **Purpose of Session**

- Provide an overview of program evaluation.
- Discuss potential evaluation challenges.
- Assess and revise, if needed, your current evaluations plans.



## Definition of Evaluation

“To make an explicit judgment about the worth of all or part of a program by collecting evidence to determine if acceptable standards have been met.” (Andrews and Werner 1988)



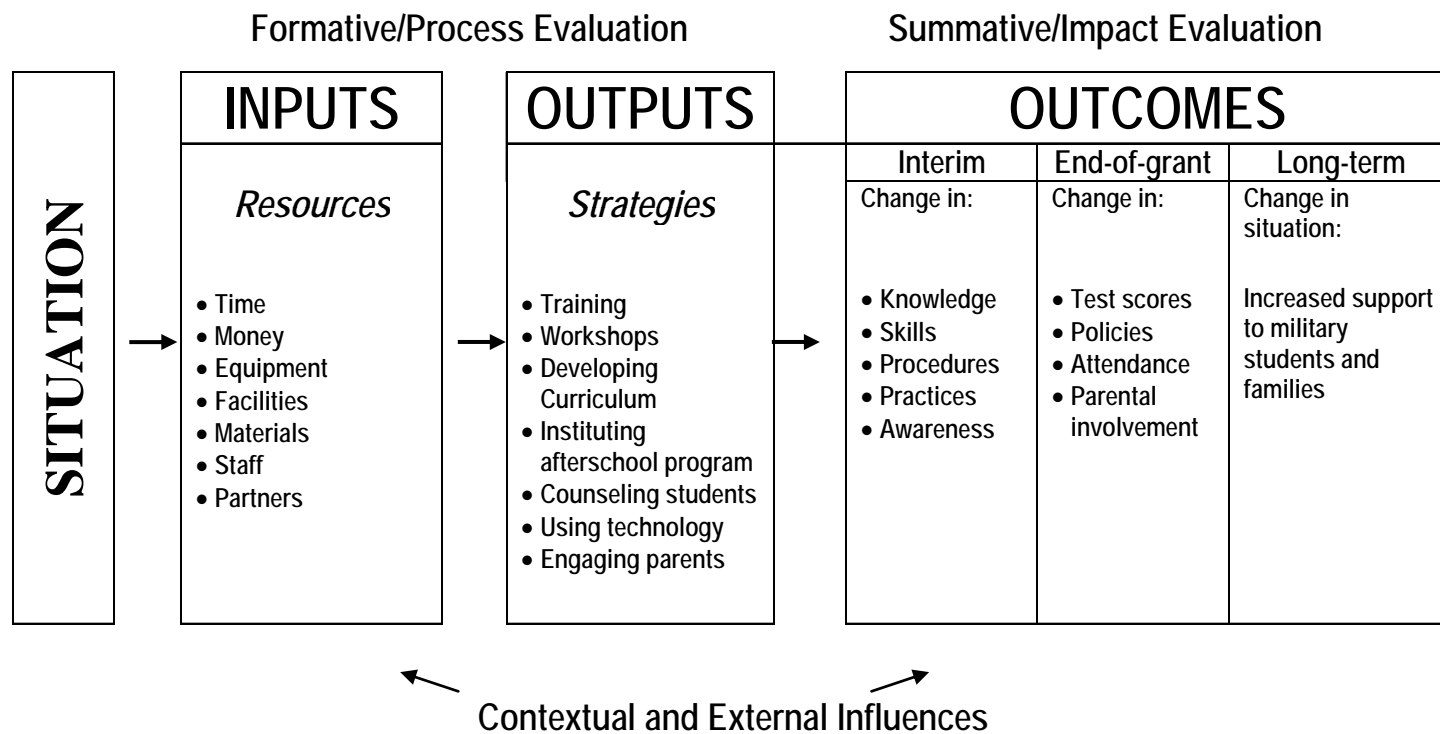
## **Type of Evaluation**

### Two broad categories

- Formative/Process evaluation: Focuses on providing information for program improvement, modification, management.
- Summative/Impact evaluation: Focuses on determining program results and effectiveness. It supports decisions about program continuation, expansion, reduction, and funding.



# Conceptual Framework





# Evaluation Components

- Purpose of the evaluation
- Education intervention (program)
- Fidelity of implementation
- Data collection methods
- Data analysis methods
- Evaluation findings
- Discussion of findings and recommendations



## Evaluation Purpose

- Determine focused purpose of evaluation
  - How will you use the findings?
  - Who will use the findings (Stakeholders)
- Develop evaluation questions you want answered



## **Education Intervention**

- Describe the goals, expected outcomes, strategies, and target population of the intervention
- How is the intervention different from what was done previously?



## **Fidelity of Implementation**

Fidelity of implementation is delivering an intervention in the way in which it was designed to be delivered.



## **Data Collection Plan**

- Select appropriate data collection methods
  - Observations, interviews, focus groups, records and or test scores
- Select or develop data collection instruments
  - Observation check-off sheet, survey, norm-reference tests



## **Data Collection Plan**

- Determine who will collect and track data
  - Who will record data, who will collect the data, and who will track data.
- Establish a data collection schedule
  - Create a schedule to ensure data are recorded and collected regularly so the required and sufficient evidence is available for analysis.



## Data Analysis

- Determine how the data will be examined for each data collection method?
  - Qualitative and/or quantitative analysis
  - If quantitative, what statistical test (descriptive or inferential)
- Establish criteria for measuring the success of the project.



## **Use Evaluation Findings**

- Report evaluation findings.
- Disseminate information to appropriate stakeholders.
- Determine if, when, and how evaluation recommendations can help improve the program.