

Program Evaluation

U. S. Department of Education
Academic Improvement Program
Project Directors' Meeting
December 16-17, 2008



Program Evaluation

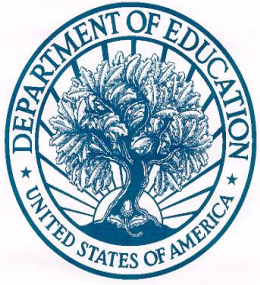
Statutory requirements

**Elementary and Secondary Education Act of 1965, as amended,
Title I, Part B, Subpart 4, Sec. 1251 - Improving Literacy Through School
Libraries; 20 U.S.C. 6383.**

- STATE EDUCATIONAL AGENCY- Each State educational agency desiring assistance under this section shall submit to the Secretary an application at such time, in such manner...— the standards and techniques the State educational agency will use to evaluate the quality and impact of activities carried out under this section...

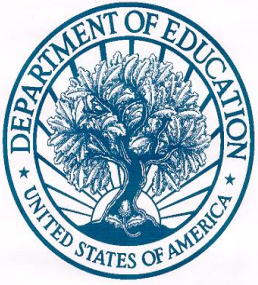
TITLE VII - INDIAN, NATIVE HAWAIIAN, AND ALASKA NATIVE EDUCATION

- 2) PERMISSIBLE ACTIVITIES- Activities provided through programs carried out under this part may include the following: (H) Other research and evaluation activities related to programs carried out under this part.



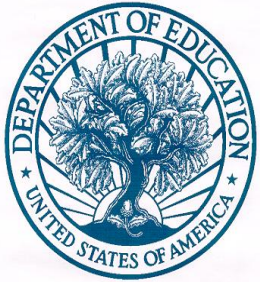
Program Evaluation

- Purpose of program evaluation
 - Documents program outcomes, successes, weaknesses
 - Informs program improvement
 - Identifies program and community needs
 - Justifies spending and new requirements
- The need for this presentation



Program Evaluation Basic Principles

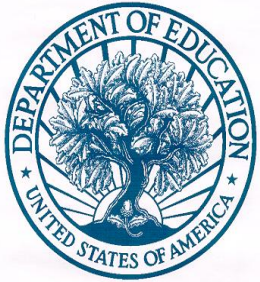
- ✓ “20% of the effort generates 80% of the results”
(author unknown)
- ✓ Experience counts
- ✓ Don’t think too hard about evaluation...
 you may get scared
- ✓ Set goals and expectations
- ✓ Agree upfront to use the results
- ✓ Get started



Program Evaluation

Outcomes-Based Evaluations

- Definitions and descriptions
 - Outcome based evaluations
 - Activities
 - Outputs
 - Outcomes
 - Outcome targets
 - GPRA and program specific indicators



Program Evaluation Common Myths

Evaluation

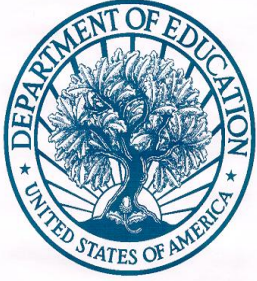
- is a complex science
- is the same as the APR
- leads to a right or wrong decision
- involves a new set of activities
- is time consuming... **well this one may be true!**





Program Evaluation Planning for the Evaluation

- Review the GPRA indicators. Ask yourself -
 - What data is available on the indicator?
 - How and when is the data collected?
 - How do I want to present the data?
- Develop program indicators that can be –
 - Explained
 - Measured
 - Data can be collected

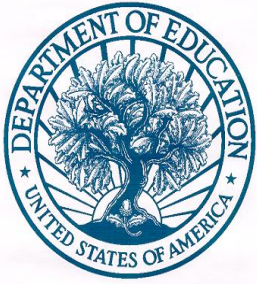


Program Evaluation Planning for the Evaluation (Cont'd)

- Who should conduct the evaluation?
 - Ms. Lucy, the lady down the street
 - A good friend from college
 - Members of Congress
 - An outside evaluator
 - An in-house evaluator

Final answer???



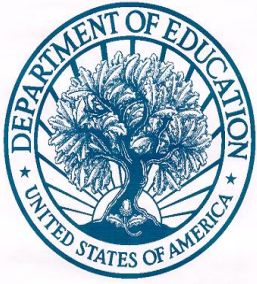


Program Evaluation Planning for the Evaluation Who should conduct the evaluation? (Cont'd)

Advantages and disadvantages of evaluation types

- Non-professionals
- Outside evaluators
- In-side evaluators

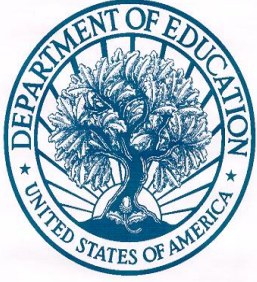




Program Evaluation

So you decided on an outside evaluator...

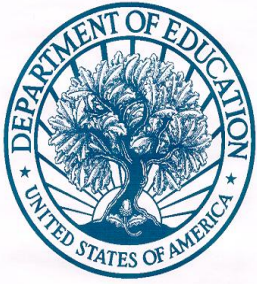
- ❖ Develop a job/contract description
 - ❖ Locate sources for evaluators
 - ❖ Advertise and solicit applications
- ❖ Review applications and interview potential candidates
- ❖ Trouble hiring an evaluator? Who do you call?...not ghost busters...



Program Evaluation Hiring and Managing an Outside Evaluator (Cont'd)

- Managing an evaluator
 - ✓ Work closely with the evaluator
 - ✓ Determine who “owns” the evaluation information
 - ✓ Adhere to the provisions of the contract
 - ✓ Meet regularly
 - ✓ Require reports and **REVIEW THEM!**

Remember: The evaluator is not your
buddy...he/she is hired to complete the work



Program Evaluation

Hiring and Managing an Outside Evaluator, Contractor Responsibilities

- o Develop an evaluation plan
- o Provide progress reports
- o Train project staff
- o Implement information collection procedures
- o Establish and oversee procedures ensuring confidentiality
- o Present findings



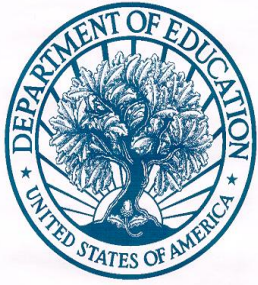
Program Evaluation Hiring and Managing an Outside Evaluator, Project Manager's Responsibilities

- Educate the evaluator about the project
- Provide timely feedback
- Update and inform the evaluator of project changes
- Monitor the contract
- Supervisor in-house evaluation activities
- Provide program expertise

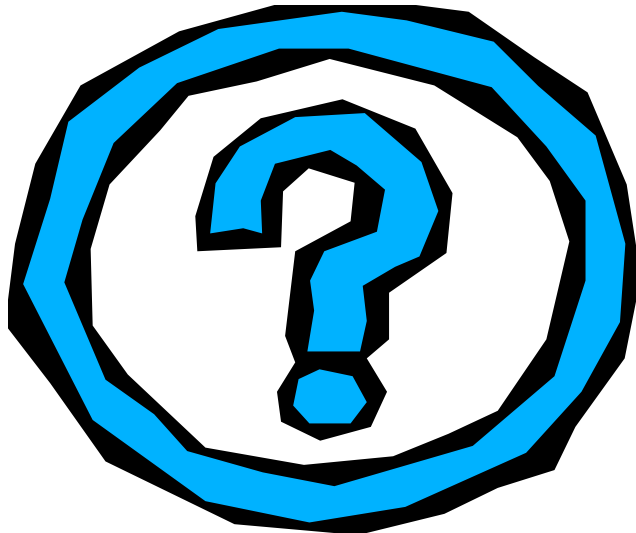


Program Evaluation General Guidelines

- Follow State and local contract policies
- Honor the “conflict of interest” rules
- Buy only what you need and not all that is recommended
- Hire the most qualified and not the lady next door



Questions anyone?





Let's chat

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