

PROGRAM EVALUATION



Office of Educational
Innovation and Evaluation

The landscape has evolved. Now it is common for funding agencies to **require** an **evaluation plan** as part of a proposal, including **NSF** proposals.

Funding agencies are interested in:

- the **outcomes** of your project
- a process for **feedback** to allow for improvement
- a plan for **assessing impact**

They want be sure you will **accomplish your proposal objectives** and that your project will have important **impacts** that fit with funding priorities.

Strategies for Proposal Development Related to Evaluation



- A good **project plan** supports meaningful **evaluation**
- Study the **priorities** of the RFP and understand the **mission** of the funding agency
- Carefully develop **your goals**, objectives , anticipated outcomes - - aligned with the RFP
- Develop **your plan** – activities to accomplish your objectives – the project activities and anticipated outputs and outcomes
- Enjoy the creative process - align all the interlocking pieces of the **puzzle**
- Recognize proposal development as **planning process**

Logic Model Approach

- Evaluation is aligned with your Logic Model
- The Logic Model is a foundation for project planning

Situation	Inputs ►	Activities ►	Outputs ►	Short-Term Outcomes ►	Medium-Term Outcomes ►	Long-Term Outcomes
<u>Need:</u> <u>Inputs:</u>		<u>Research:</u> <u>Education:</u> <u>Outreach/</u> <u>Dissemination</u> :	<u>Research products:</u> <u>Education products:</u> <u>Outreach/</u> <u>Dissemination products:</u>	<u>Knowledge</u> <u>Skills</u> <u>Tools</u>	<u>Behavior</u> <u>Actions</u>	<u>Condition</u> <u>Situation</u>

Elements Described in the NSF Evaluation Handbook (Note: This Mirrors OEIE's Approach)

- Logic Model Approach/Perspective
- Focus on Project Activities, Outputs, Outcomes, and Impact
- Overarching Evaluation Questions
- Formative and Summative Evaluation
- Research-based Evaluation Methods
- Comprehensive Program Evaluation



Evaluation is Designed to Provide

- **Formative** evaluation:
 - integrated into project **management /implementation** related to progress, process, and program planning
 - to assess **performance** of project activities
 - to provide **feedback** to improve the project and enhance outcomes
- **Summative** evaluation:
 - to assess and document the **impacts and outcomes** of the project
 - to assess overall success focused on **overarching questions**
 - **aligned** with the logic model, NSF program priorities, **project goals**, and **anticipated outcomes**



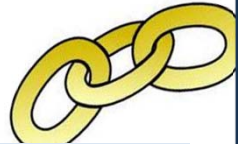
Resources for Evaluation and Proposal Development

- **Expectations** regarding the evaluation plan and evaluation resources are different for each RFP/Solicitation
- OEIE can provide **advice** regarding your proposal and evaluation resources
- If OEIE is included in the proposal, we can design the **evaluation plan**, including methods and instruments, and implement the plan when the project is funded
- **Other resources:**
 - American Evaluation Association Website
 - NSF publication: *The 2010 User-Friendly Handbook for Project Evaluation*





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Goal of evaluation is to:

- Improve project through ongoing feedback
- Provide sound evidence on outcomes & impacts of the project
- Provide guidance to ensure long-term impact to a broader audience and society

Research-based evaluation methods include:

- Multiple evaluation approaches
 - Observations
 - Interviews
 - Focus groups
 - Web-based surveys
 - Checklists
 - Document analysis
- Both qualitative & quantitative methods
- Triangulate data for more robust findings where possible

OEIE Background and Experience

- Evaluation services for over 250 projects totaling over \$250 million, including large-scale grants funded by NSF, USDA, USDE, Defense, USAID, etc.
- Staff of 22 full-time professionals including our evaluation team, technology team, development team; as well as part-time GRA/UGRA research assistants.

OEIE Data Collection Protocols and Implementation

- Based on accepted standards of the American Evaluation Association
- Use established instruments, methods, and theories
Surveys (Dillman, 2009) -- Focus groups (Krueger and Casey, 2009)

OEIE Website: www.k-state.edu/oeie

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