Course Syllabus
Spring 2012

Title: Program Evaluation

Course Number: 18:826:616:01

Meeting Times: Tuesday 4:15 - 7:00

Instructor: Virginia G. Stillson Psy.D.
Email: virgdisp@rci.rutgers.edu
Office phone: 848-932-5907

Course Objectives:

✓ Develop the knowledge, skills, and abilities (KSAs) that contribute to managing and conducting effective program evaluations in organizations (profit, non-profit) and related community settings.

✓ Develop a comprehensive understanding of the phases of program evaluation with an emphasis on conducting needs assessments of the populations to be served by the programs and the relevant context in which programs will be implemented.

✓ Utilize aspects of the program planning process to inform the design of useful program evaluations and the reporting of evaluation findings through appropriate feedback delivery strategies to relevant stakeholders.

Course Requirements:

1. Attendance: Students should attend all class sessions and be on time.

2. Class participation: Students should be prepared to discuss course readings and projects and also provide useful feedback on the projects presented.

3. Reading assignments: To be completed prior to the assigned class session

4. Written assignments: There will be three course projects and a final paper. The projects and final paper will be discussed at the first class meeting, 1/17/12.
   - Clarification report/Needs assessment: Due 2/14/12
   - Program analysis and evaluability: Due 3/6/12
   - Evaluation design, methods, implementation, and administration: Due 4/10/12
   - Final Paper: Due 5/1/12

5. Journal presentations: Students will select an article of interest from the list of journals provided or similar course-related journals and present a review of the article in class. Dates for the student presentations will be determined during the first class session on 1/17/12.

6. Grading for the course will reflect: Class participation (1/3), quality of assignments and presentations (1/3), and final project (1/3).
Required Readings: *Readings for 1/17/12 session*


**Recommended Readings:**


**Additional resources will be suggested during the course**
**Journal Presentations:**

The following journals may be selected for the class presentations or students may select other course-related journals. The presentation should provide an overview of the article, the relevance to the course, the strength/weakness of the article, and other comments. Allow 10-15 minutes for the presentation and discussion.

- Advances in School Mental Health Promotion
- American Journal of Evaluation
- Annals of the American Academy of Political and Social Science
- Evaluation Review
- International Journal of Social Research Methodology
- Intervention in School and Clinic
- Journal of Educational and Psychological Consultation
- Journal of Extension
- Practical Assessment, Research & Evaluation
- School Effectiveness and School Improvement
- School Psychology Quarterly
- School Psychology Review

**Project Guidelines:**

1. **Clarification report/Needs assessment: Due 2/14/12**
   Based on current practicum or related work experiences, select an area that would benefit from an appropriate programmatic intervention and prepare a clarification report that identifies the target population, determines the need, and delineates the relevant context. The needs assessment will discuss the current state of affairs (CSA), the desired state of affairs (DSA), and the needs gap.

   **For #2, #3 and #4,** students are to consider a previously or currently implemented program or a proposed program at a current practicum site/work setting. Discuss the process of analyzing the program, designing and implementing the program evaluation, and presenting the evaluation report to the relevant stakeholders. This may be developed from Project 1 or from another relevant setting.

2. **Program analysis and evaluability: Due 3/6/12**
   Conduct an analysis of the program and determine steps to place the program in an evaluable form. Feedback will be provided and discussed during the 3/13/12 class.

3. **Evaluation design, methods, and implementation: Due 4/10/12**
   Determine the appropriate design, methods for data collection, and processes for implementing the evaluation. Feedback will be provided and discussed during the 4/17/12 class.

4. **Final Project: Due 5/1/12**
   The Final Project will combine #2 and #3 (with any revisions per feedback and class discussions) and provide a guide to conducting the program evaluation, reporting the findings, and reviewing the evaluation.
### Course schedule: (May be adjusted as needed)

<table>
<thead>
<tr>
<th>Class</th>
<th>Topics and Readings</th>
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| 1/17/12 | Topics: Course objectives, readings, projects, and journal presentations  
Evaluator principles, ethics, and standards (*Readings for 1/17/12 session*)  
Review phases of program planning  
Clarification phase: Identifying target population, determining need, & delineating relevant context  
Readings for 1/24/12: Reviere, 1-12 (Introduction: Setting the Stage), 15-31 (Creating the Needs Assessment Research Design) & 53-70 (Using Qualitative and Mixed-Methods Approaches); Flaspohler (2008) |
| 1/24/12 | Topics: Designing the needs assessment  
Selecting data collection methods  
A VICTORY approach  
Journal presentation(s)  
Guest: Philip M. Brown, Ph.D. Fellow, Center for Applied Psychology, Rutgers University  
Readings for 1/31/12: Reviere, pp 71-89 (Planning a Needs Assessment) & pp 185-201 (Using and Communicating Findings) |
| 1/31/12 | Topics: Clarification report/Needs assessment: Planning and disseminating findings  
Journal presentation(s)  
Readings for 2/7/12: Wholey, pp 5-29 (Planning and Designing Useful Evaluations) & pp 30-54 (Analyzing and Engaging Stakeholders) |
| 2/7/12 | Topics: Clarification report/Needs assessment project (review)  
Program evaluation: Planning and designing  
Reasons for conducting a useful evaluation  
Engaging stakeholders  
Journal presentation(s)  
Reading for 2/14/12: Brown (2006) Interviewer as instrument |
| 2/14/12 | Due: Project 1 report/presentation: Clarification report/Needs assessment  
Topics: Clarification report/Needs assessment presentations  
Program evaluation personnel and responsibilities  
Human factors in evaluations  
Introduction: Program analysis and evaluability/Readiness for evaluation  
Readings for 2/21/12: Wholey, pp 55-80 (Using Logic Models) & pp 81-99 (Exploratory Evaluation); King, pp 7-26 (Assessing Program Implementation: An Overview) |
| 2/21/12 | Feedback - Project 1: Clarification report/Needs assessment  
Topics: Program analysis and evaluability/Readiness for evaluation  
Program evaluation activities/timelines  
Logic models  
Summative and formative evaluations  
Journal presentation(s)  
Readings for 2/28/12: King, pp 42-59 (Planning for Data Collection), pp 60-71 (Methods for Program Implementation-Program Records) & pp 72-84 (Methods for Assessing Program Implementation: Questionnaires and Interviews); Onwuegbuzie (2005) |
| 2/28/12 | Topics: Program analysis and evaluability-review  
Data collection methods/Utilizing mixed-methods  
Designing data collection instruments  
Delineating questions and relevant variables, determining methods of data analysis  
Journal presentation(s)  
Reading for 3/6/12: King, pp 85-113 (Methods for Assessing Program Implementation: Observations) |
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<thead>
<tr>
<th>Date</th>
<th>Due: Project 2 report/presentation: Program analysis and evaluability</th>
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<tbody>
<tr>
<td>3/6/12</td>
<td><strong>Topics:</strong> Project presentations</td>
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<td>Continuation of 2/28/12 topics and readings</td>
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<td><strong>Discussion:</strong> Check-in and looking ahead</td>
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<td>3/13/12</td>
<td><strong>Spring Break</strong></td>
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<td>3/20/12</td>
<td><strong>Feedback - Project 2: Program analysis and evaluability</strong></td>
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<td><strong>Topics:</strong> Designing data collection protocols</td>
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<td><strong>Readings for 3/27/12:</strong> Morris, pp 9-19 (Who Needs to Know What,</td>
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<td>and When?), pp 20-45 (Forms of Communicating Evaluation Findings)</td>
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<td>&amp; pp 77-89 (An Evaluation Report Outline)</td>
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<td>3/27/12</td>
<td><strong>Topics:</strong> Evaluation personnel, timelines, activities</td>
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<td>Planning communicating of program evaluation information</td>
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<td>Implementing the program evaluation</td>
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<td><strong>Readings for 4/3/12:</strong> King, pp 114-127; Kundin (2010); Samuels (</td>
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<td>4/3/12</td>
<td><strong>Topics:</strong> Data analysis , utilizing qualitative data</td>
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<td>Communicating program evaluation information</td>
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<td>Being an evaluation consultant</td>
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<td><strong>Readings:</strong> To be determined</td>
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<td>4/10/12</td>
<td><strong>Due: Project 3 Evaluation Design and Implementation</strong></td>
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<td><strong>Topics:</strong> Project presentations</td>
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<td>Evaluating the program evaluation</td>
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<td><strong>Readings for 4/17/12:</strong> Wholey, pp 557-580 (Pitfalls in Evaluat</td>
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<td>ions), pp 668-679 (Evaluation Challenges, Issues, and Trends; S</td>
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<td>4/17/12</td>
<td><strong>Feedback - Project 3: Evaluation Design and Implementation</strong></td>
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<td><strong>Topics:</strong> Evaluation Challenges, Issues, and Trends</td>
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<td>Final Project</td>
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<td><strong>Readings for 4/24/12:</strong> To be determined</td>
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<td>4/24/12</td>
<td><strong>Topics:</strong> Final Project</td>
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<td>Revisiting evaluator principles, ethics, and standards</td>
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<td>Creating a personal business plan as an evaluation consultant</td>
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<td>Final Journal presentation(s)</td>
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<td>5/1/12</td>
<td><strong>Due: Final Project</strong></td>
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<td><strong>Topics:</strong> Class Presentations</td>
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<td>Wrap-up, feedback, issues, concerns, further thoughts</td>
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<td>5/8/12</td>
<td><strong>Make-up class, if needed</strong></td>
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