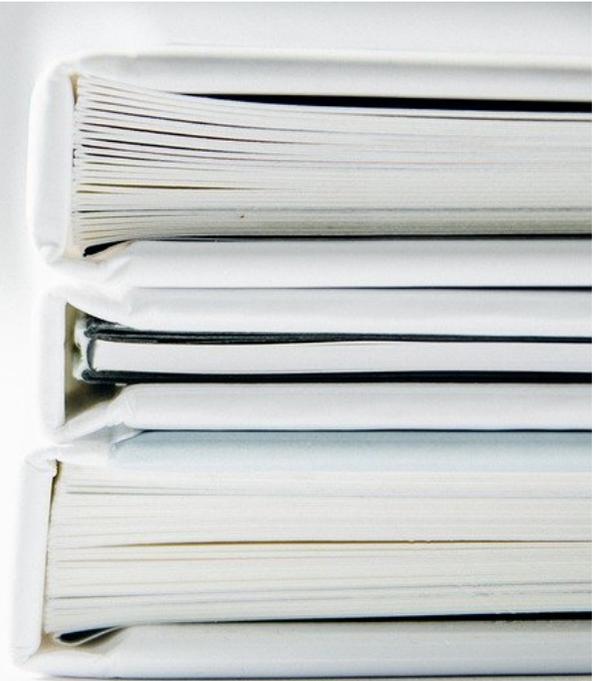


Evaluation Crash Course for Non-evaluators

Begins at 1 p.m. Eastern



1



www.evalu-ate.org



2

Materials



Slides



Additional
Resources



Recording



3

Introductions



Emma
Leeburg



Lyssa
Wilson Becho



4

Behind the Scenes



Ana
Councill



Lori
Wingate



Kelly
Robertson



Valerie
Marshall



5

Special Thank You



Elaine
Craft



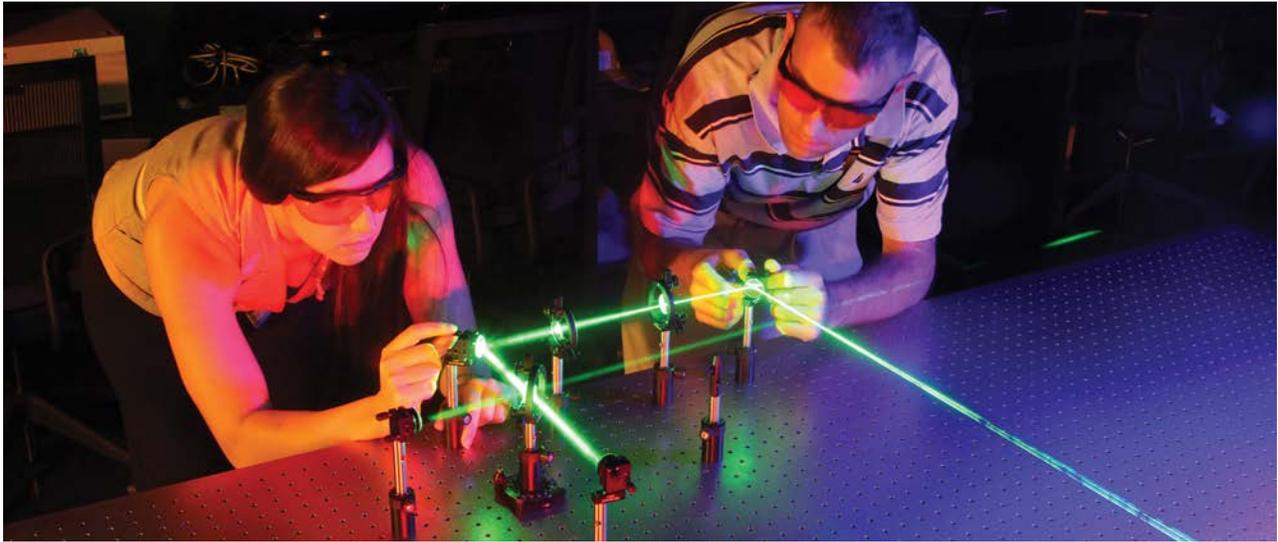
Carolyn
Williams-
Noren



Emery
DeWitt



6



Advanced Technological Education Program

www.nsf.gov/ate



7



This material is based upon work supported by the National Science Foundation under Grants Nos. 1600992 and 1841783. The content reflects the views of the authors and not necessarily those of NSF.



8

Hello



Lyssa
Wilson Becho

9

Poll Question

Which statement best describes you?

- Already have an ATE grant
- Planning to submit an ATE grant for the first time
- Funded through a different NSF program
- Planning to submit to a different NSF program
- Not involved with NSF

Answer 
in poll tab

10

Poll Question

How would you describe your familiarity with evaluation?

- No idea what it is or where to start!
- Have heard of it before, but need some pointers
- Very familiar, here to strengthen my understanding

Answer 
in poll tab

11

Meet Jen Genericson*



**She has a GREAT idea
for an ATE proposal**

*This is a fictional character and project.
Any resemblance to actual persons or projects is coincidental.

12



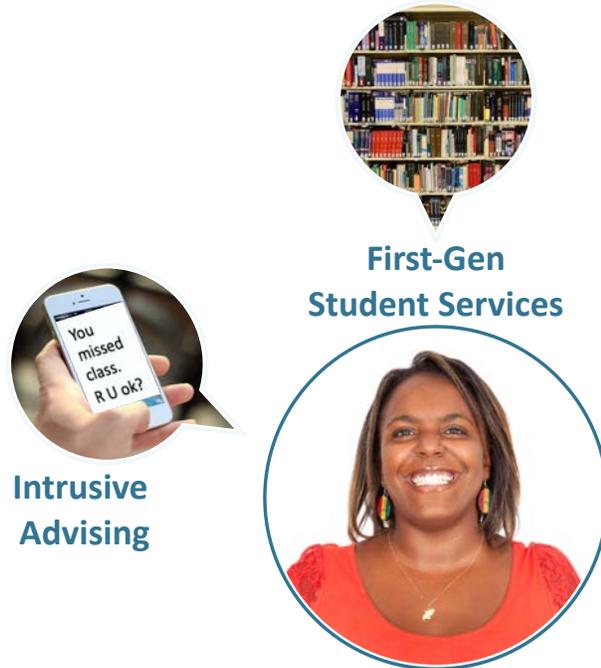
13



**Intrusive
Advising**



14



**First-Gen
Student Services**

**Intrusive
Advising**

15



**First-Gen
Student Services**

**Intrusive
Advising**

**Virtual
Tech Prep Course**

16



EVALUATION: All projects and centers carry out evaluative activities. The funds to support an evaluator independent of the project or center must be requested, and the requested funds must match the scope of the proposed evaluative activities.

17



What is evaluation ?



18



What is evaluation ?



\$ How much does it cost?

19



What is evaluation ?



\$ How much does it cost?

? Why do it?

20



 **What is evaluation?**

\$ How much does it cost?

? Why do it?

 **Who can do it?**

21



 **What is evaluation?**

\$ How much does it cost?

? Why do it?

 **Who can do it?**

Where does it go in a proposal? 

22



23

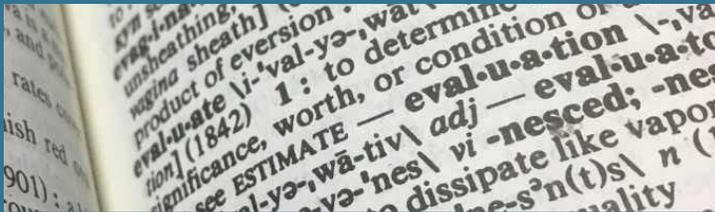
What is Evaluation?

What is Evaluation?

evaluation (1842) 1: to determine product of eversion. — *eval-u-a-tion* \- , va-
significance, worth. — *eval-u-a-tion* \- , va-
see ESTIMATE — *eval-u-a-tion* \- , va-
to dissipate like vapor
-s^n(t)s\ n ()
quality

24

What is Evaluation?



e·val·u·a·tion

: determination of the value, nature, character, or quality of something or someone

25



What is evaluation ?

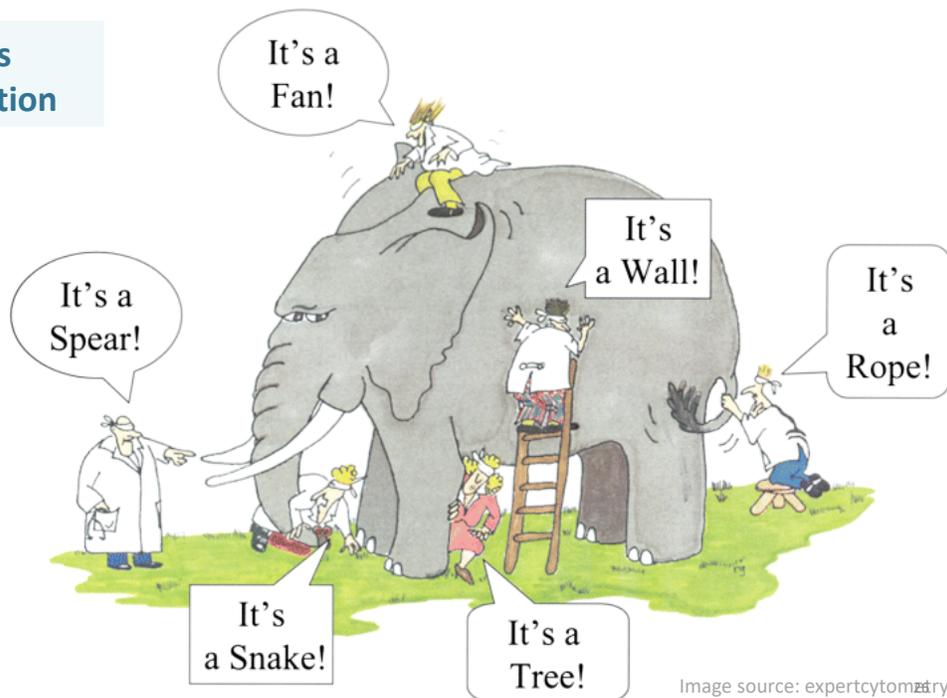
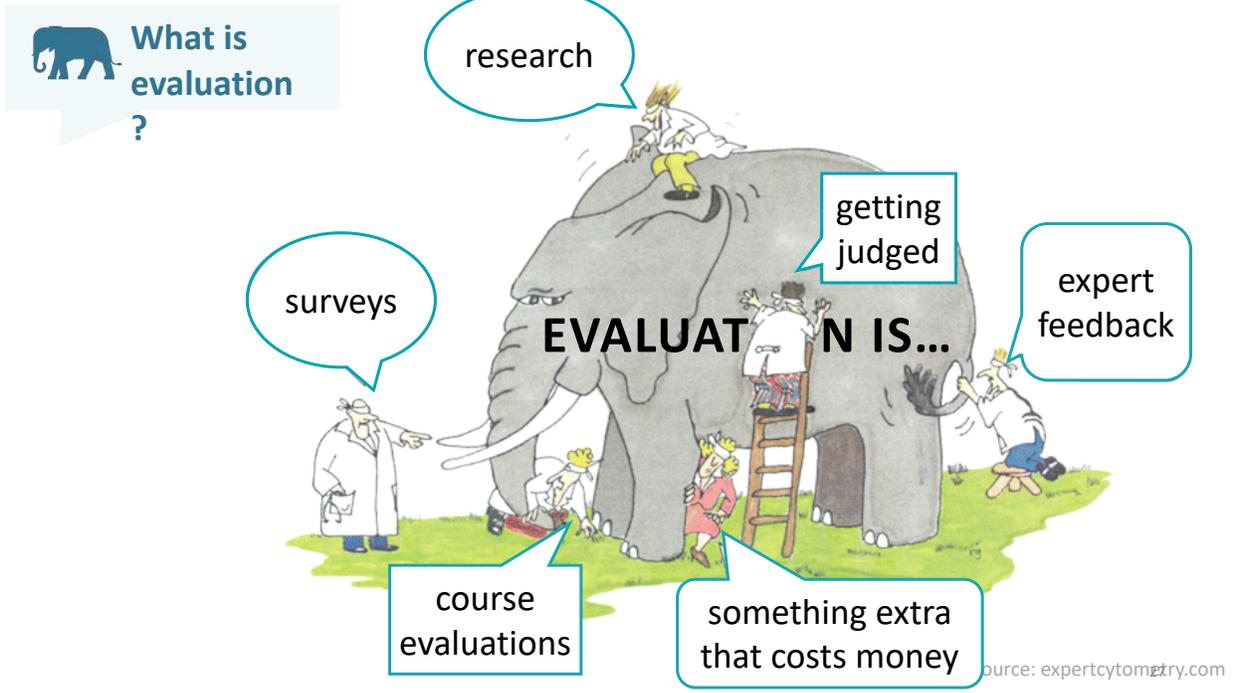
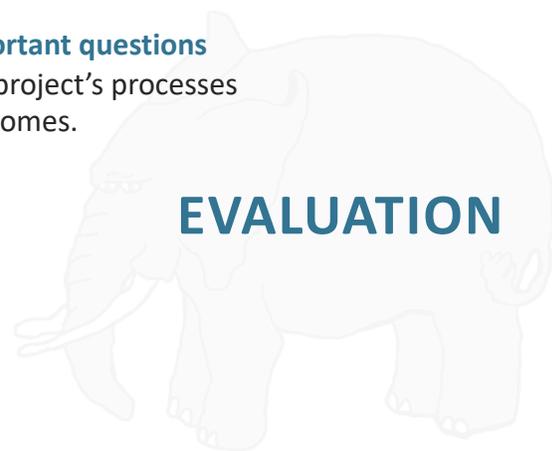


Image source: expertcytomztry.com



- 1. Ask important questions** about a project's processes and outcomes.



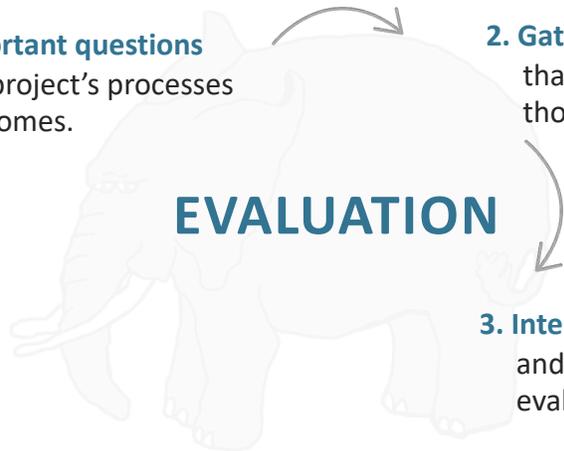
 **What is evaluation?**

- 1. Ask important questions** about a project's processes and outcomes.
- 2. Gather evidence** that will help answer those questions.

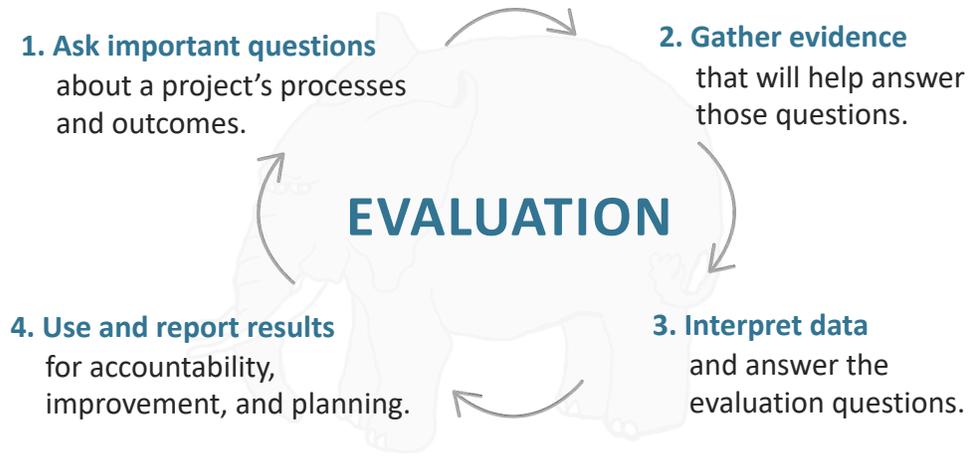


 **What is evaluation?**

- 1. Ask important questions** about a project's processes and outcomes.
- 2. Gather evidence** that will help answer those questions.
- 3. Interpret data** and answer the evaluation questions.

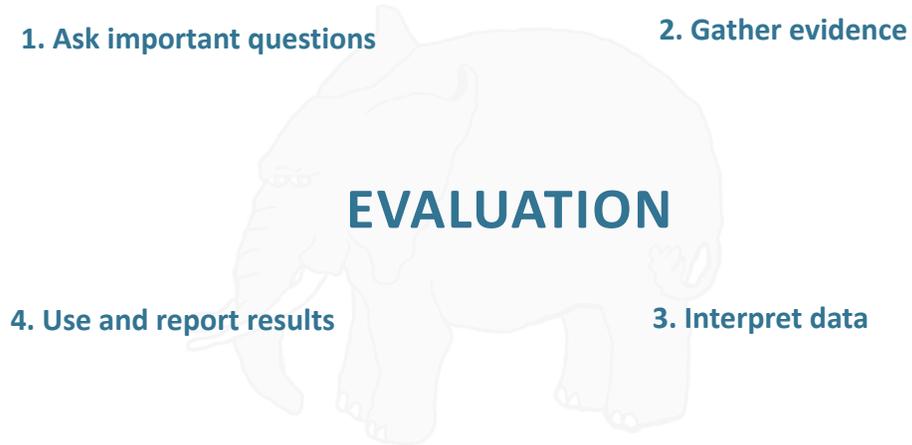


 **What is evaluation?**



31

 **What is evaluation?**



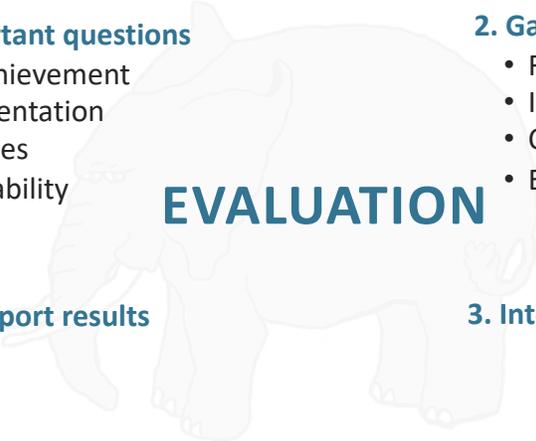
32

 **What is evaluation?**

- 
- 1. Ask important questions**
- Goal achievement
 - Implementation
 - Outcomes
 - Sustainability
- 2. Gather evidence**
- 3. Interpret data**
- 4. Use and report results**

33

 **What is evaluation?**

- 
- 1. Ask important questions**
- Goal achievement
 - Implementation
 - Outcomes
 - Sustainability
- 2. Gather evidence**
- Research methods
 - Institutional data
 - Course evaluations
 - Expert feedback
- 3. Interpret data**
- 4. Use and report results**

34



**What is
evaluation**

?

1. Ask important questions

- Goal achievement
- Implementation
- Outcomes
- Sustainability

2. Gather evidence

- Research methods
- Institutional data
- Course evaluations
- Expert feedback

EVALUATION

4. Use and report results

3. Interpret data

- Strengths and weaknesses
- Extent, direction, and importance of outcomes

35



**What is
evaluation**

?

1. Ask important questions

- Goal achievement
- Implementation
- Outcomes
- Sustainability

2. Gather evidence

- Research methods
- Institutional data
- Course evaluations
- Expert feedback

EVALUATION

4. Use and report results

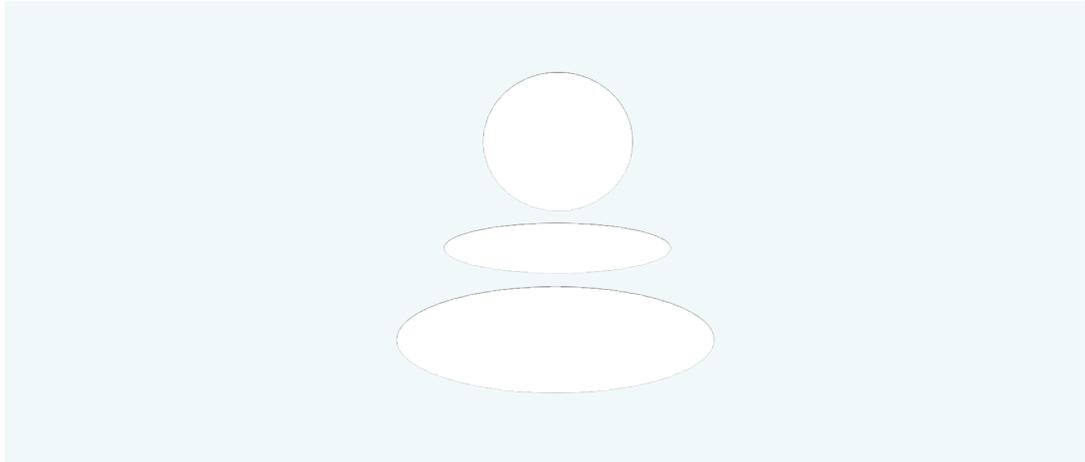
- Improvement
- Planning
- Accountability
- Evidence of capability
- Build knowledge base

3. Interpret data

- Strengths and weaknesses
- Extent, direction, and importance of outcomes

36

 **What is evaluation?**

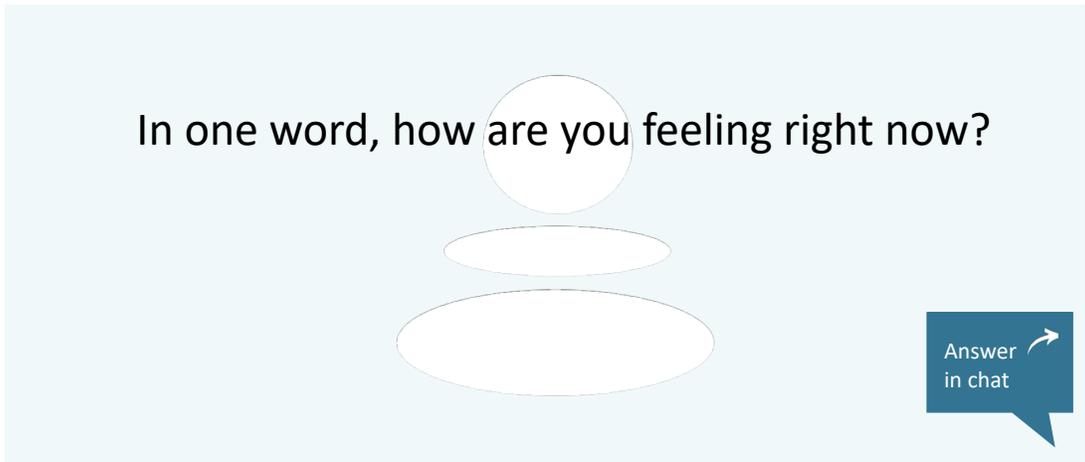


37

 **What is evaluation?**

Chat Question

In one word, how are you feeling right now?



Answer 
in chat

38

 **What is evaluation?**



39

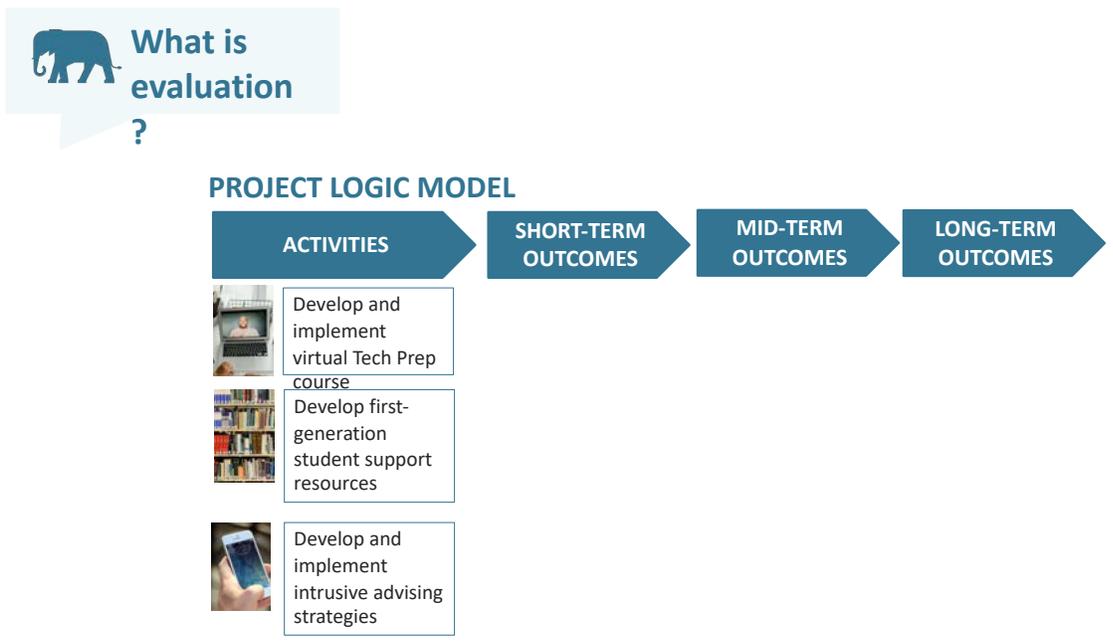
 **What is evaluation?**



40



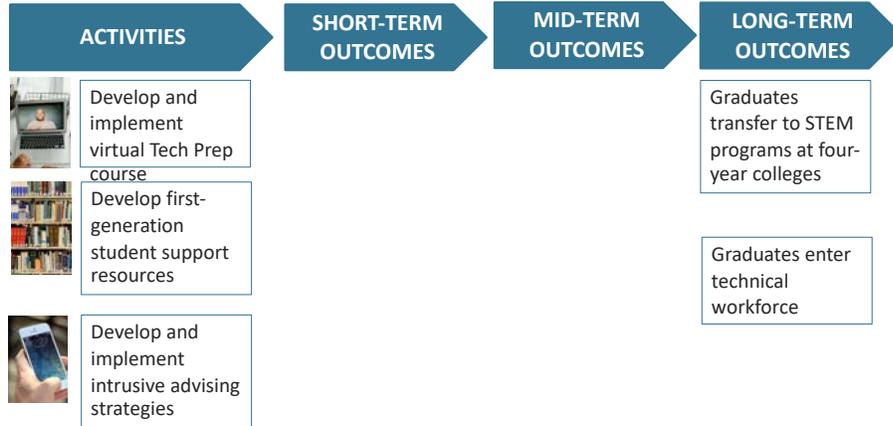
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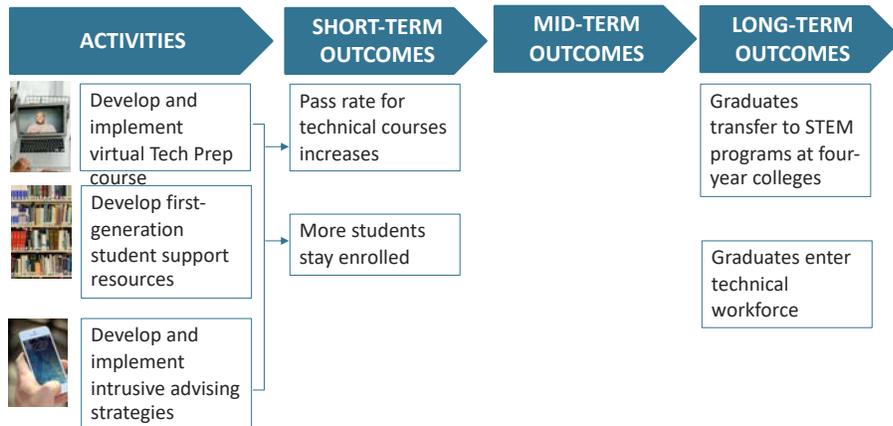
PROJECT LOGIC MODEL



43



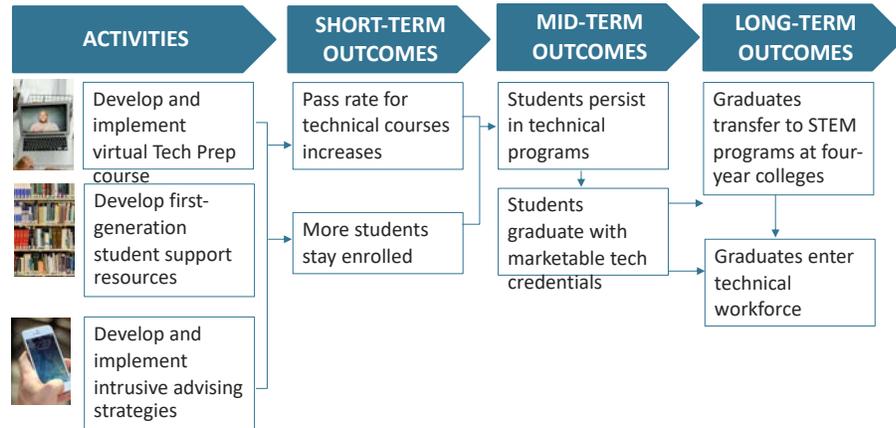
PROJECT LOGIC MODEL



44



PROJECT LOGIC MODEL

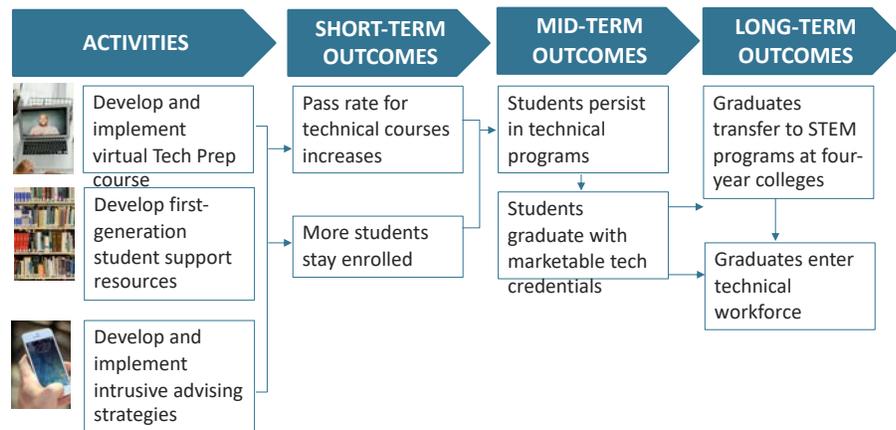


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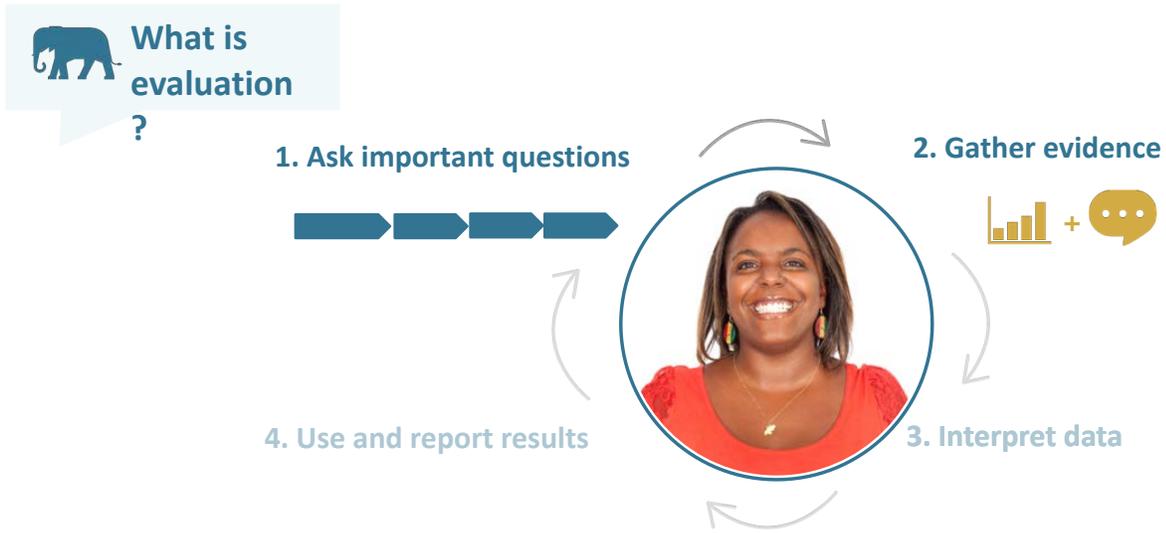
Chat Question

PROJECT LOGIC MODEL

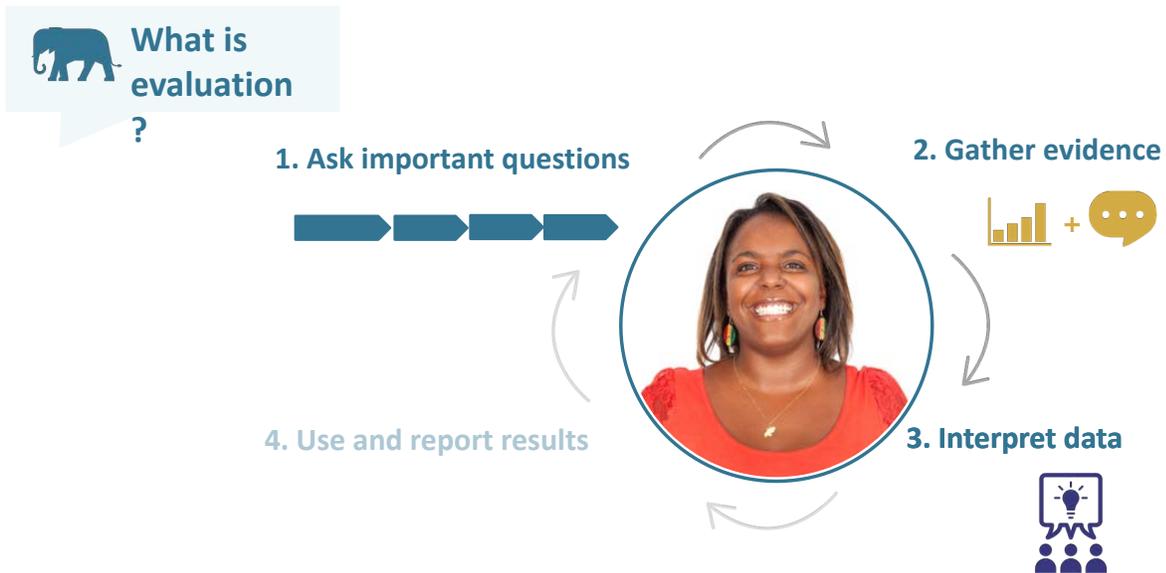


Answer in chat

46



47



48



49



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evaluate.org EvalUATE

RESOURCES

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56



What is evaluation ?

\$ How much does it cost?

57

Questions



Emma



Lyssa

Use
chat window

58

How much does it cost\$



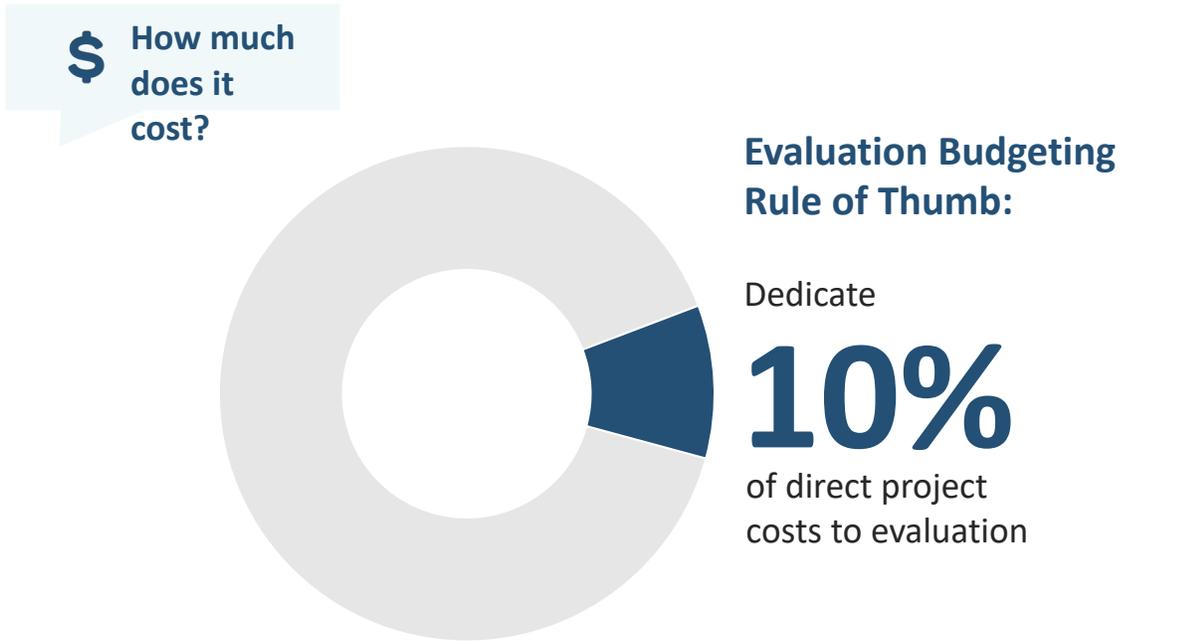
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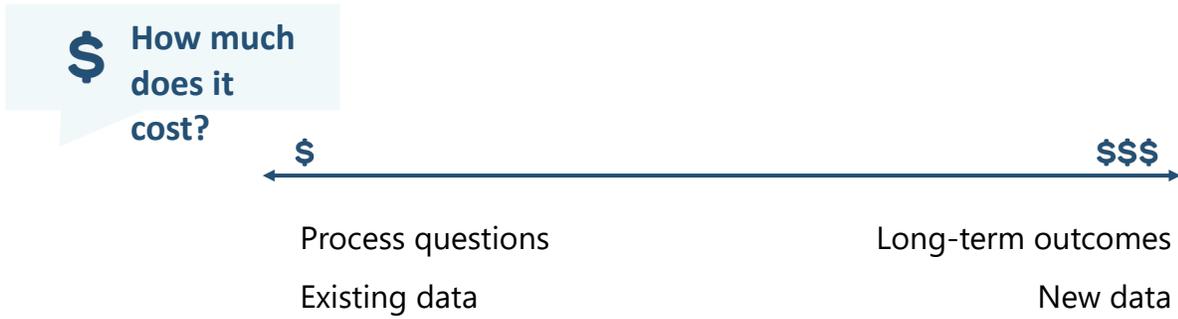
\$ How much does it cost?



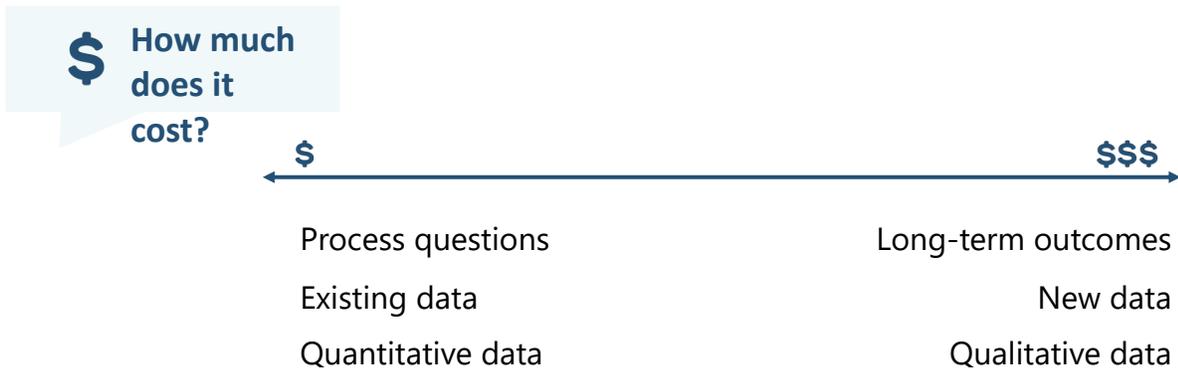
EVALUATION: All projects and centers carry out evaluative activities. The funds to support an evaluator independent of the project or center must be requested, and **the requested funds must match the scope of the proposed evaluative activities.**

60

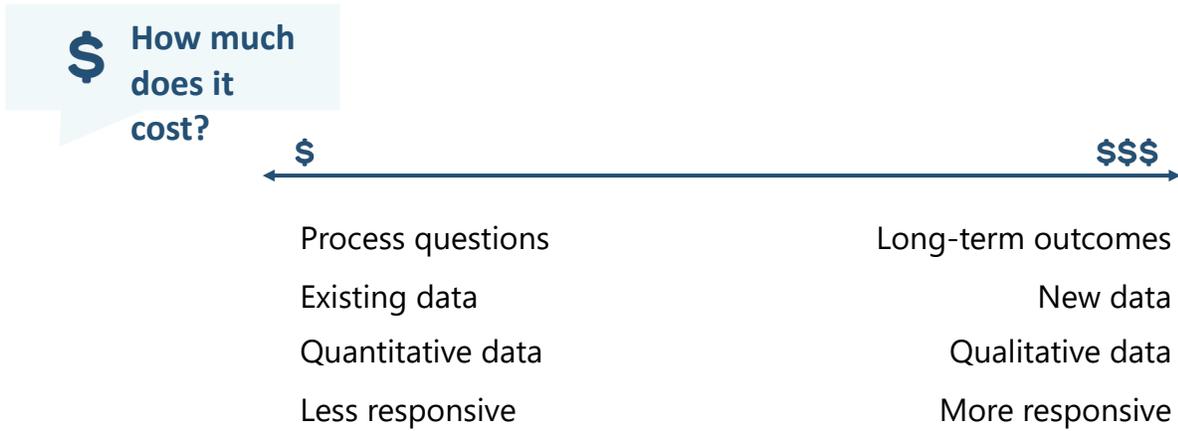




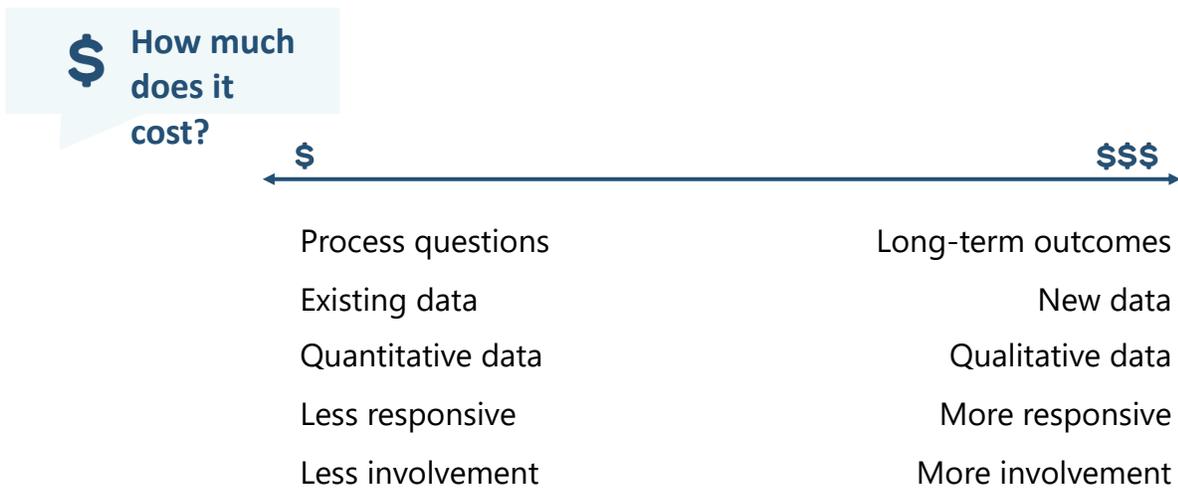
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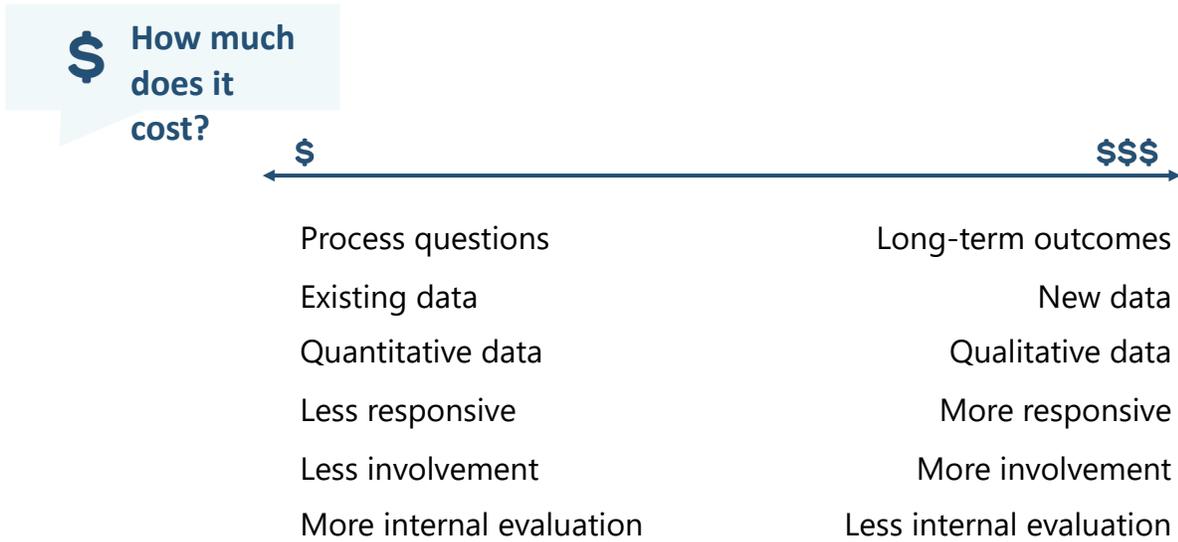
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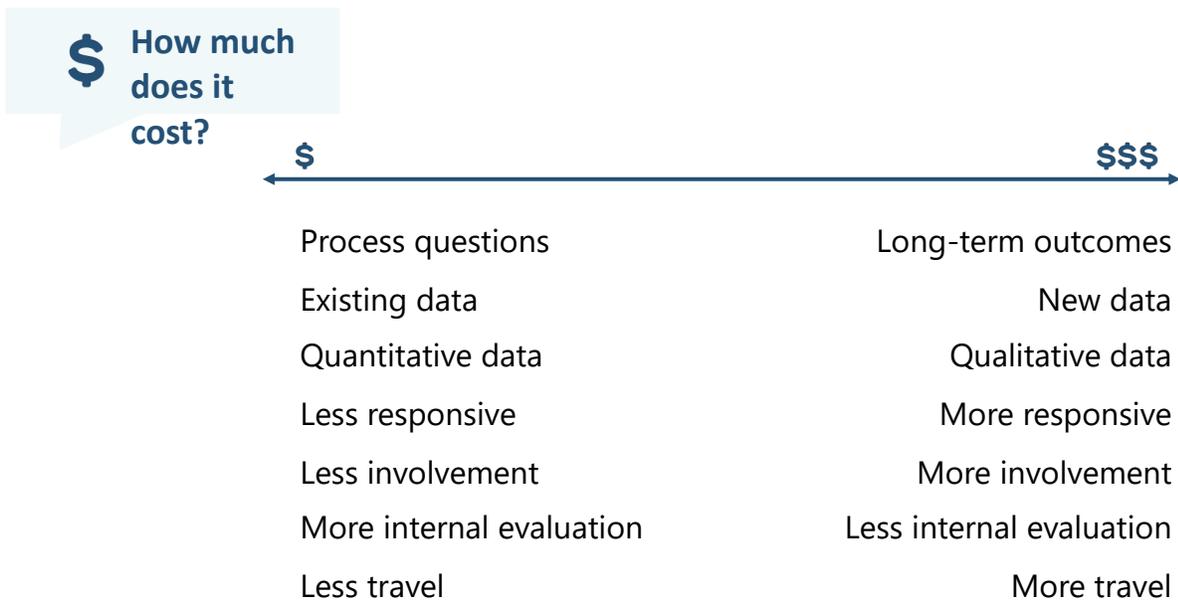
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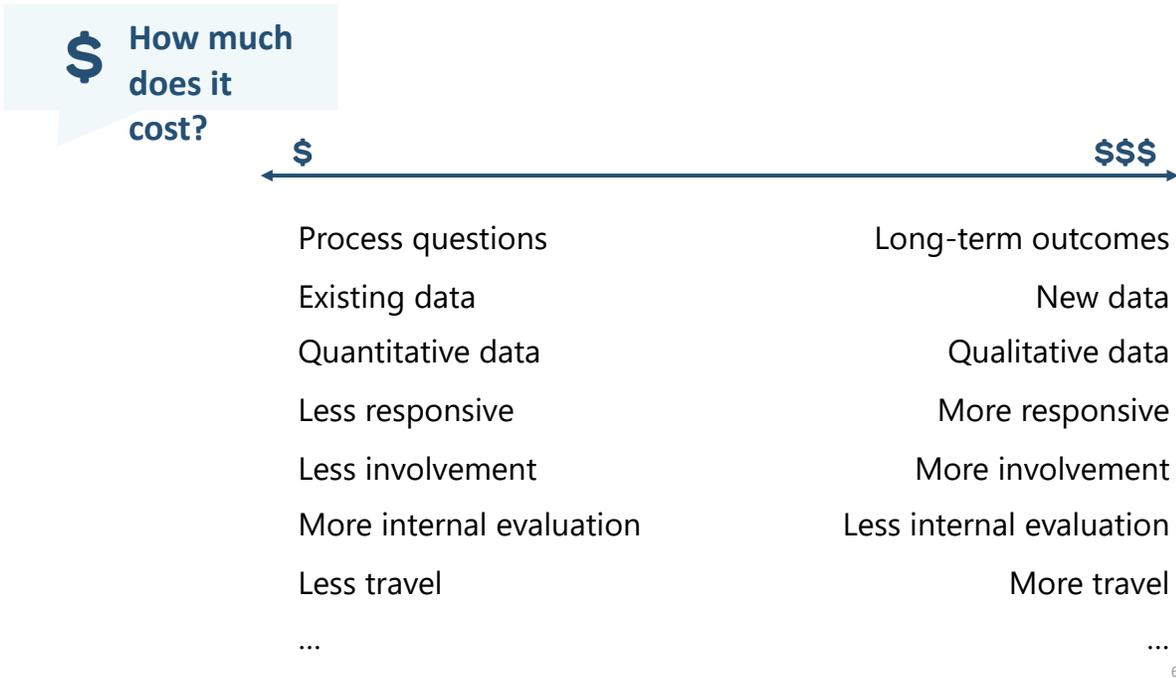
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67



68



What is evaluation?

\$ How much does it cost?

? Why do it?

? Why do it?



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INDEPENDENT EVALUATION IS
REQUIRED

72

Why evaluate? ?



73

Why evaluate? ?



- 1 Improvement
- 2 Accountability
- 3 Evidence

74

? Why do it?

1 Improvement

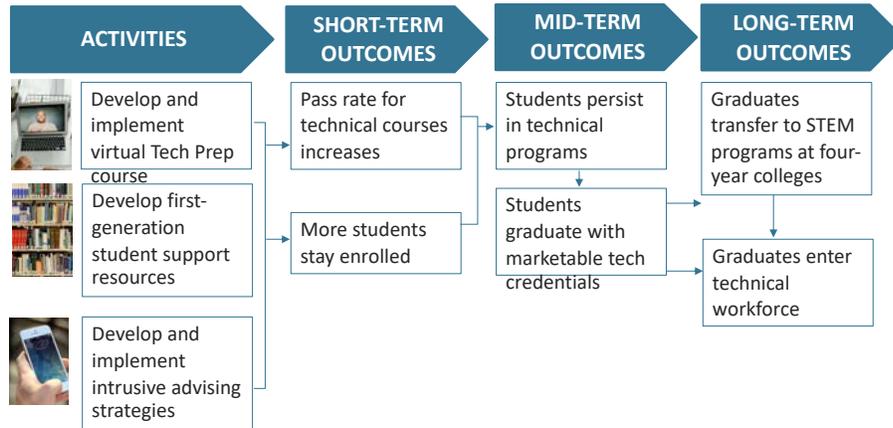
“The most important purpose of evaluation is not to prove, but to improve.”

75

? Why do it?

1 Improvement

PROJECT LOGIC MODEL



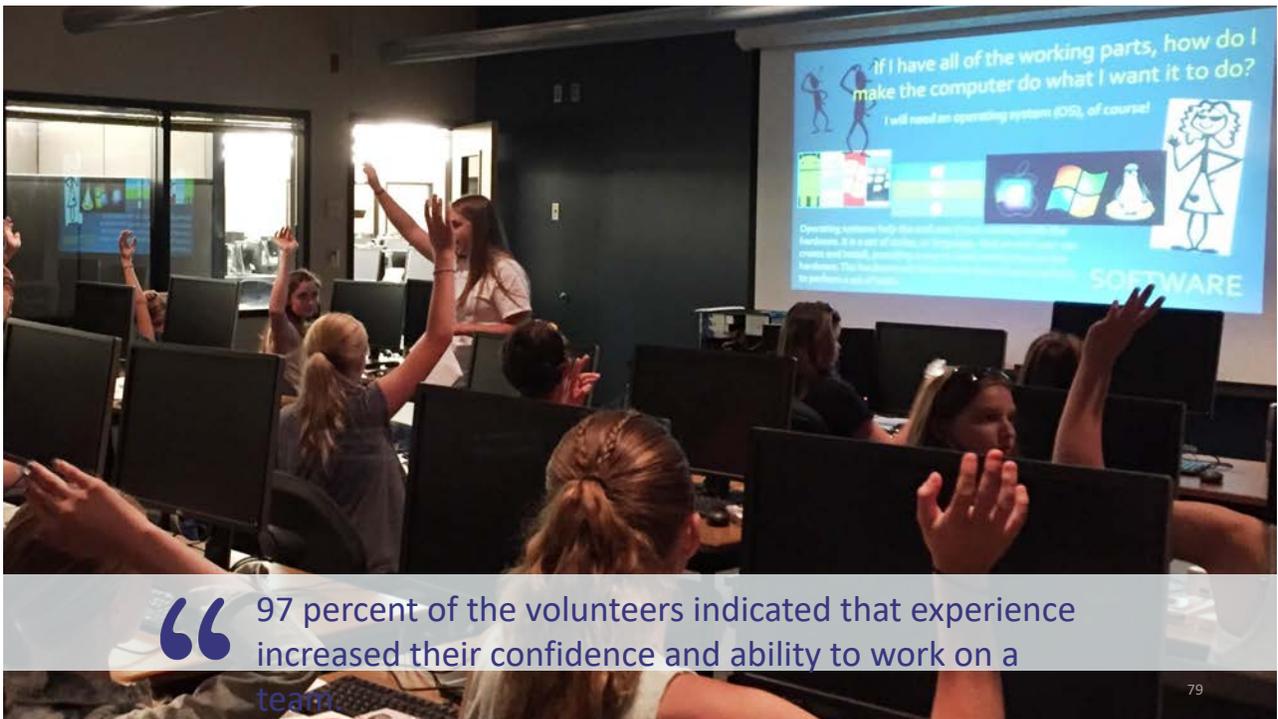
76

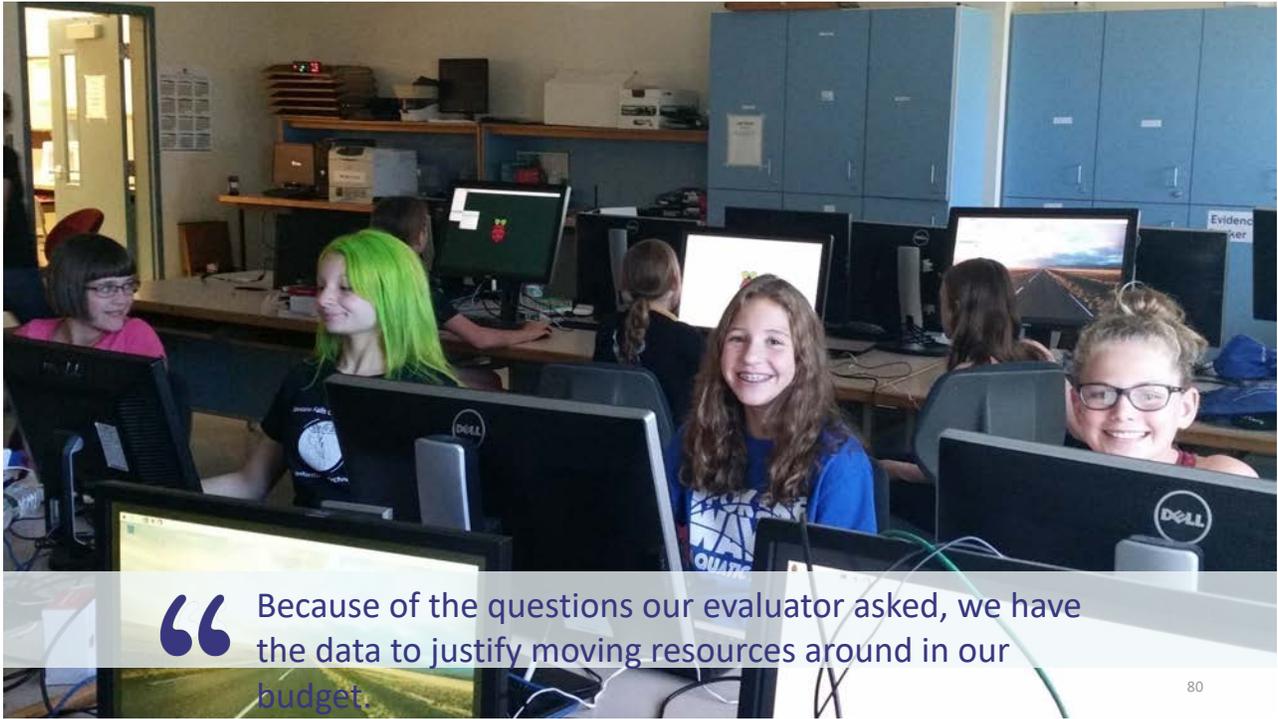
Rebranding the 21st Century IT Technician



Asa Bradley
Spokane Community College

77





? Why do it?

2 Accountability

? Why do it?

2 Accountability

Annual reports submitted by principal investigators to NSF:

Cover	Accomplishments	Products	Participants	Impact	Changes/ Problems	Special Req's
-------	-----------------	----------	--------------	--------	----------------------	------------------



82

? Why do it?

2 Accountability

Annual reports submitted by principal investigators to NSF:

Cover	Accomplishments	Products	Participants	Impact	Changes/ Problems	Special Req's
-------	-----------------	----------	--------------	--------	----------------------	------------------

- Report on goals, activities, objectives, results, outcomes
- Upload evaluation report



83

? Why do it?

2 Accountability

Annual reports submitted by principal investigators to NSF:



84

? Why do it?

3 Evidence

85

? Why do it?

3 Evidence



The Project Description must begin with the subsection on Results from Prior NSF Support.... This subsection must contain **specific outcomes and results including metrics to demonstrate the impact of the project activities.**

86

? Why do it?

Poll Question

Which is the best evidence of outcomes?

Example A

The prior project was funded to increase the number of students completing technical degrees and transferring to 4-year STEM programs. Funded activities included developing a Tech Prep course, enhancing advising, and developing support resources and strategies for first-generation college students.

Example B

All project objectives were achieved: 150 students enrolled in the new Tech Prep course. 300 first-generation students benefited from newly developed resources aimed at addressing their diverse needs. 25 faculty members were trained in intrusive advising and reported using proactive advising strategies.

Example C

The 5-year average pass rate for technical courses increased from 62% to 85%. Year-to-year persistence in technical programs increased from 45% to 66%. Students said that personal guidance from faculty and peer advisors was essential to helping them overcome challenges they faced while pursuing their education.

Answer in poll tab

? Why do it?

Example A

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? Why do it?

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[evaluate.org](https://www.evaluate.org) 

RESOURCES

i Changing Focus Mid-project (Asa's blogpost)
i

Results from Prior NSF Support Checklist

92

 What is evaluation ?



\$ How much does it cost?

? Why do it?

 Who can do it?

93

Questions



Emma



Lyssa

Use
chat window


94

Who can conduct evaluations?



95



Who can
do it?



EVALUATION: All projects and centers carry out evaluative activities. The funds to support an **evaluator independent of the project** or center must be requested, and the requested funds must match the scope of the proposed evaluative activities.

96



Who can
do it?

Believe It or Not!

97



Who can
do it?

Believe It or Not!

PROFESSIONAL
ASSOCIATIONS



AMERICAN
EVALUATION
ASSOCIATION

Canadian
Evaluation
Society



98



Who can
do it?

Believe It or Not!

PROFESSIONAL
ASSOCIATIONS



AMERICAN
EVALUATION
ASSOCIATION

Canadian
Evaluation
Society



ACADEMIC
JOURNALS



Journal of MultiDisciplinary Evaluation



99



Who can do it?

Believe It or Not!

PROFESSIONAL ASSOCIATIONS



ACADEMIC JOURNALS



PROFESSIONALS



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100



Who can do it?



101



Who can do it?



What to look for in an evaluator

- ✓ Experience **as an evaluator**
- ✓ Research skills
- ✓ Communication skills
- ✓ Understanding of NSF and 2-year-college contexts

102



Who can do it?

Poll Question

Which evaluator would you recommend?

Evaluator A

- Ph.D., Higher education administration
- 10 years of experience leading accreditation teams for technical programs at two-year colleges
- Published 5 research articles and 2 book chapters on technical education and student services

Evaluator B

- M.A., Organizational psychology with emphasis in program evaluation
- Currently serving as lead evaluator for 25 NSF-funded projects
- Recipient of Outstanding Evaluation award from American Evaluation Association

Evaluator C

- M.S., Information technology
- Retired dean of technical programs at community college
- Received more than \$4 million in NSF grants over 20-year career

Answer 
in poll tab

103

 **Who can do it?**

What is your experience with project evaluation?

Evaluator A

- Ph.D., Higher education administration
- 10 years of experience leading accreditation teams for technical programs at two-year colleges
- Published 5 research articles and 2 book chapters on technical education and student services

Evaluator B

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104

 **Who can do it?**

Do you have time to work on my project's evaluation?

Who would do most of the work and what are their credentials?

Evaluator A

- Ph.D., Higher education administration
- 10 years of experience leading accreditation teams for technical programs at two-year colleges
- Published 5 research articles and 2 book chapters on technical education and student services

Evaluator B

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Evaluator C

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105



Who can do it?

What research methods do you have experience with?

What is your experience as an external evaluator of grant-funded projects?

- colleges
- Published 5 research articles and 2 book chapters on technical education and student services

- funded projects
- Recipient of Outstanding Evaluation award from American Evaluation Association

Evaluator C

- M.S., Information technology
- Retired dean of technical programs at community college
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106



Who can do it?

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Communication Plan Checklist for ATE PIs and Evaluators
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[evaluate-ate.org](https://www.evaluate-ate.org)

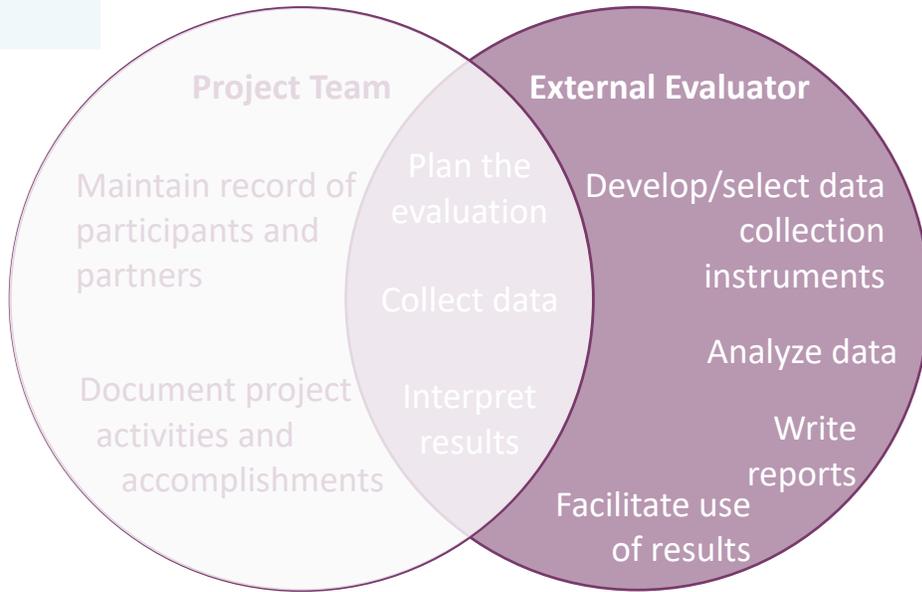
RESOURCES



Guide to Finding and Selecting an Evaluator

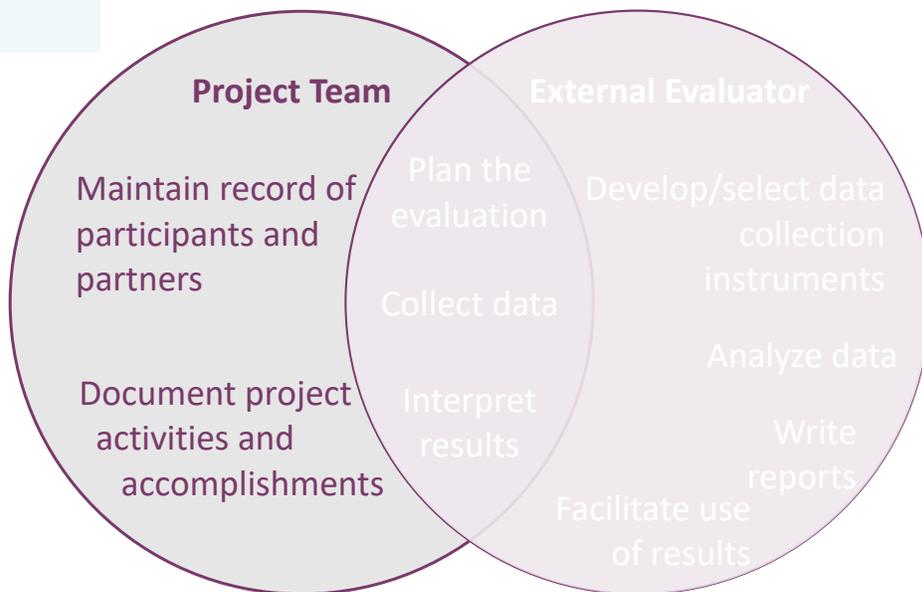
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 **Who can do it?**



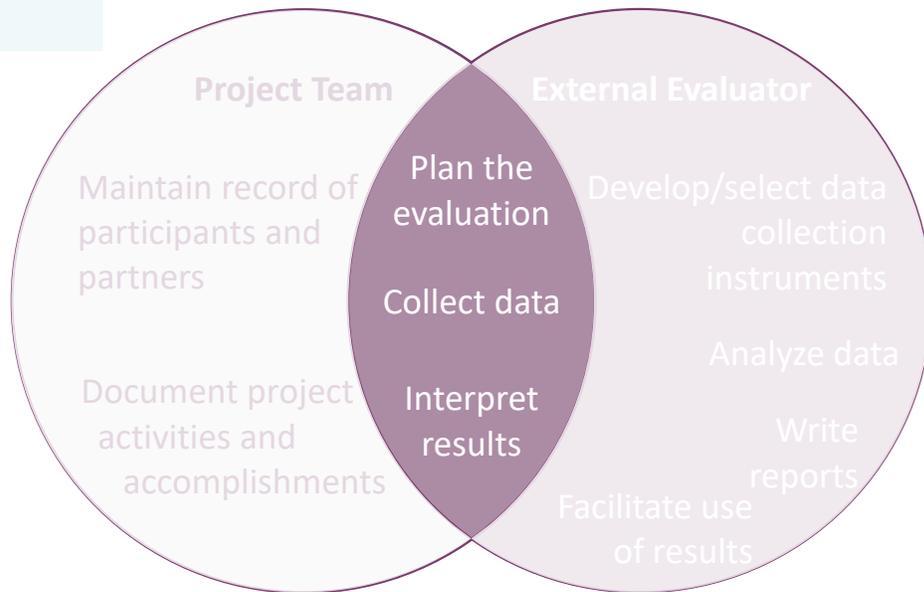
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 **Who can do it?**



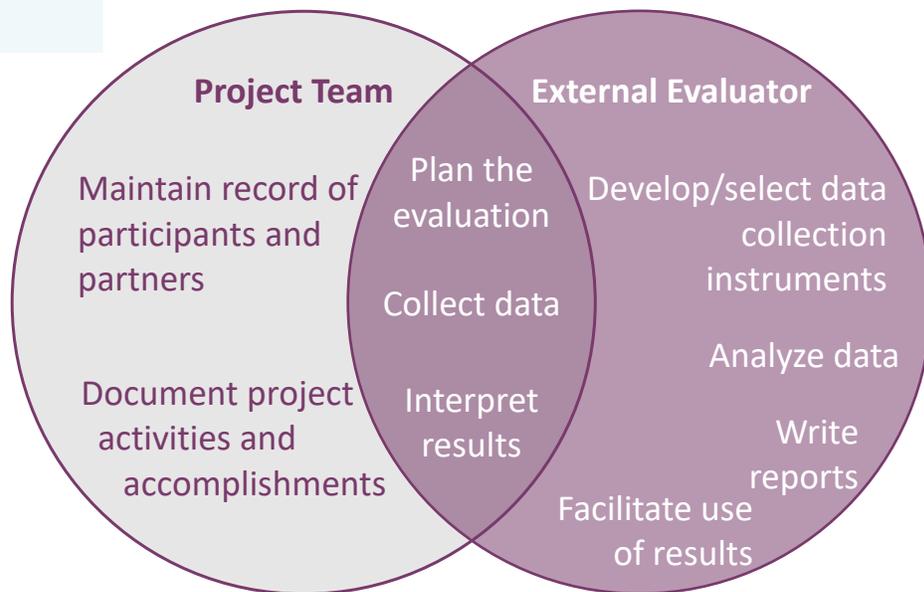
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 **Who can do it?**



110

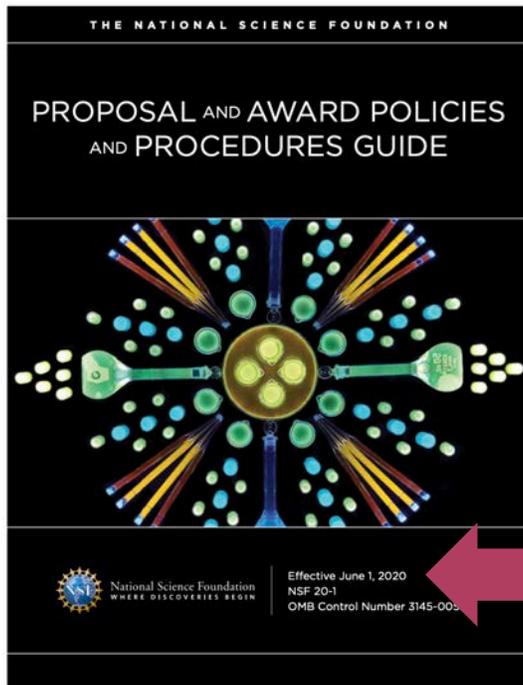
 **Who can do it?**



111



112



Always check NSF's PAPPG!

But don't expect much direction for the evaluation section of your proposal.

Updated for 2020

113

Where does it go in a proposal



114



**Where
does it go?**

Proposal Components

- Cover Sheet
- Project Summary
- Project Description
- References Cited
- Biographical Sketches
- Budget & Budget Justification
- Current & Pending Support
- Facilities, Equipment & Other Resources
- Supplementary Documents



Where
does it go?

Proposal Components

- Cover Sheet
- Project Summary
- Project Description
- References Cited
- Biographical Sketches
- Budget & Budget Justification
- Current & Pending Support
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- Supplementary Documents



Information related to
the evaluation is needed
in these sections.



Where
does it go?

Proposal Components



Project Description

15 pages

Results from Prior NSF Support
Rationale
Goals, Objectives, Deliverables, Activities
Timetable
Management Plan
Roles & Responsibilities of Senior Personnel
Plan for Sustainability
Evaluation Plan
Dissemination Plan
Intellectual Merit
Broader Impacts



Where
does it go?

Proposal Components



Project Description

15 pages

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Goals, Objectives, Deliverables, Activities

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Plan for Sustainability



Evaluation Plan

Dissemination Plan

Intellectual Merit

Broader Impacts



Where
does it go?

Project Description



Evaluation plan
should be **1-3**
pages.



Where
does it go?

Project Description



Evaluation plan
should be 1-3
pages.
Aim for **1½ pages**.



Where
does it go?

Evaluation Plan



Evaluator
Evaluation questions
Data collection
Data analysis and
interpretation
Evaluation deliverables
and uses
Evaluation timeline



If possible, avoid DIY evaluation plans: Get help from the evaluator you intend to work with or someone else with evaluation expertise.

 **Where does it go?**

WEBINAR HANDOUT
Evaluation Crash Course for Non-Evaluators
The slides and recording for this webinar are available at <https://ate.ora.webinars/february-21/>.

Resource Materials Highlighted in this Webinar
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[evaluate-ate.org](https://www.evaluate-ate.org) 

RESOURCES

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-  ATE Proposal Evaluation Plan Template

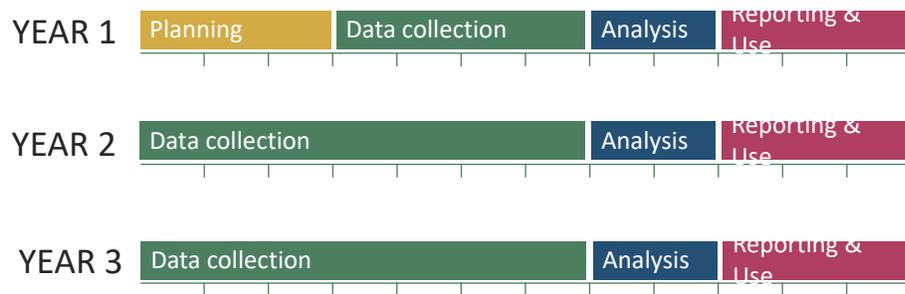
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What will happen?

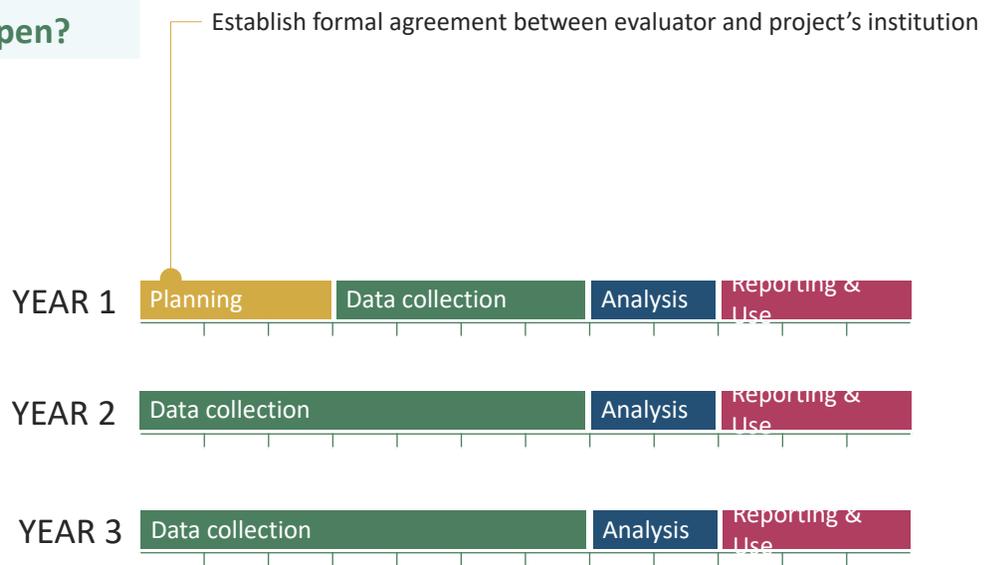




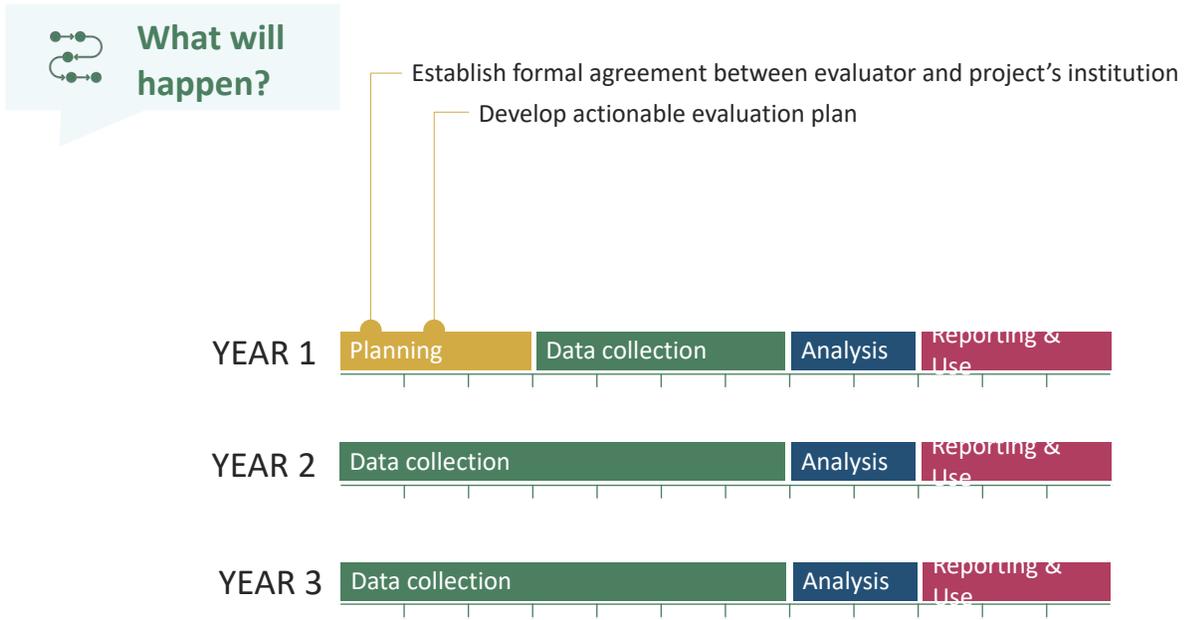
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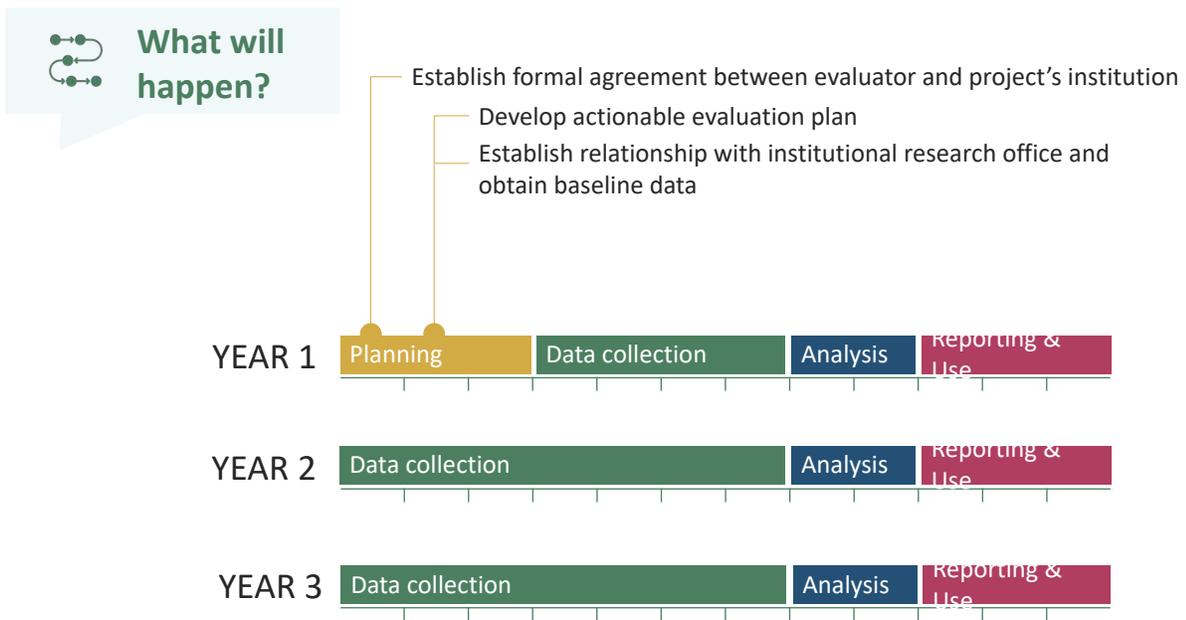
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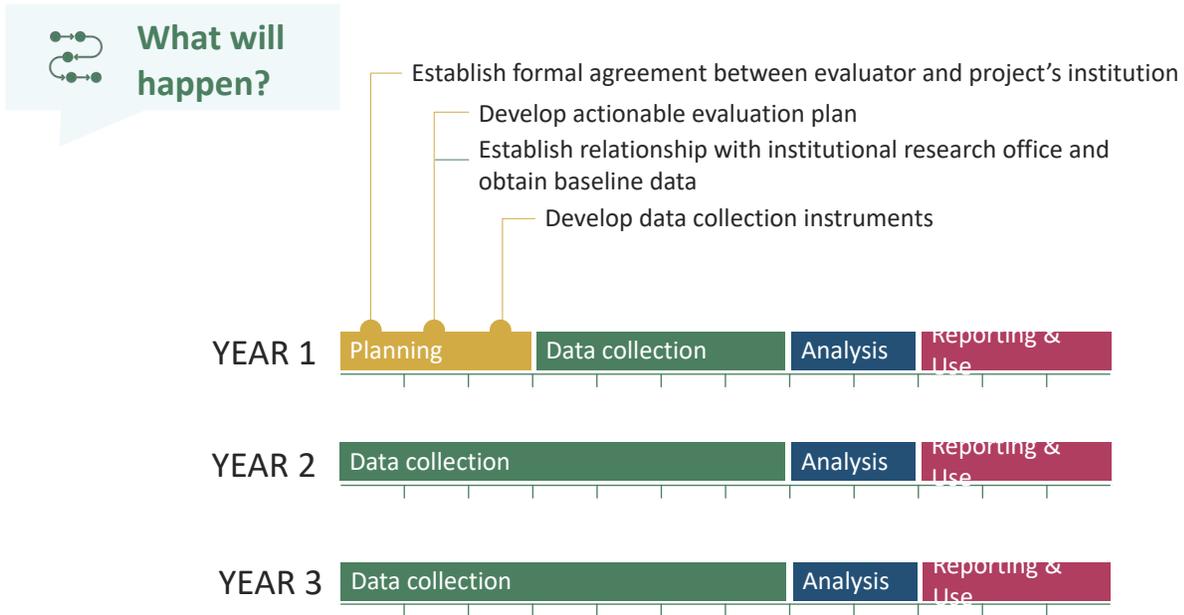
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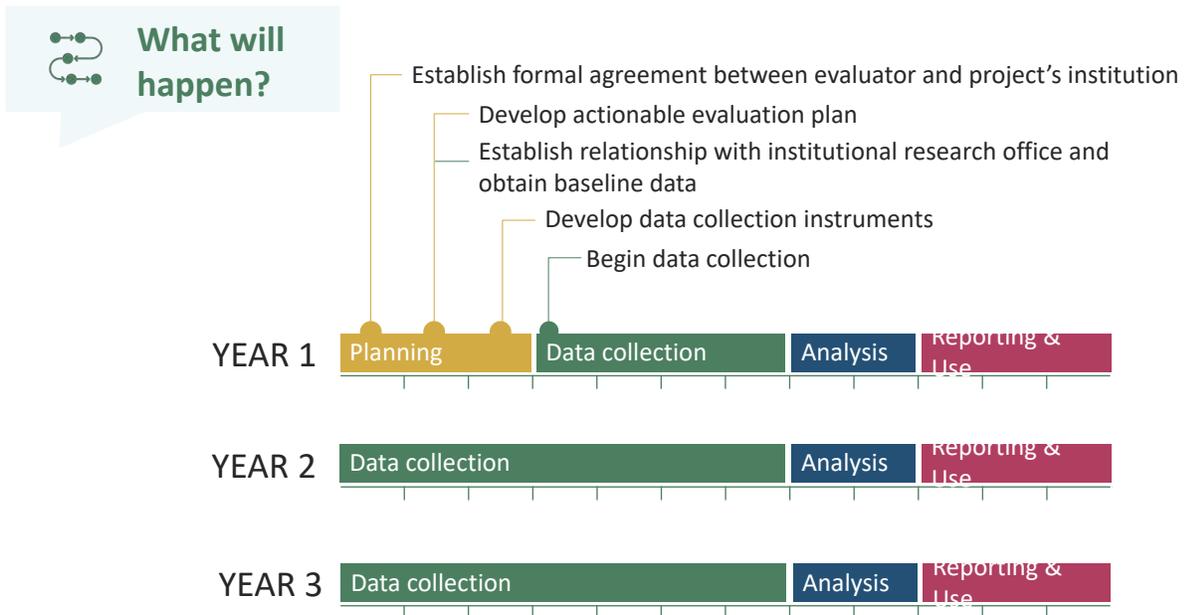
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127

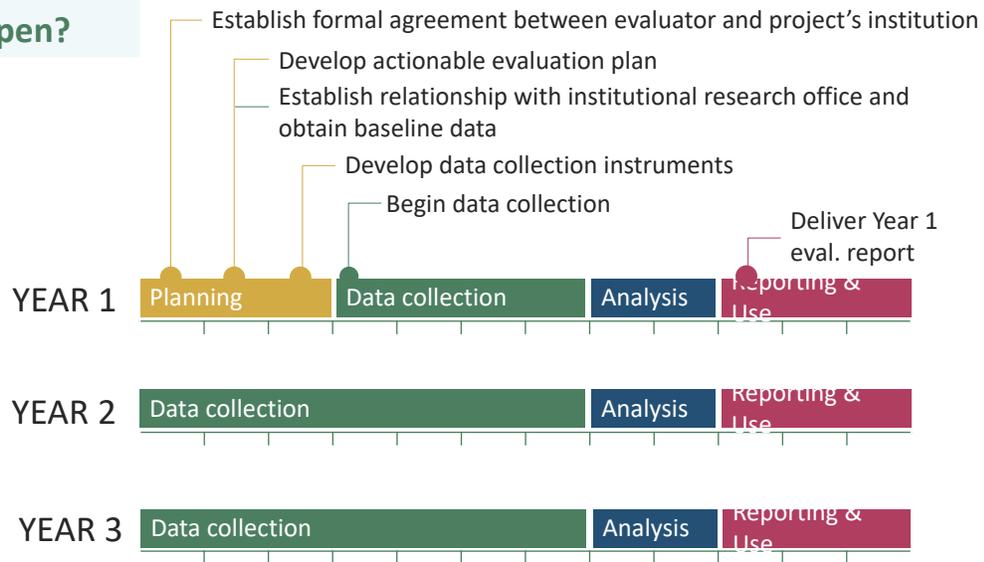


128



129

What will happen?



130

What will happen?

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RESOURCES

Communication Plan Checklist for ATE PIs and Evaluators

131



132

Questions



Emma



Lyssa

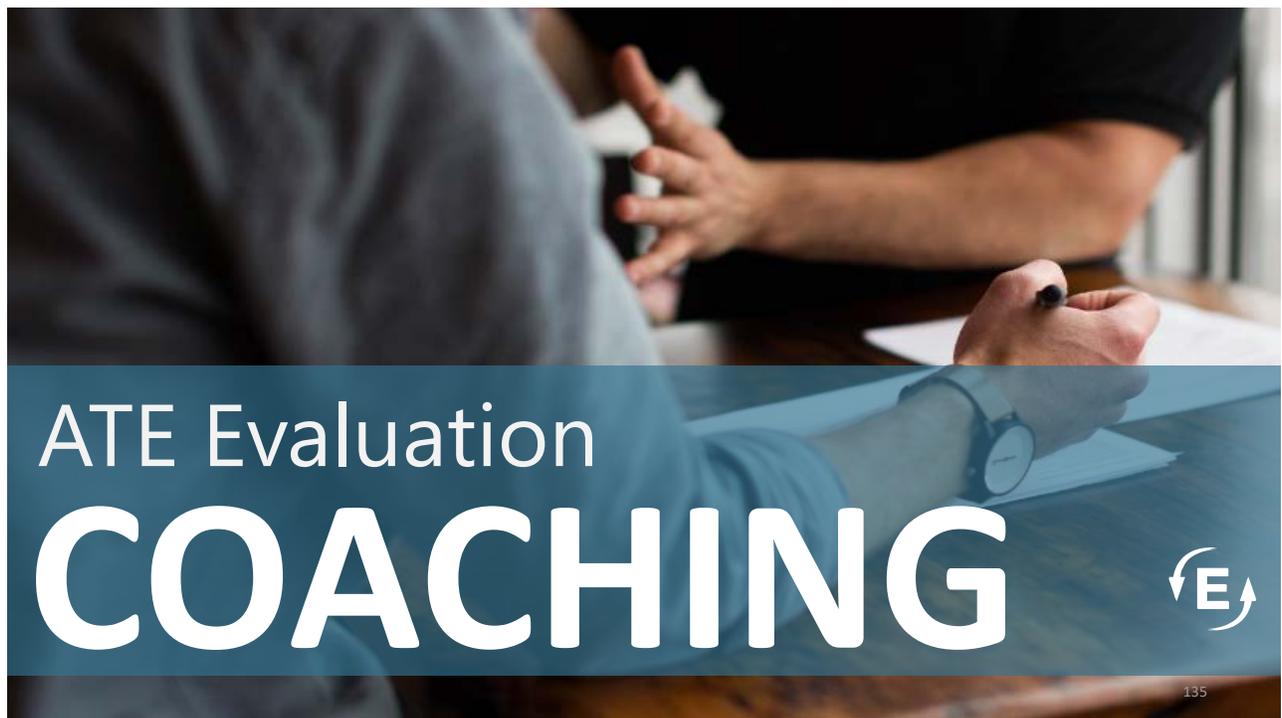
Use
chat window

133



March 23
WEBCHATS

131



ATE Evaluation
COACHING

135

