SMALL-SCALE EVALUATION

February 15, 2017

1-2 p.m. EST

INTRODUCTIONS

Miranda Lee

Lori Wingate

Elaine Craft

EvaluATE

THE EC EVALUATION CENTER

MENTOR CONNECT

SOUTH CAROLINA ADVANCED TECHNOLOGICAL EDUCATION CENTER OF EXCELLENCE

WESTERN MICHIGAN UNIVERSITY

FLORENCE-DARLINGTON TECH

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Any opinions, findings, and conclusions or recommendations expressed in this material are those of the presenters and do not necessarily reflect the views of NSF.

BEHIND THE SCENES

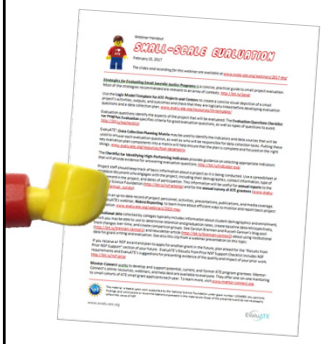




Mike Lesiecki | Janet Pinhorn | Tim Suchomski | Mike Rudibaugh | Charlotte Forrest

NETWORKS | LAKE LAND COLLEGE | MENTOR CONNECT | MARICOPA COMMUNITY COLLEGES®

MATERIALS



Handout

Slides

Recording

www.evalu-ate.org/webinars/2016-mar/

Small-scale Evaluation Basics

Tales from the Trenches | Question Break

Evaluation Scale: Getting it Right

Tales from the Trenches | Question Break

Data Collection & Division of Labor

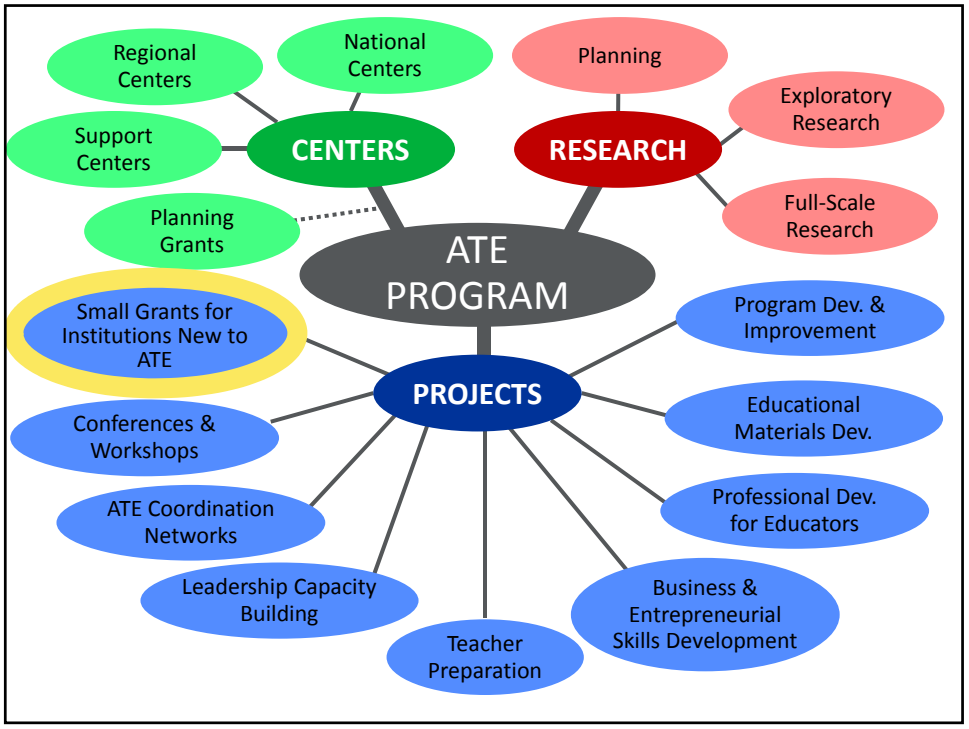
Tales from the Trenches | Question Break

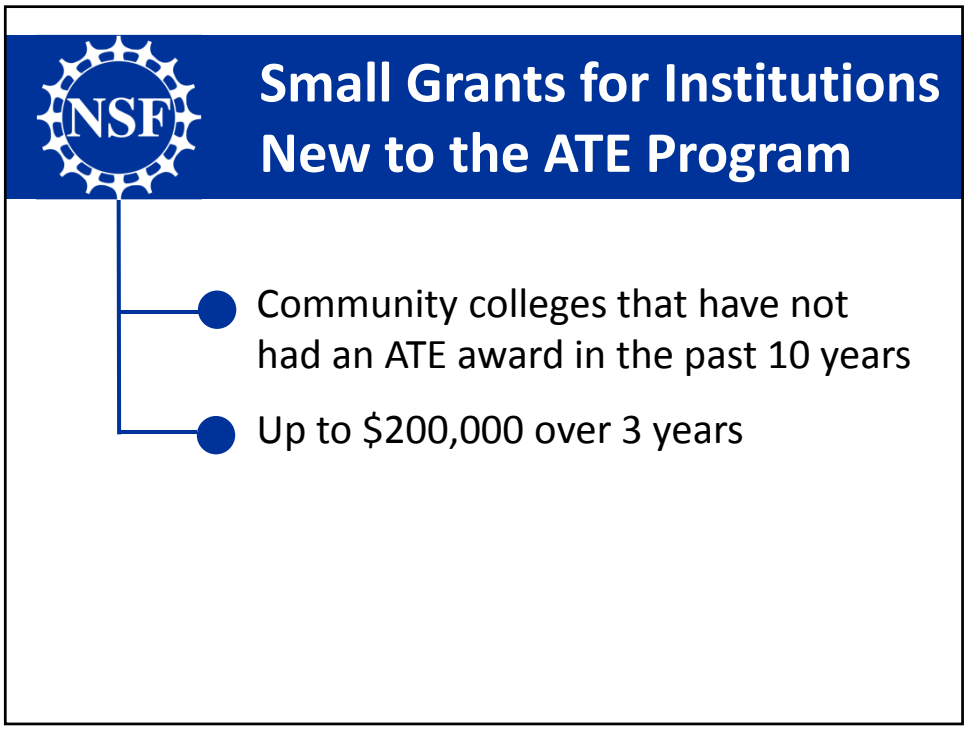
SETTING THE STAGE

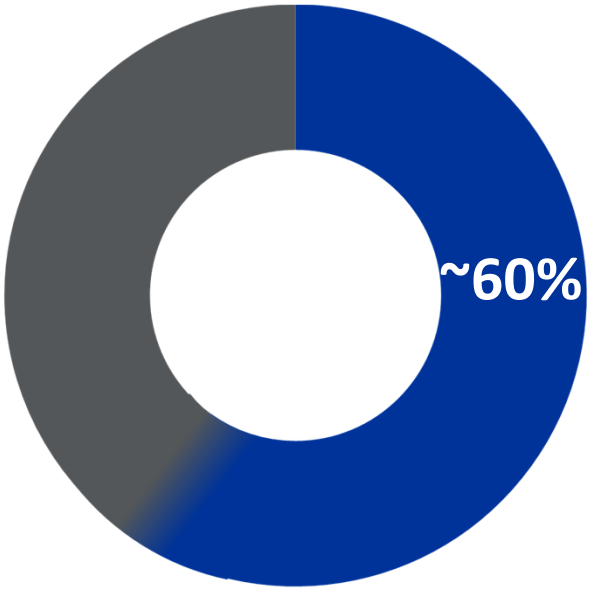
Lori Wingate

ADVANCED TECHNOLOGICAL EDUCATION (ATE)

www.nsf.gov/ate

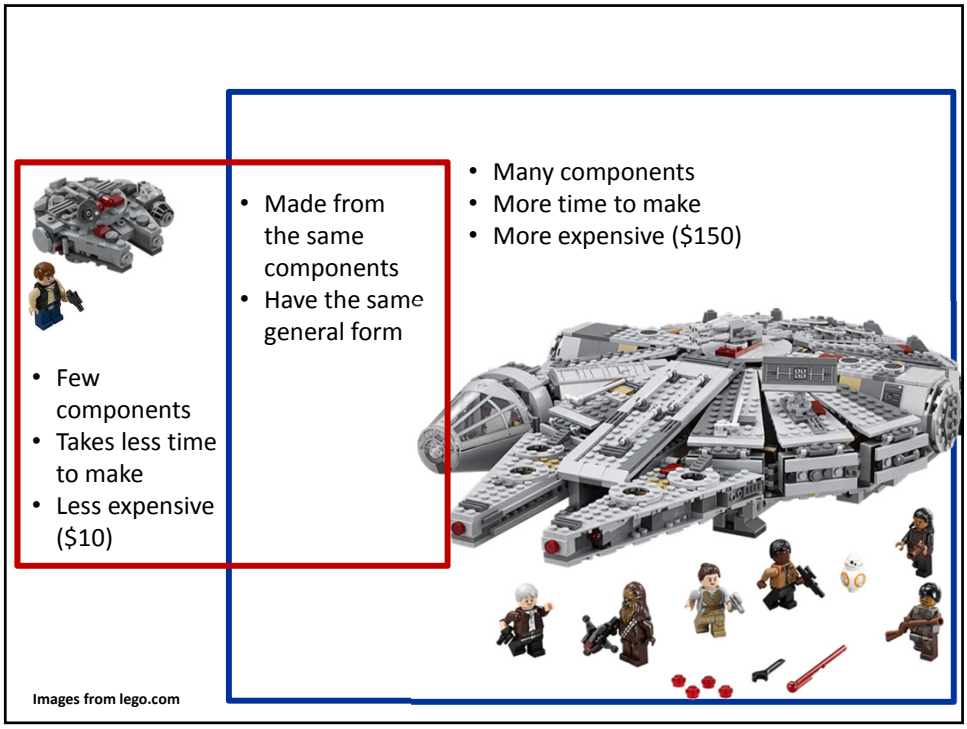

Regional Centers
National Centers
Planning
Exploratory Research
Support Centers
CENTERS
RESEARCH
Full-Scale Research
Planning Grants
ATE PROGRAM
Small Grants for Institutions New to ATE
Program Dev. & Improvement
PROJECTS
Conferences & Workshops
Educational Materials Dev.
ATE Coordination Networks
Professional Dev. for Educators
Leadership Capacity Building
Business & Entrepreneurial Skills Development
Teacher Preparation

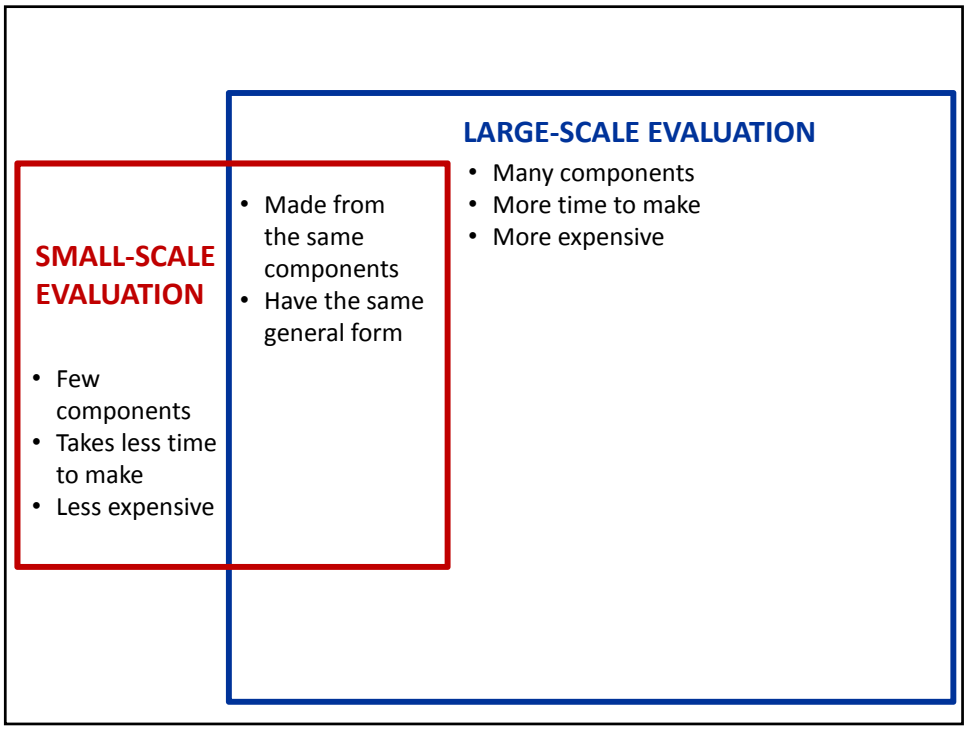

NSF
Small Grants for Institutions New to the ATE Program
Community colleges that have not had an ATE award in the past 10 years
Up to $200,000 over 3 years



of ATE small grant proposals are funded

"What is the difference between a small-scale and a large-scale evaluation ?


• Few components
• Takes less time to make
• Less expensive ($10)
• Made from the same components
• Have the same general form
• Many components
• More time to make
• More expensive ($150)
Images from lego.com

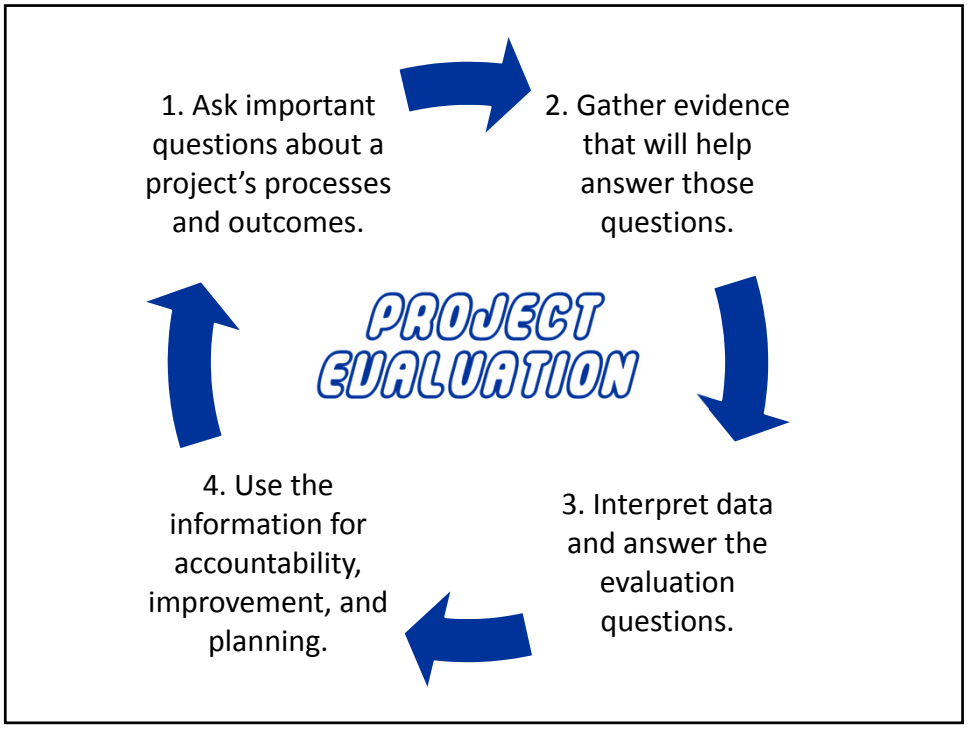

SMALL-SCALE EVALUATION
• Few components
• Takes less time to make
• Less expensive
• Made from the same components
• Have the same general form
LARGE-SCALE EVALUATION
• Many components
• More time to make
• More expensive

EVALUATION

The determination of something's quality, value, or importance

PROJECT EVALUATION

The **systematic** determination of a **project's** quality, value, or importance **based on evidence**



Kevin Little

Smallsville Community College

Injection Molding Certificate Program
$198,913 | 2017-20

Original evaluation plan from proposal:

> The project will be evaluated using surveys of students, conducted annually by the project director.

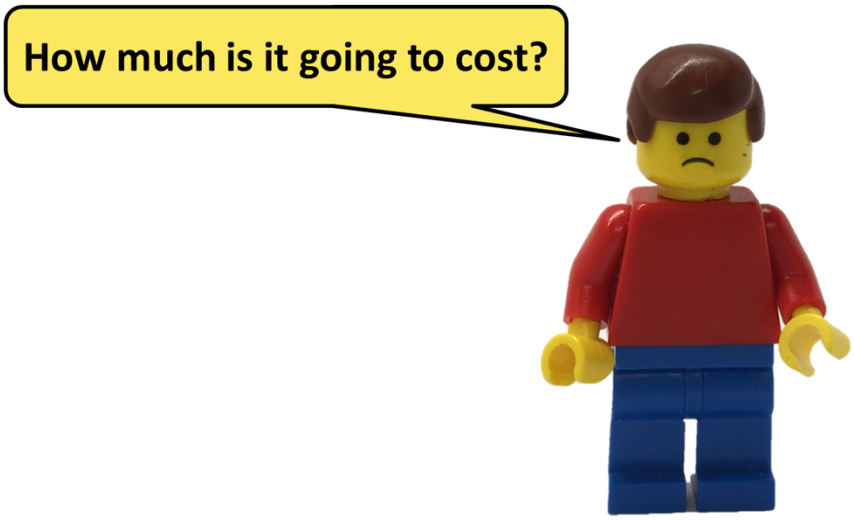
This is a fictional project. Any resemblance to actual persons or projects is coincidental.

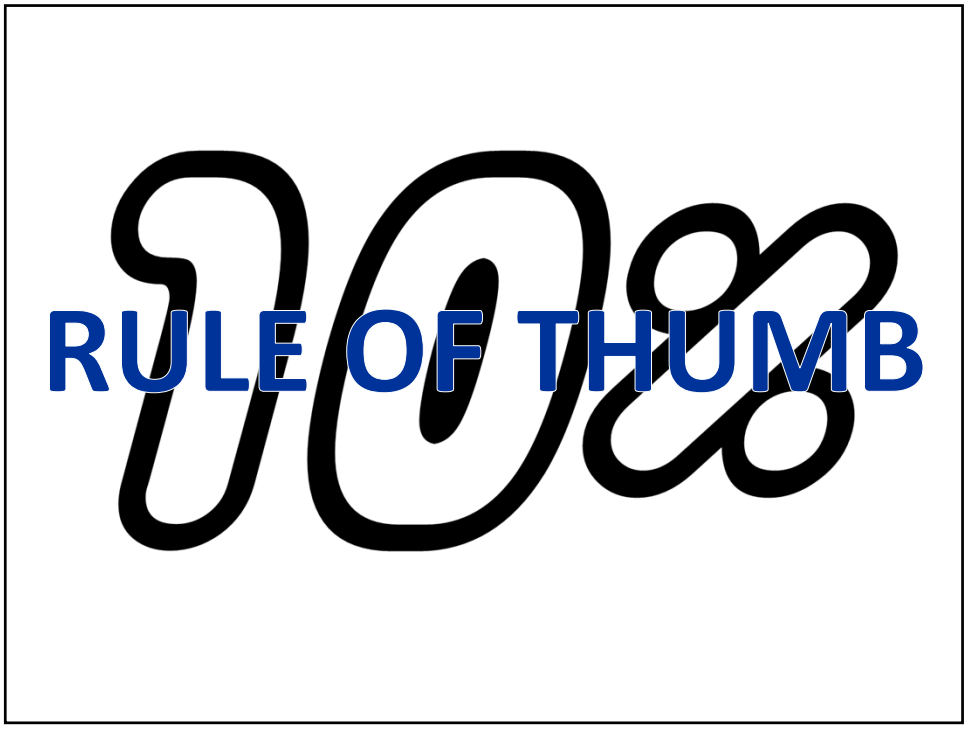
Read the ATE program solicitation:

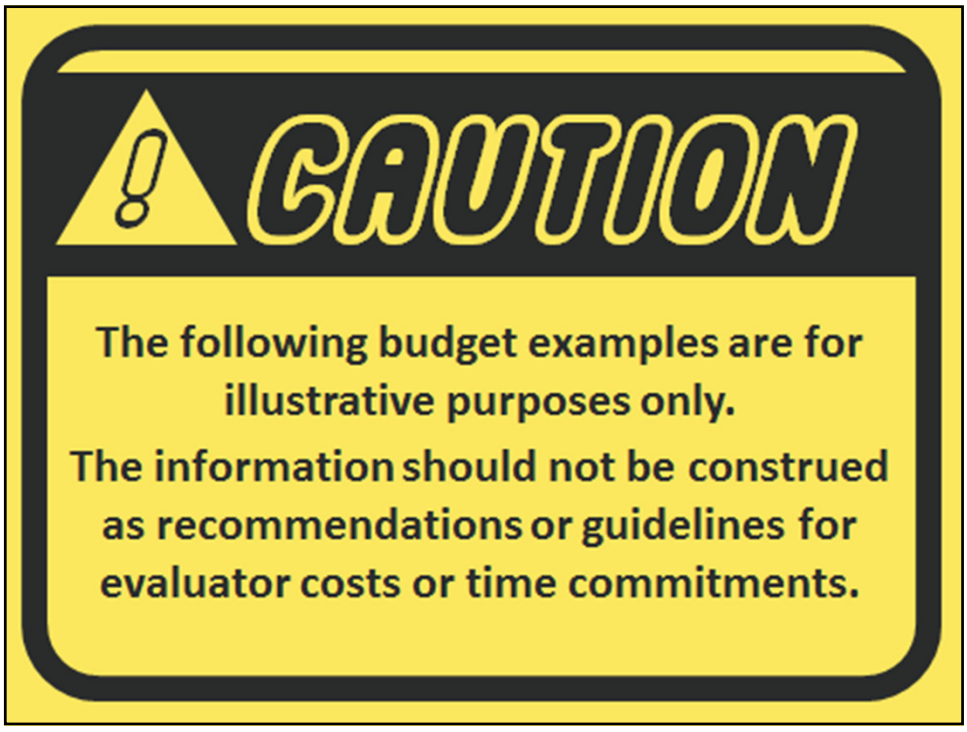
EVALUATION: All projects and centers carry out evaluative activities. The funds to support an evaluator independent of the project or center must be requested, and the requested funds must match the scope of the proposed evaluative activities.

INTELLECTUAL MERIT: Is the evaluation plan clearly tied to the project outcomes? Is the evaluation likely to provide useful information to the project and others?

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.




10%
RULE OF THUMB


CAUTION
The following budget examples are for illustrative purposes only.
The information should not be construed as recommendations or guidelines for evaluator costs or time commitments.

Injection Molding Certificate Project

Category	Cost
Salaries & Fringe Benefits	$103,500
Equipment	$12,000
Materials	$20,000
Travel	$3,600
Other – Evaluation Consultant	$13,910
Modified Total Direct Costs	$153,010
Indirect Costs (30%)	$45,903
TOTAL PROJECT COST	$198,913

Total direct costs before external evaluation: $139,100 X .10 = $13,910

Injection Molding Certificate Project

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Salaries & Fringe Benefits	$103,500
Equipment	$12,000
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Other – Evaluation Consultant	$13,910
Modified Total Direct Costs	$153,010
Indirect Costs (30%)	$45,903
TOTAL PROJECT COST	$198,913

What's included?

Evaluation Budget

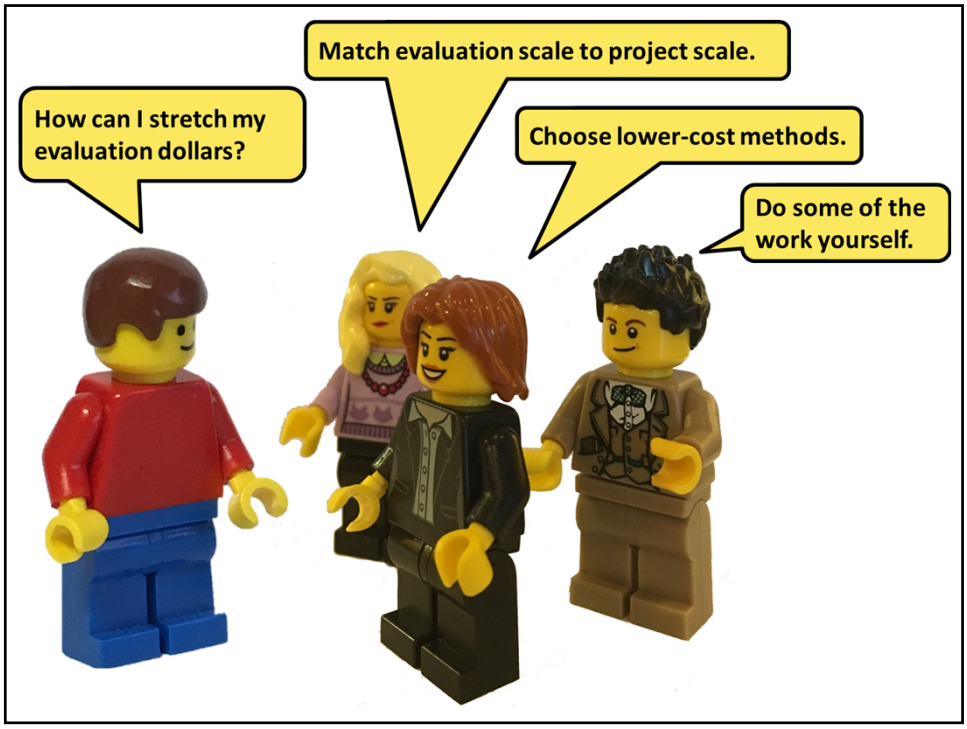
Category	Year 1	Year 2	Year 3	Total
Travel	$500	$500	$500	$1,500
Consultant fees	$4,500	$4,000	$3,910	$12,410
TOTAL EVALUATION COST	$5,000	$4,500	$4,410	$13,910

Annual site visits are important!

Evaluation Budget

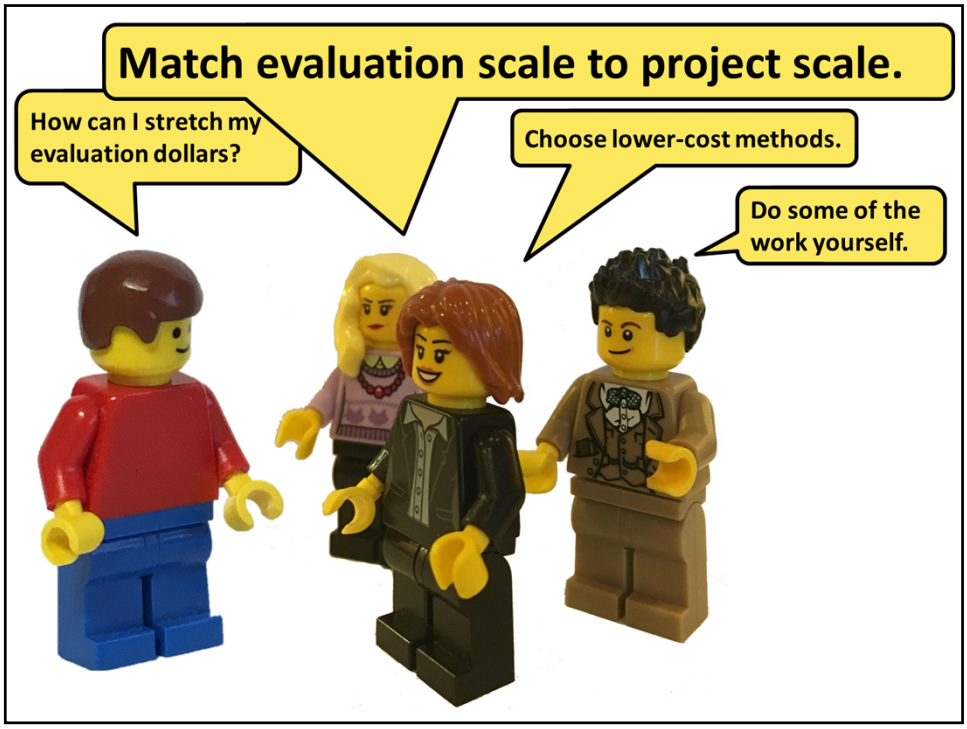
Category	Year 1	Year 2	Year 3	Total
Travel	$500	$500	$500	$1,500
Consultant fees	$4,800	$4,000	$3,610	$12,410
TOTAL EVALUATION COST	$5,300	$4,500	$4,410	$13,910
	6 days	5 days	4.5 days	

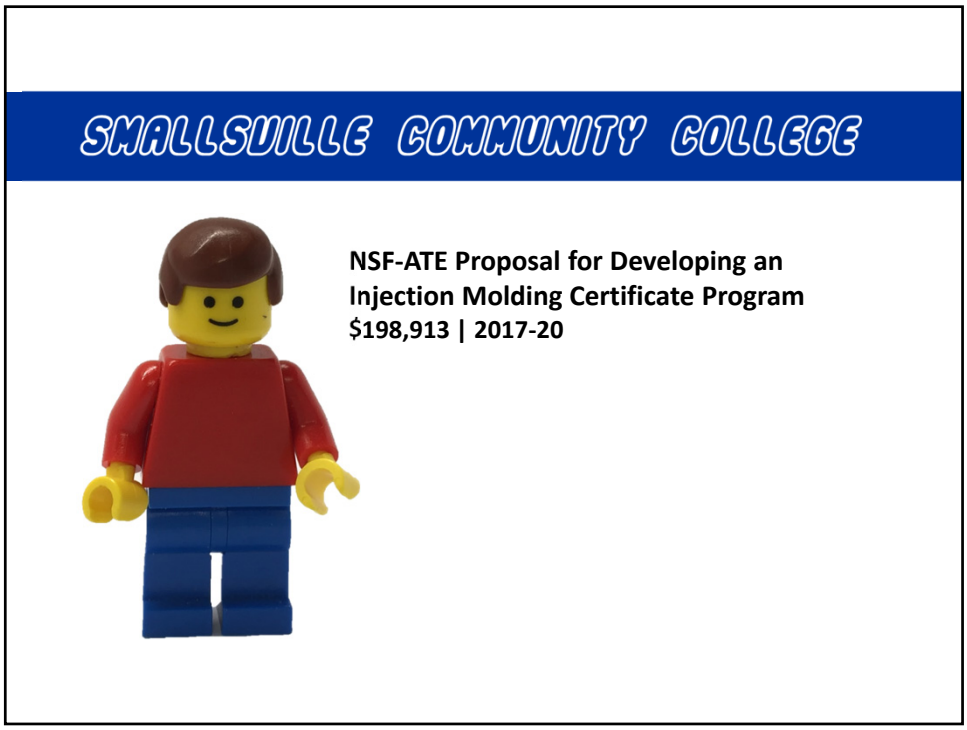
@ $100 per hour, how many days can the external evaluator devote to this project?



EVALUATION SCALE: GETTING IT RIGHT

Lori Wingate


Match evaluation scale to project scale.
How can I stretch my evaluation dollars?
Choose lower-cost methods.
Do some of the work yourself.


SMALLSVILLE COMMUNITY COLLEGE
NSF-ATE Proposal for Developing an Injection Molding Certificate Program
$198,913 | 2017-20

PROJECT ABSTRACT

Plastics Injection Molding Certificate Program

To address the growing demand for injection molding technicians among regional manufacturers, Smallsville Community College is developing a certificate in plastic injection molding. The program is being designed with input from an advisory committee comprised of representatives from local manufacturing employers. Five existing courses from the areas of plastic technology and engineering technology are being updated to better align with employer needs.

In addition, a new course called "Essential Workplace Skills," is being created to focus on developing students' communication, teamwork, and critical thinking skills. To attract students to the program, marketing efforts will include simulation activities at the local "education for employment" fair for area high school students and a promotional video produced by the college's videography students. Once established, it is expected that the program will award certificates to 20 students per year.

PROJECT LOGIC MODEL

ACTIVITIES

what a project does

PROJECT LOGIC MODEL

ACTIVITIES → SHORT-TERM OUTCOMES → MID-TERM OUTCOMES → LONG-TERM OUTCOMES

OUTCOMES

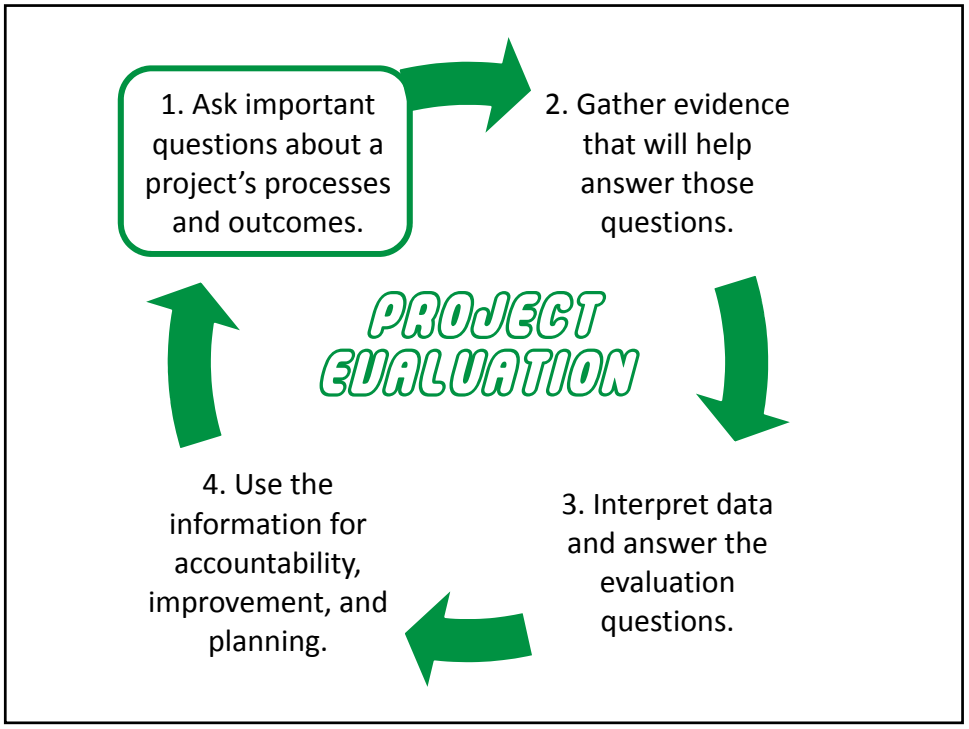
changes brought about through project activities

in knowledge, skills, attitudes, behaviors, policies, practices, broader conditions

PROJECT LOGIC MODEL

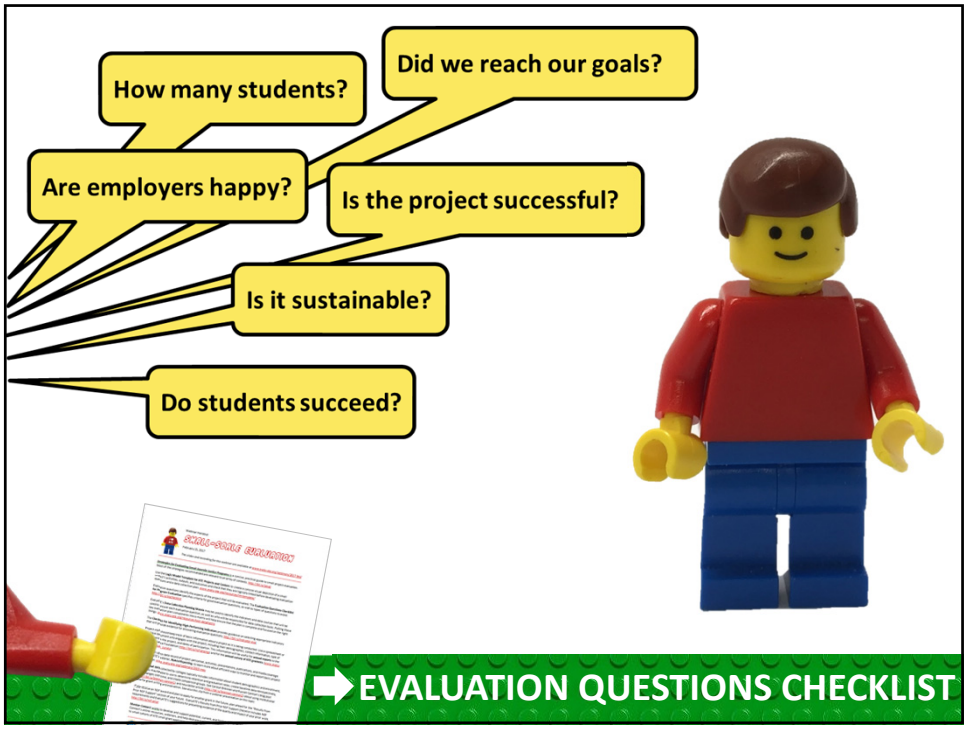
ACTIVITIES	SHORT-TERM OUTCOMES	MID-TERM OUTCOMES	LONG-TERM OUTCOMES
Convene industry advisory panel	Prospective students learn about program	Students successfully complete certificate courses *and* obtain certificates	A capable injection molding workforce meets regional demands
Revise 5 existing courses	Faculty deliver new and improved courses	Certificate-holding students obtain injection molding technician jobs	
Create new workplace skills course			
Market program via promotional video and education fair			

LOGIC MODEL TEMPLATE



EVALUATION QUESTIONS

Provide a foundation and establish boundaries for the evaluation process



EVALUATION QUESTIONS

ACTIVITIES

- Convene industry advisory panel
- Revise 5 existing courses
- Create new workplace skills course
- Market program via video and education fair

To what degree are the new and improved courses aligned with industry needs?

EVALUATION QUESTIONS

SHORT-TERM OUTCOMES

- Prospective students learn about program
- Faculty deliver new and improved courses

To what extent are certificate courses being implemented as designed?

EVALUATION QUESTIONS

How effective is the program in terms of producing qualified injection molding technicians?

MID-TERM OUTCOMES

- Students obtain certificates
- Students obtain injection molding technician jobs

LONG-TERM OUTCOMES

Beyond the project's funding 3-year time frame

A capable injection molding workforce meets regional demands

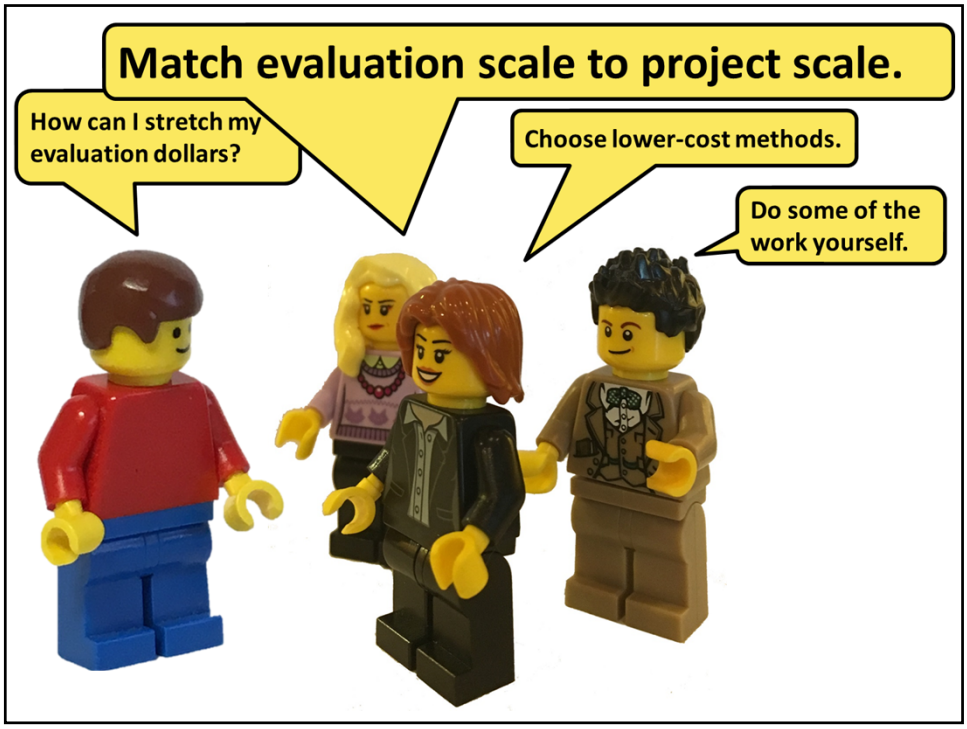
EVALUATION QUESTIONS

1. To what degree are the new and improved courses aligned with industry needs?
2. How successful were marketing efforts in reaching the intended audience?

Process

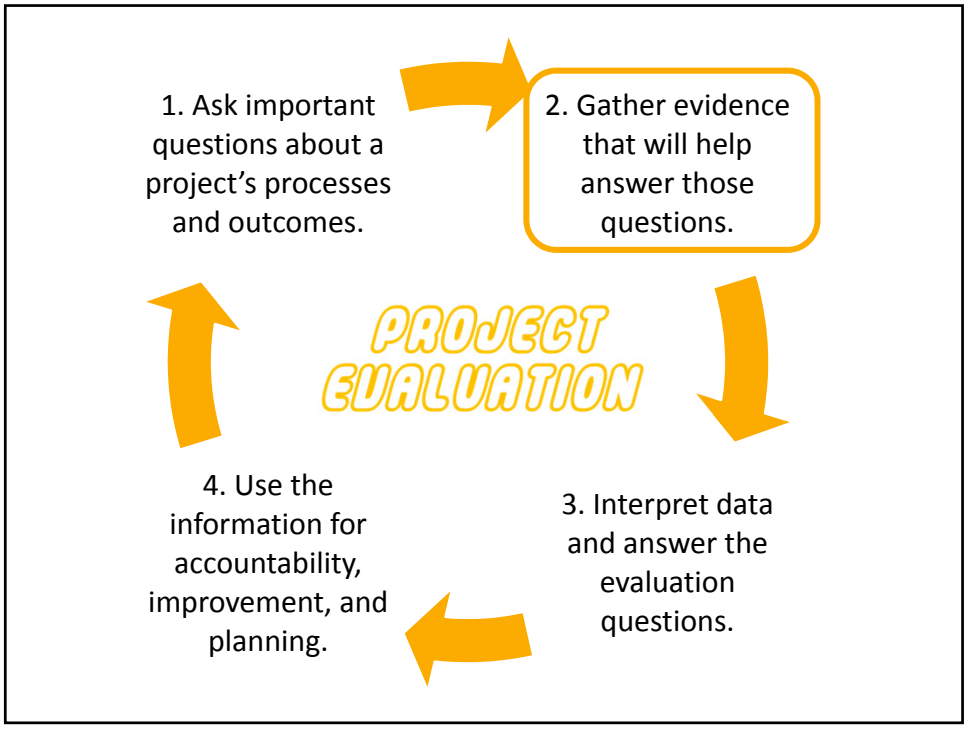
3. To what extent are certificate courses being implemented as designed?
4. How effective is the program in terms of producing qualified injection molding technicians?

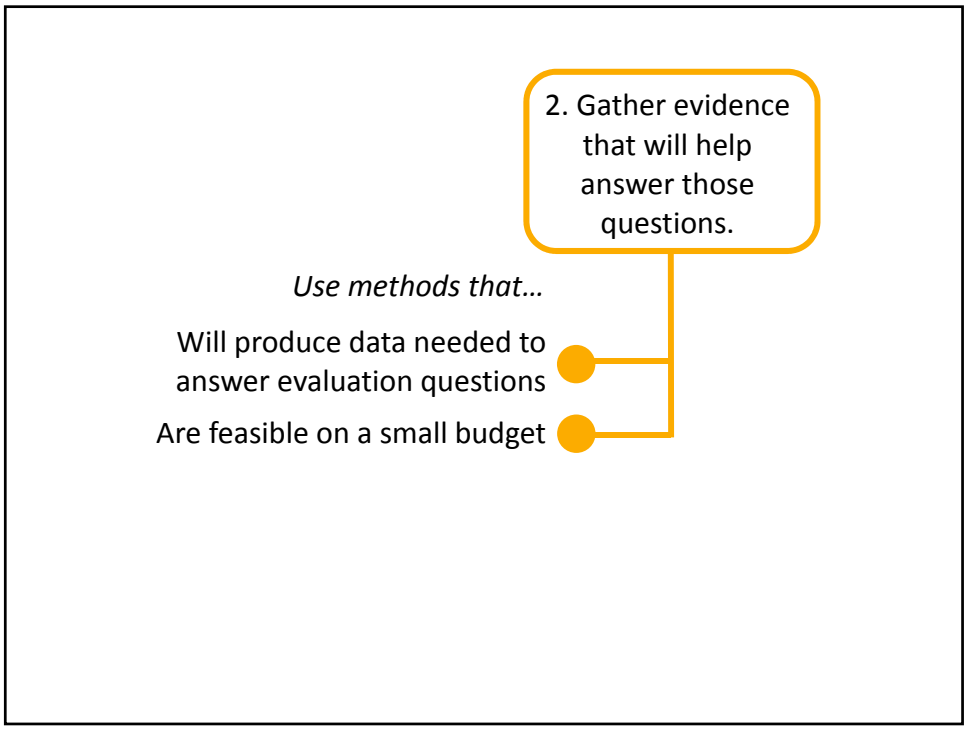
Outcome

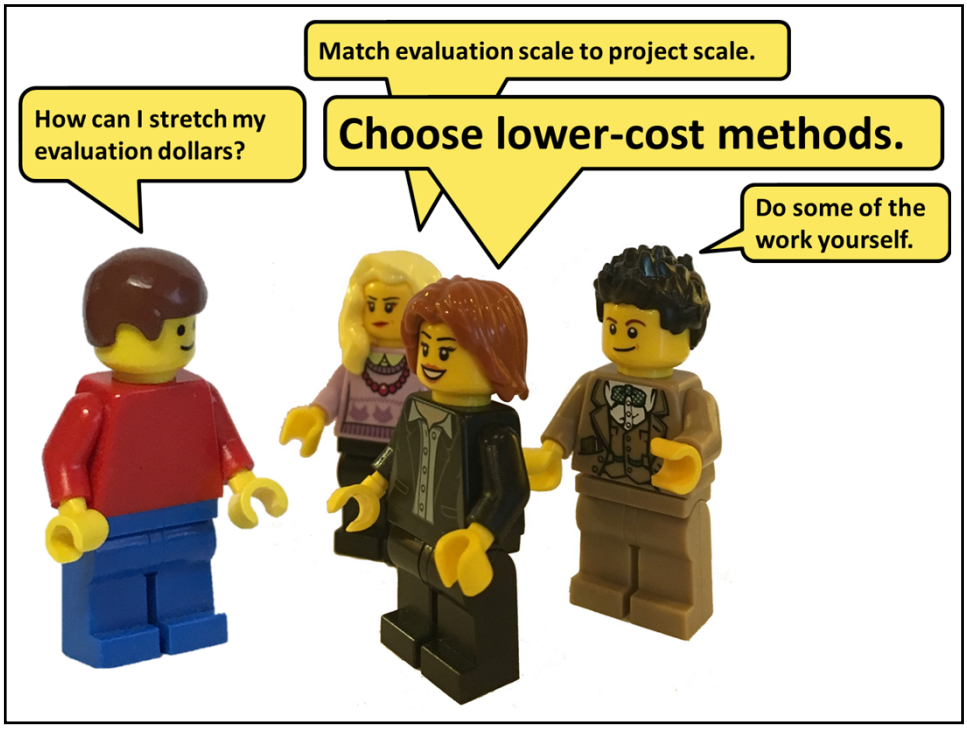


DATA COLLECTION AND DIVISION OF LABOR

Lori Wingate


1. Ask important questions about a project's processes and outcomes.
2. Gather evidence that will help answer those questions.
PROJECT EVALUATION
3. Interpret data and answer the evaluation questions.
4. Use the information for accountability, improvement, and planning.


2. Gather evidence that will help answer those questions.
Use methods that…
Will produce data needed to answer evaluation questions
Are feasible on a small budget



CHAT

- Observations
- Document review
- Unstructured interviews
- Structured interviews
- Focus groups
- Electronic survey
- Paper-and-pencil survey

Which of these methods are relatively MORE costly?

MORE costly:

- Observations
- Document review
- Unstructured interviews
- Structured interviews
- Focus groups
- Electronic survey
- Paper-and-pencil survey

Qualitative data collection and analysis is very time consuming

MORE costly:

- Observations
- Document review
- Unstructured interviews
- Structured interviews
- Focus groups
- Electronic survey
- Paper-and-pencil survey

Manual data entry and data verification is necessary with paper surveys.

MORE costly:

- Observations
- Document review
- Unstructured interviews
- Structured interviews
- Focus groups
- Electronic survey
- Paper-and-pencil survey

Open-ended inquiry requires time-consuming, in-depth qualitative analysis.

LESS costly:

- Observations
- Document review
- Unstructured interviews
- Structured interviews
- Focus groups
- Electronic survey
- Paper-and-pencil survey

EVALUATION QUESTIONS

1. To what degree are the new and improved courses aligned with industry needs?
2. How successful were marketing efforts in reaching the intended audience?
3. To what extent are certificate courses being implemented as designed?
4. How effective is the program in terms of producing qualified injection molding technicians?

Evaluation Question 1:

To what degree are the new and improved courses aligned with industry needs?

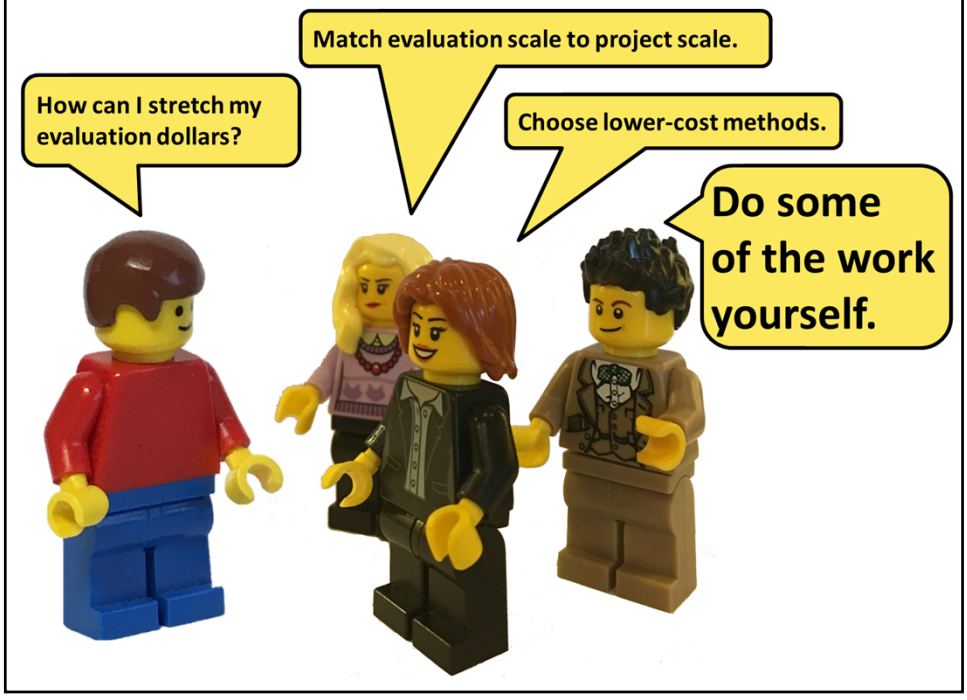
INDICATORS	DATA SOURCES/ METHODS	RESPONSIBILITY
Degree of match between industry recommendations and new course content	Document review to compare of formal recommendations with course syllabi	External evaluator
Opinions of industry advisors on degree of alignment	Structured interviews with industry advisors	External evaluator

Evaluation Question 4:

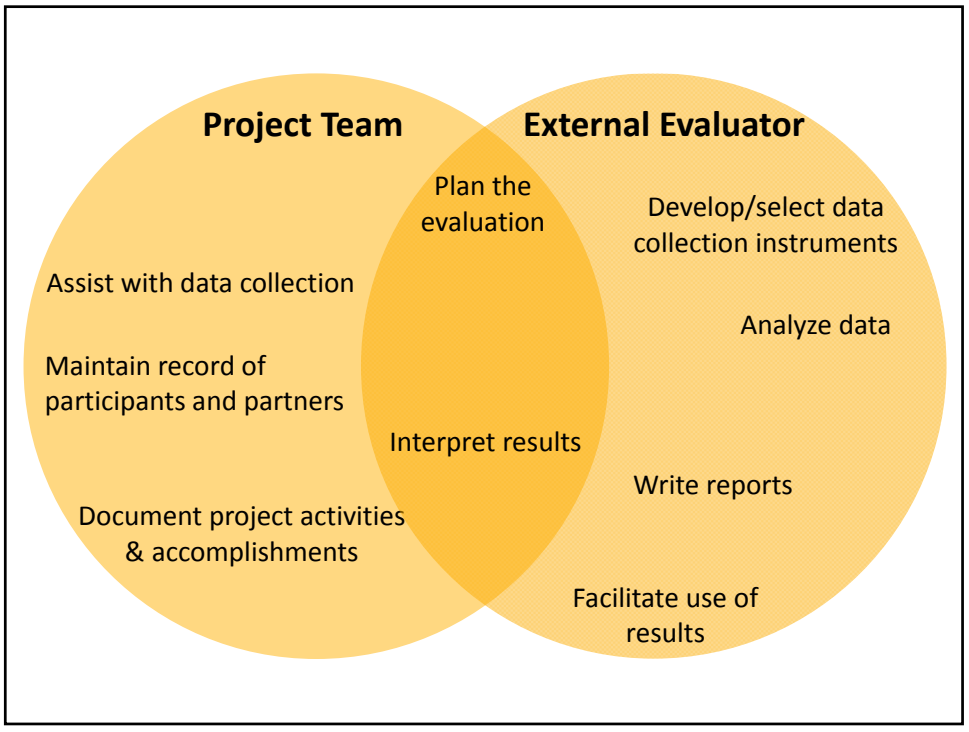
How effective is the program in terms of producing qualified injection molding technicians?

INDICATORS	DATA SOURCES/ METHODS	RESPONSIBILITY
Number of students awarded certificates as percentage of target of 20 per year	Review of program records	Provided to external evaluator by project director
Number and percentage of certificate holders who intend to pursue jobs as injection molding technicians	Web survey of enrolled students	Administered by program faculty in cooperation with external evaluator
Opinions of industry advisors regarding preparedness of students for injection molding jobs	Structured interviews with industry advisors	External eval… r with … e from

DATA COLLECTON MATRIX & INDICATOR CHECKLIST




CHAT
How can Kevin and his project team assist with the evaluation?


Project Team
External Evaluator
Plan the evaluation
Develop/select data collection instruments
Assist with data collection
Analyze data
Maintain record of participants and partners
Interpret results
Write reports
Document project activities & accomplishments
Facilitate use of results

Participant & Partner Data

Also needed for:

- NSF annual reports
- ATE annual survey

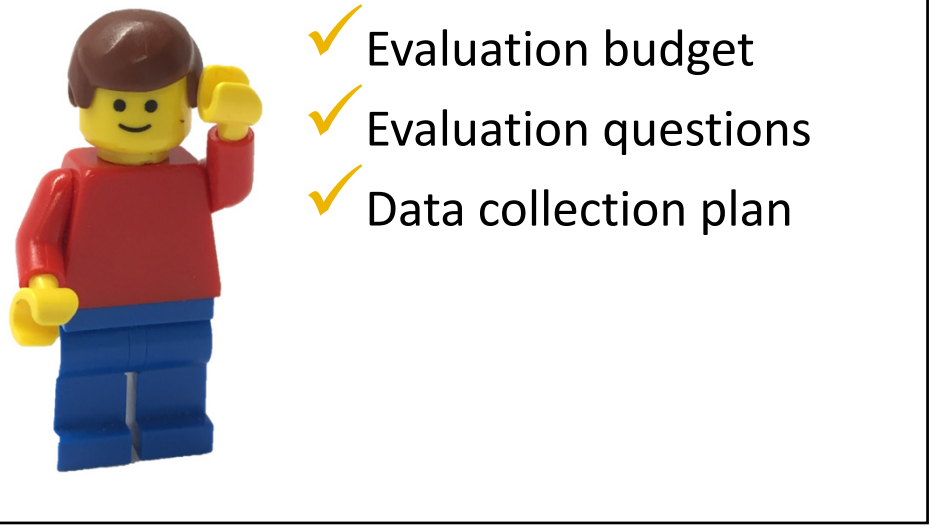
INFO ABOUT NSF ANNUAL REPORTS AND ATE SURVEY

students – faculty – staff – partners – advisors

Use a spreadsheet or database to document **WHO PARTICIPATED** and their

- key demographics
- contact information
- involvement in the project, including dates

Create a project resume that includes a profile and record of activities, products, people, etc.



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.

RESULTS FROM PRIOR NSF SUPPORT CHECKLIST

THANK YOU!

EvaluATE
www.evalu-ate.org

MENTOR CONNECT
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