

ATE Evaluation: Measuring Reaction, Learning, Behavior, and Results

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The recording, slides, and handout for this webinar are available from evalu-ate.org/events/nov_2012/

Kirkpatrick Model for ATE Evaluation

Level	Questions	Typical data sources
0. Reach	To what extent was the intended audience reached and involved? (not part of original Kirkpatrick model) <i>NSF's broader impact criterion: "How well does the proposed activity broaden the participation of underrepresented groups (e.g., gender, ethnicity, disability, geographic, etc.)?"</i>	Internal/organizational records
1. Reaction	To what extent did participants react favorably to activities or products? <i>Key dimensions of participant reaction include engagement, perceived relevance, and satisfaction.</i>	Observation, surveys, interviews, focus groups
2. Learning	To what extent did participants acquire the intended knowledge, skills, attitudes, confidence, and/or commitment? <i>Drivers/facilitators that strengthen the link between Learning and Behavior include reinforcement, rewards, encouragement, and monitoring.</i>	Survey, knowledge test, demonstration, simulation, role play
3. Behavior	To what extent did participants apply what they learned (or adopt intended behaviors)? <i>Focus on the critical behaviors that are required to bring about desired results.</i>	Interviews, observation, surveys, third-party feedback, institutional data (if applicable)
4. Results	To what extent did intended outcomes occur? <i>What is different in advanced technological education—or the workforce—because of this project?</i>	Institutional data, employment data, employer feedback

To learn more about the Kirkpatrick Model for evaluation, visit www.kirkpatrickpartners.com.

Data Quality

High-quality data are valid and *reliable*, as well as *representative* of your target audience. An important means of increasing validity and reliability is to ask good (i.e., clear, concise, and unambiguous) questions. Obtaining a sufficient quantity of data is aided by collecting information from captive audiences, using existing data from trusted sources, and being persistent in obtaining follow-up data. For a straightforward and comprehensive tutorial on developing and administering surveys (probably the most common means for gathering data for evaluation purposes), see www.statpac.com/surveys/index.htm.

Regional Center for Nuclear Education and Training Evaluation Strategy

1. Top-down approach involving everyone
2. Sell your product
3. Get commitment
4. Standardize procedures and share best practices