

UNIVERSITY OF ROCHESTER  
Margaret Warner Graduate School of Education and Human Development  
Fall, 2003

ED 520  
Introduction to Program Evaluation

Instructor: Dr. Michael Wischnowski  
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Office hours: By appointment  
Class time: 7:35 PM – 10:15 PM  
Location: 1-160B

*If you need accommodations for any physical or learning disability, please see the instructor.*

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**Textbooks:**

Fitzpatrick, J.L., Sanders, J.R., & Worthen, B.R. (2004). Program evaluation: Alternative approaches and practical guidelines. NY: Longman.

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**Purpose of the Course:**

This course examines how to assess the effectiveness of social programs, both in educational and other human service settings. Students develop facility in methods to measure, assess, and analyze information relating to different types of evaluation.

In this course, students will be instructed on how to plan, design, implement, and complete an evaluation of an educational program using various models. The use of measurement tools and assessment results to enrich program evaluations will be explored. How program evaluation fits into the daily activities of leaders will be discussed.

### **Primary Objectives:**

1. Explore alternative approaches for conducting a program evaluation.
2. Chart the life cycle of a program evaluation.
3. List elements of an evaluation proposal, write a proposal, and present to stakeholders.
4. Explain the history of program evaluation and its importance to a modern-day evaluator.
5. Understand political and ethical dimensions of program evaluation.

### **Course Schedule and Reading Assignments:**

September 3	Survey/Introductions Course requirements Vocabulary for evaluation/research and program evaluation Metaphors of program evaluation Consumer-oriented evaluation/Rubric creation <b>Read for next week: Pages 1 – 52 in Fitzpatrick, et.al.</b>
September 10	History of program evaluation Components of a theory for program evaluation The life cycle of a program evaluation <b>Read for next week: Pages 53 – 167 in Fitzpatrick, et.al.</b>
September 17	Meeting with the customer The purpose of the evaluation Focusing a program evaluation <b>Read for next week: Pages 169-231 in Fitzpatrick, et.al.</b>
September 24	<b>Quiz on Readings and Class Notes</b> Work in class on presentations <b>Read for next week: Pages 232-300 in Fitzpatrick, et. al.</b>
October 1	Objectives-oriented evaluation Elements of an evaluation proposal <b>Read for next week: Pages 301-333 in Fitzpatrick, et.al.</b>
October 8	Management-oriented evaluation Gathering information for the program evaluation <b>Read for next week: Pages 334-374 in Fitzpatrick, et.al.</b>
October 15	Consumer-oriented evaluation Analyzing information for the program evaluation <b>Read for next week: Pages 375-410 in Fitzpatrick, et.al.</b>

October 22	Expertise-oriented evaluation Reporting and using evaluation information <b>Read for next week: Pages 411-441 in Fitzpatrick, et.al.</b>
October 29	Participant-oriented evaluation Political/Ethical/Social aspects of program evaluation <b>Read for next week: Pages 442-460 in Fitzpatrick, et.al.</b>
November 5	Bad metaphors for evaluation Metaevaluation <b>Read for next week: Pages 461-484 in Fitzpatrick, et.al.</b>
November 12	Comparative analysis of approaches/ Co-teaching evaluation AEA Standards for Program Evaluation <b>Read for next week: Pages 485-514 in Fitzpatrick, et.al.</b>
November 19	Evaluating professional development Conducting multiple-site evaluation studies The future of program evaluation <b>Final Draft of Written Proposal Due</b>
November 26	*****No class*****
December 3	<b>Presentations to Stakeholders</b>
December 10	<b>Presentations to Stakeholders</b>

**Course Requirements:**

(More information on each of these assignments will be discussed in class.)

1. **Quiz on Readings and Class Notes**— to demonstrate foundational program evaluation literacy.  
**Date Given: September 24** **Points: 10 points**
2. **Presentation on an Evaluation Approach**— to concentrate on the ideas and techniques of one major approach in the field of program evaluation.  
**Date Due: TBA** **Points: 25 points**
3. **Program Evaluation Proposal Assignment**—to apply one program evaluation approach to an authentic educational program. The assignment will consist of two parts:
  - a) a written proposal to the stakeholders that describes your action plan for the evaluation  
**Date Due: November 26<sup>th</sup>** **Points: 40 points**
  - b) a professional presentation to the stakeholders making the best case for your approach to the evaluation.  
**Date Due: December 10<sup>th</sup> and 17<sup>th</sup>** **Points: 25 points**

## **Grading:**

Total course points = 100 points

A = 93+

A- = 90

B+ = 88

B = 83

B- = 80

C+ = 78

C = 73+

## **References:**

- American Educational Research Association, American Psychological Association, & National Council in Measurement in Education (1999). *Standards for educational and psychological testing*. Washington, DC: AERA
- Campbell, D.T., & Stanley, J.C. (1963). *Experimental and quasi-experimental designs for research*. Dallas, TX: Houghton Mifflin.
- Epstein, M.H., Kutash, K., & Duchnowski, A. (eds.) (1998). *Outcomes for children and youth*. Austin, TX: Pro-Ed.
- Guskey, T.R. (2000). *Evaluating professional development*. Thousand Oaks, CA: Corwin Press.
- Hemmeter, M.L., Joseph, G.E., Smith, B.J., & Sandall, S. (2001). *Division of Early Childhood recommended practices program assessment*. Longmont, CO: Sopris West
- Lincoln, Y.S., & Guba, E.G. (1985). *Naturalistic inquiry*. Newbury Park, CA: Sage Publications.
- Fitzpatrick, K. A. (1998). *Program evaluation handbook*. Schaumburg, IL: National Study of School Evaluation
- Patton, M.Q. (1997) *Utilization-focused evaluation*. Beverly Hills, CA: Sage Publications.
- Ragin, C.C., & Becker, H.S. (1992) *What is a case?* Cambridge: Cambridge University Press.
- Ryan, K.E., & Schwandt, T.A. (eds.) (2002). *Exploring evaluator role and identity*. Greenwich, CT: Information Age Publishing
- Schalock, R.L. (2001). *Outcome-based evaluation*. New York: Kluwer Academic/Plenum Publishers
- Scriven, M.S. (1980). *The logic of evaluation*. Inverness, CA: Edgepress.
- Shadish, W.R., Cook, T.D., & Leviton, L.C. (1991). *Foundations of program evaluation*. Newbury Park, CA: Sage Publications.
- Scholtes, P.R., Joiner, B.L., & Sreibel, B.J. (1996). *The team handbook*. Madison, WI: Joiner Associates.
- Veale, J.R., Morley, R.E., & Erickson, C.L. (2002). *Practical evaluation for collaborative services*. Thousand Oaks, CA: Corwin Press.
- Wholey, J.S., Hatry, H.P., & Newcomer, K.E. (eds.) (1994). *Handbook of practical program evaluation*. San Francisco, CA: Jossey-Bass.