Learning Outcomes

Describe the importance of implementing a structured program evaluation process
Identify essential metrics to include in program evaluations
Summarize the steps necessary to create and implement a successful program evaluation
Articulate at least 2 different types of program evaluations
Analyze program evaluation data for decision making
Discussion

What are some ways you have evaluated the effectiveness of your programs?

What are your goals for developing a program evaluation?

What do you want to learn about your program or audience from your program evaluation?
Purpose

Collection

Design

Analysis

Adjust
Purpose

Accountability for our Work

Improve Programs

Determine Quality & Value

Information Demands

Knowledge Generation

Determine Impact

Program Fidelity

Determine Program Effectiveness & Learning

(Grayson, 2012; Hening & Roberts, 2016)

Other Thoughts

Connect to Unit and DSA Goals

Allocation of Resources

Meeting Constituency Needs

Identify Impact of Marketing

Collect Information for Staff Feedback and Development
Design - Challenges

Need to keep short, simple
Graphic design or flow matters
Clear and student-centric language
Aggregate vs. program specific information
Anonymous to biographical to GWid
Design - Quantitative vs. Qualitative

Quantitative: Multiple choice, forced answer, Likert scale

Qualitative: Open-ended response

Questions to consider:
How much time are you willing to give to analyzing your data?

What kind of data will be most helpful to you and your team given your intended outcomes for administering a program evaluation?

Are there other ways I can get data or information about my outcome?
Design Tips

Using a rubric to inform Likert scale

If you don’t use it, don’t ask it

Have multiple constituencies review - including students

Test and tweak early

Aggregate information helps with collaboration and division-wide goals

Knowing which biographical information matters
Collection

Low response rates - electronic vs. written

Inconsistent collection

Invalid and incomplete responses

Data input and management

What response rate do you need?
Collection Tips

Provide both electronic and written evaluations
Include template slide and prompt for all presentations
Assess early and adjust collection to increase response
Train event staff to help
Electronic evaluations help with gathering complete responses, but lower participation could be an issue
Analysis

Quantitative
Impact of response rate
Net promoter
Setting a baseline
Pre & post assessments
Biographical information

Qualitative
Immediate feedback
Using quantitative to focus on qualitative
Measure learning through coding
Useful for marketing
Other Issues to Consider

Required attendance vs. open attendance

Time and expertise to clean and integrate data

Multiple factors that impact marketing and perceptions

Learning and behavior change is difficult to measure without long-term engagement

Connecting evaluation to behavior or outcomes
Integrating with Other Data

Student needs assessment
Attendance goals, RSVPs & melt rates
Unique student attendance - Percent of populations engaged
  - school, major, interest
Number of programs attended
Topic and type of attendee
Longitudinal data - employment outcomes, satisfaction, & behavior change
Using the Data and Feedback

- Decide what to cut and keep
- Change your marketing and target student population
- Change design and delivery
- Measure impact of changes
- Highlighting feedback in marketing and reports
- Focus on staff training
- Assessing learning outcomes
Questions?
Contact Us!

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