

AGEE 692R
Program Evaluation
Spring Semester, 2004

Course Time and Location:

Monday, Wednesday and Friday – 9:00 a.m.
Room: 2061 Agricultural Sciences

Instructor:

Dr. Deborah A. Boone
2052 Agricultural Sciences
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Office Hours: by appointment
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Course Description: Evaluation principles, models, and procedures used in developing and analyzing, agricultural, vocational, technical and extension education programs; role of comprehensive evaluation in needs assessments, program planning, program implementation and the marketing of outcomes to major stakeholders; designs for evaluating agricultural and extension programs

Text: Rossi, P. H, Freeman, H. E., & Lipsey, M. W. (1999). *Evaluation: A systematic approach* (6th edition). Thousand Oaks: Sage Publications. (ISBN 0-7619-0893-5) Additional reading assignments are on closed reserve at the Evansdale Library or made available on line.

Course objectives:

Upon completion of this course, the student will be able to:

1. Define evaluation and related concepts and describe the role of evaluation in extension programming.
2. Describe relationships among evaluators, stakeholders, program staff and clientele.
3. Describe and apply evaluation models appropriate for agricultural and extension education programs.
4. Identify evaluation problems for selected extension programs.
5. Develop an evaluation for an agricultural or extension education program, that is appropriate to the context in which it should be used.
6. Identify and compare data collection methods for obtaining evaluation data.
7. Develop instrumentation for collecting evaluation data
8. Analyze evaluation data.
9. Prepare and report evaluation results.
10. Demonstrate knowledge and skill in evaluating planned programs.
11. Cite current literature relevant to various aspects of evaluating agricultural and extension education programs

Course Requirements:*

1. **Class Assignments**: There will be 2 assignments besides the Major Project. Both should be one page (250 words or less) reflections on evaluation and a related topic. (25 points each)
 1. One is to reflect on who stakeholders are and how they might influence a program and or it's evaluation. **Due February 2.**
 2. The other is to reflect upon how cost benefit analysis could or could not be utilized as a part of your major project. **Due March 10**
2. **Mid-term Exam**. The exam will include all the material covered prior to test date. The format will be multiple choice, short answer and essay. Exam will be worth **150 points. March 5, 2004.**
3. **Evaluation Project**. You are to develop a detailed evaluation plan for a major Extension/research program in one of four areas Agriculture; Family and Consumer Science; 4-H; or CNRD. You should use "Planning a Program Evaluation: Worksheet" as a guide in development of your project. The project will be submitted in stages and as a whole. **Each submission is worth 100 points for a total project value of 400 points.**

Stage 1: Focusing an Evaluation- Select a major Extension/research project to evaluate. Interview a key figure in the program. Prepare a detailed description of the program and its evaluation needs. You should address the following items/questions at this stage on focusing the evaluation: **100 points. Due February 23, 2004**

- a. Define what project you are evaluating. County or state level program?
- b. Who is involved in the project? Who are it's stakeholders?
- c. Why it exists; what are its goals and objectives?
- d. What are the fundamental elements of the project?
- e. Why should the program or project be evaluated? What are the benefits and limitations of an evaluation?
- f. What part of the program needs to be evaluated?
- g. What factors ensure that an evaluation will be successful?
- h. Who is the audience for your evaluation? Describe particular values, interests expectations they may have that may play a key role in the analysis and interpretation stages of your evaluation. How are (or should) these audiences be involved in the program and its evaluation? What are current or potential conflicting interests of the various audiences?
- i. How would the evaluation results be used?

Stage 2: Collecting the information - Develop the evaluation plan for the program identified in Stage 1. Include a description and rationale for the objectives of the plan. Describe the design and model to be used and data collection procedures, including procedures for determining sample size. **100 points. Due April 5, 2004**

Stage 3: Using the Information - Identify measures and draft instrumentation; include an explanation of measures and data collection instruments. Describe how the data will be analyzed. How will the information be interpreted and to whom will it be communicated? **100 points. Due April 19, 2004**

Stage 4: Submit a *comprehensive project report, using items 1-3 and supplementary material*. Include how the results will be reported and to whom. Also include a section on managing the evaluation including timeline, budget and responsibilities. **100 points. This project is due on or before May 3, 2004.**

- a. Your final product will be a document with detailed information about each step in the process and will be about 10-15 pages in length. The evaluation plan must be typed (12 point, Times New Roman Font), double spaced, and all references listed in American Physiological Association, 4th edition format (on a separate page at end of document). See examples below:

For Journal article: Russell, B. (1995). Swatting flies-eating elephants. [Electronic version] *Journal of Extension*, 33(5).

For book citation: Rossi, P. H, Freeman, H. E., & Lipsey, M. W. (1999). *Evaluation: A systematic approach* (6th edition). Thousand Oaks: Sage Publications.

4. **Final Exam**. The final exam will be comprehensive. It will be taken during final exam week. **Final exam is worth 200 points.** Final Exam will be given: **May 7, 2004 8:00 – 10:00 a.m.**

Special Note: This course is being offered on line this semester at NCSU, you may access the site at: <http://www.cals.ncsu.edu/agexed/ae577/index.html> You may link to readings from this site as well. Class weeks coincide, except Spring Break and Midterm exam.

Assignments	Due Date	Point Value	Total Possible
Evaluation Project – Stage 1:Focusing the Evaluation	February 23	100	100
Stage 2: Collecting Information	April 5	100	100
Stage 3: Using the Information	April 19	100	100
Stage 4: Comprehensive Project Report	May 3	100	100
Stakeholder paper	Feb 2	25	25
Cost Benefit paper	March 10	25	25
Midterm Exam	March 5	150	150
Final Exam	May 7, 8:00 – 10:00 a.m.	200	200
Total Possible			800

***Course content, examinations and requirements are subject to change as deemed necessary by the instructor.**

Grading Scale:

800-720 = A

719-640 = B

639-560 = C

559-480 = D

479-000 = F

Course Policies:

- This is a participatory course, meaning your attendance is expected at every class. You are responsible for signing the attendance sheet each day. This is a graduate level course, you are expected to be in class; attendance does not count toward your grade, but may be an indication of your grade.
- Each student is **responsible** for his or her own learning; if you miss a class, you are responsible for contacting fellow students to find out what was discussed and or assigned during your absence.
- **Late assignments will cost you 10% of the total assignment points for each day it is late.**
- **Only typewritten assignments will be accepted for credit (unless assigned during class time). Times New Roman, 12 pt. type, double spaced preferred.**



Tentative Schedule*

***Course content subject to change as deemed necessary by the instructor.**

Week	Topic	Readings	Due Dates
Week of 1/12	Introduction to Evaluation	Rossi, et. al. pp. 1-62; Similarities of Extension and Evaluation. JOE Sept/Oct 1983 pp. 14-; (already there). Analyzing Program Failure, Journal of Extension http://www.joe.org/joe/1990fall/a7.html Evaluation: An Afterthought or an Integral Part of Program Development http://www.joe.org/joe/1995april/a4.html . A Model for Integrating Program Development and Evaluation http://www.joe.org/joe/1998june/rb5.html Program Evaluation and Accountability Training Needs of Extension Agents http://www.joe.org/joe/1999june/rb1.html	
1/19	Focusing the Evaluation	Rossi, et. al. pp. 62-116 Planning a Program Evaluation Taylor-Powell, Steele, Douglass: UWX; pg. 2 – 10 Planning a Program Evaluation: Worksheet: Taylor-Powell, Steele, Douglass: UWX	
1/26	Types of Evaluation	Rossi, et. al., 155-160;235-244;269-271 Developing a Concept of Extension Program Evaluation, Douglass: (G3658-7) http://www.uwex.edu/ces/pdande/evaluation/evaldocs.html Foundation Concepts Essential for Evaluation: Criteria/Evidence/Judgment C.L. Taylor http://edis.ifas.ufl.edu/PD022	
2/2	Assessing Program Need	Rossi, et. al. - Chapter 4, pp. 119-151 Indicators for Evaluating Programs by C.L. Taylor http://edis.ifas.ufl.edu/PD037	Stakeholder paper due
2/9	Evaluation Models	Handouts – CIPP, Scriven, Stufflebeam, Stake	
2/16	Extension Evaluation Models	Bennett, C. & Rockwell, K. (1995)– Targeting Outcomes of Programs -Available on line at : http://citnews.unl.edu/TOP/english/overviewf.html A Model for Integrating Program Development and Evaluation http://www.joe.org/joe/1998june/rb5.html Logic Model – Taylor-Powell and Steele	Stage 1 of Project Due Feb 23
2/23	Assessing Program	Rossi, et. al.:pp. 235-276; 365-395	Cost Benefits Paper Due

	Impact (including Cost-Benefit Analysis)		
3/1	Wrap-Up and Review	Midterm March 5	Midterm March 5
3/8	Collecting Evaluation Data: Sources and Quantitative Methods	Planning a Program Evaluation Powell, Steele, Douglass: UWX; pg. 10-13 Rossi, et. al. pp. 126-135; 279-	
3/15		Spring Break	
3/22	Collecting Evaluation Data: Qualitative Methods	Israel, G. Using Focus Group Interviews for Evaluating Extension programs. http://edis.ifas.ufl.edu/PD036 Fact sheet PEOD-14	
3/29	Sampling Designs and Procedures	Handling Non-Response Issues: JOE 1983 Sept/Oct. Miller and Smith http://www.joe.org/joe/1983september/83-5-a7.pdf	Part 2 Due April 5
4/5	Designing Evaluation Instruments	Rossi, et. al. pp.62-74; 225-229	
4/12	Analyzing and Interpreting Evaluation Data	Rossi, et. al. 229-231; 279-280; 292-297; 390-394	Part 3 Due April 19
4/19	Communicating and Using Evaluation Findings	Rossi, et. al. – p. 397-439 Planning a Program Evaluation Powell, Steele, Douglass: UWX; pg. 13 – 14 Evaluation for Accountability, McKenna http://www.joe.org/joe/1983september/83-5-a3.pdf JOE Vol 21 Number 5.	
4/26	Managing the Evaluation	Planning a Program Evaluation Powell, Steele, Douglass: UWX; pg. 15 -	Part 4 Due May 3
5/3		Finals week	Final May 7 8:00 – 10:00 a.m.

