

Evaluation 101

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March 2013

The purpose of these presentations is to provide background on evaluation for education and public outreach professionals. The content and activities were offered in a workshop at the SMD Earth Forum in May 2012, and at the Lunar and Planetary Science Conference in March 2013.

The sessions are standalone but are listed in the preferred order. Each session has objectives, essential questions, content overviews, practice, reflection, and application activities, and additional readings. Depending on the user, the sessions are expected to take 45-90 minutes to complete.

An evaluation plan template including a logic model template follows the session descriptions.

I) Introduction to Logic Models

Objective: *To understand the purpose and format of each component of a logic model.*

Essential Question: *How do you use a logic model to capture how your project will achieve results?*

II) Types of Evaluation: Data Collection for Needs Assessment, Ongoing Feedback and Evidence of Impact

Objective: *To describe the purpose and data collection for three types of evaluation - front-end, formative, and summative*

Essential Question: *How does each type of evaluation contribute to the project?*

III) Evaluation Plans: More Than Goals and Objectives

Objective: *To understand the components of a basic EPO plan.*

Essential Question: *What does each of the components in a basic EPO evaluation plan contribute to the project?*

IV) Choosing and Using An Evaluator

Objective: *Become aware of the role of an external evaluator*

Essential Question: *What should you consider when choosing and using an evaluator for your project?*

Evaluation Plan Template

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Goal and Background

Overall description of the activity or project like you would write

Objectives - What we want to accomplish, with whom, under what conditions and timeframe

Purpose of the Evaluation <front-end, formative, summative>

Design and Methods

Design - <case study, post only, pre/post, comparison group, control group> with description of who will be involved, how they will be recruited, how the data will be analyzed>

Measures <data collection tools and methods, what will be collected from whom, when, by whom>

Objectives	Methods	Measures

Logic Model

Theory of Change <i>Why we believe what we are doing will have the impact we want and expect</i>		
Inputs <i>What we invest</i>	What we do Outputs Who we reach <i>Activity with # of participants</i>	Outcomes – Impacts <i>Results- BASIK by audience</i>
<i>Internal Resources</i> <i>Funders</i> <i>Partners</i>		
Front End Eval <i>Identify needs</i>	Formative Evaluation <i>How we know how we're doing</i>	Summative Evaluation <i>Evidence of Impact</i>

Timeline <events and dates for data collection and reporting>

When	Event/ Activity	Evaluation Activity	Use of Evaluation