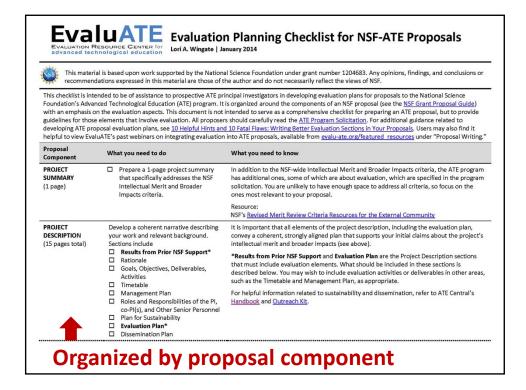


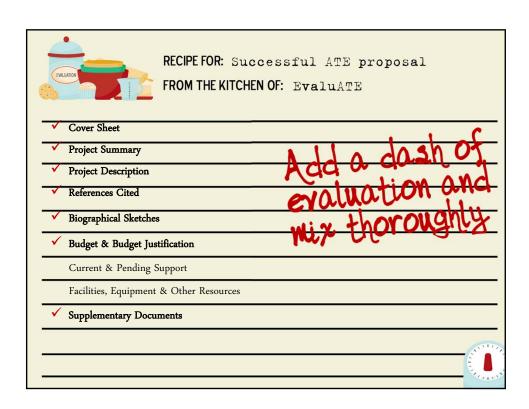


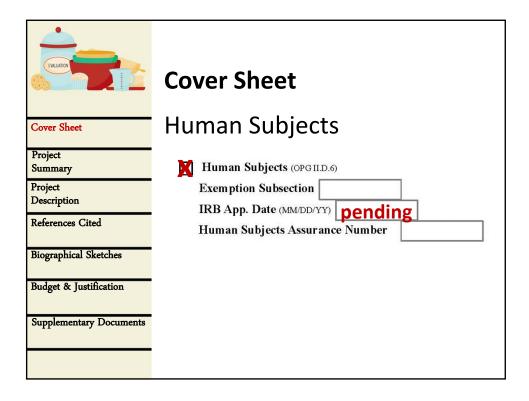
# **Objectives**

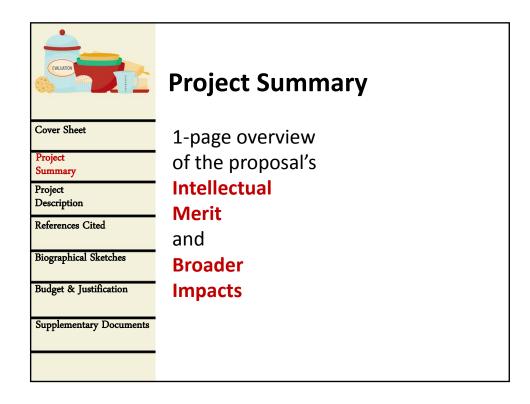
By the end of the session, you will

- 1. Know what evaluative elements should be included in a proposal and where
- 2. Understand how evaluation can be leveraged to strengthen a proposal

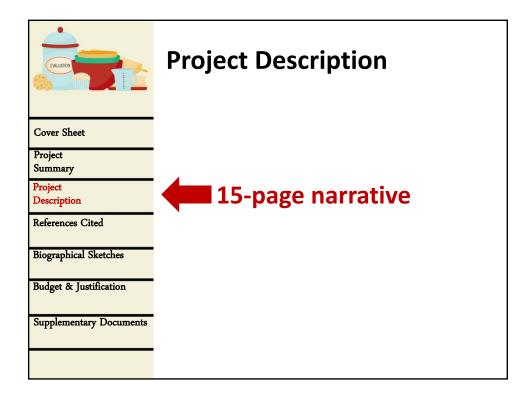


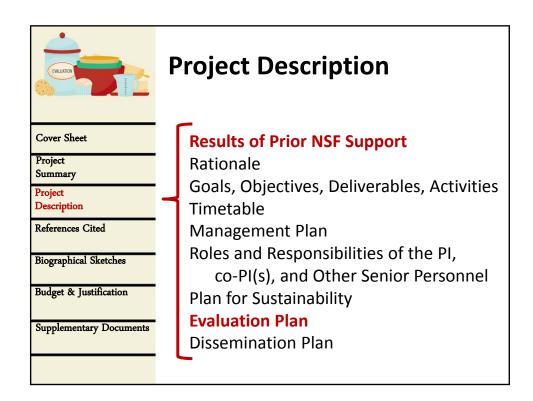






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# **Results of Prior Support**

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specific outcomes and results including metrics to demonstrate the impact of the activities undertaken including evidence of the quality and effectiveness of the project's deliverables



# **Project Description**

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**Results of Prior NSF Support** 

Rationale

Goals, Objectives, Deliverables, Activities Timetable

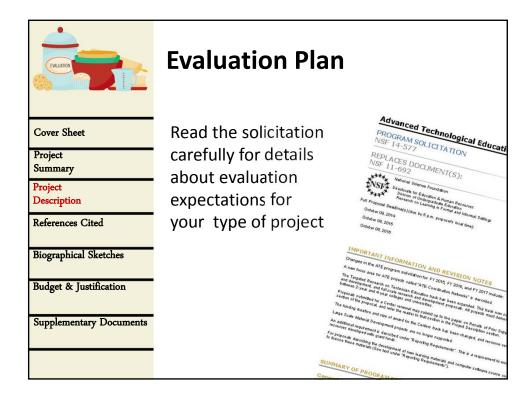
Management Plan

Roles and Responsibilities of the PI, co-PI(s), and Other Senior Personnel

Plan for Sustainability

**Evaluation Plan** 

Dissemination Plan





### **Evaluation Plan**

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- 1. Identify evaluator and briefly describe his/her experience/expertise
- 2. Describe the evaluation plan
- 3. Show integration with other elements of the proposal as appropriate (e.g., biosketch, logic model, data management plan)

1-3 pages of your 15-page narrative



# **Evaluation Plan**

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- 1. Identify evaluator and briefly describe his/her experience/expertise
- 2. Describe the evaluation plan
- 3. Show integration with other elements of the proposal as appropriate (e.g., biosketch, logic model, data management plan)

# **ATE Program Solicitation**



The funds to support an evaluator **independent** of the project or center must be requested...

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# **Finding an Evaluator**

Other ATE PIs

**ATE Evaluator Directory** 

American Evaluation Association's Evaluator Directory

Universities in your region



## **Evaluation Plan**

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1. Identify evaluator and briefly describe his/her experience/expertise

#### 2. Describe the evaluation plan

3. Show integration with other elements of the proposal as appropriate (e.g., biosketch, logic model, data management plan)



## **Evaluation Plan**

2. Describe the evaluation plan:

- a. Evaluation focus
- b. Data collection plan
- c. Analysis and interpretation
- d. Reporting schedule and projected uses

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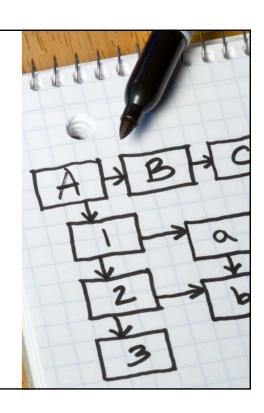
## a. Evaluation Focus

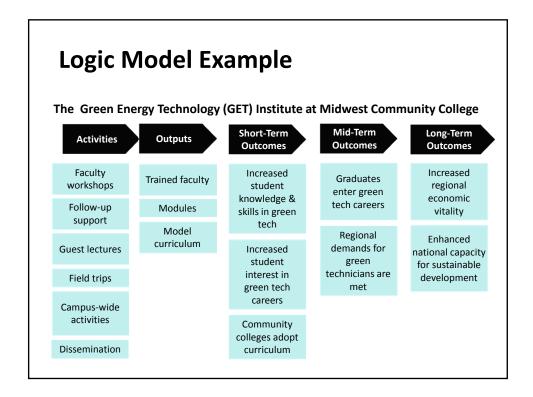
Align the evaluation's focus with the project's intended outcomes

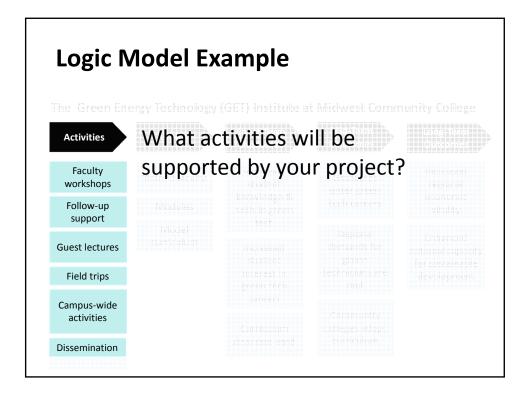
©2014 **EvaluATE** www.evalu-ate.org 10

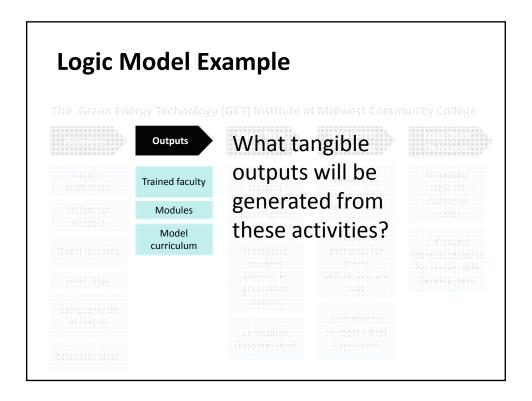
# **Logic Model**

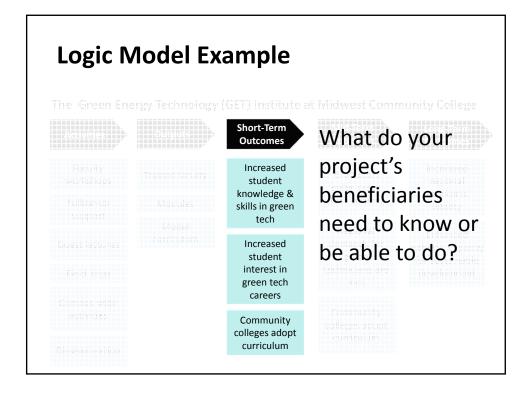
Helpful for focusing a project on outcomes and planning the evaluation

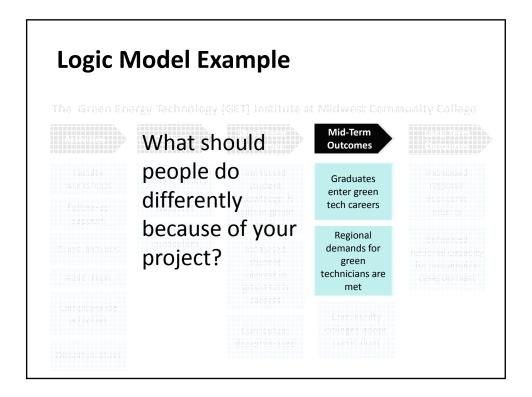


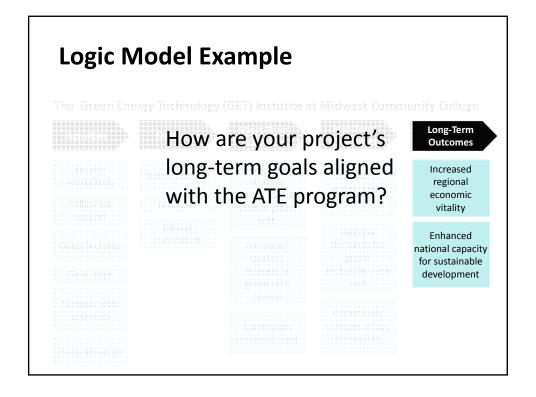


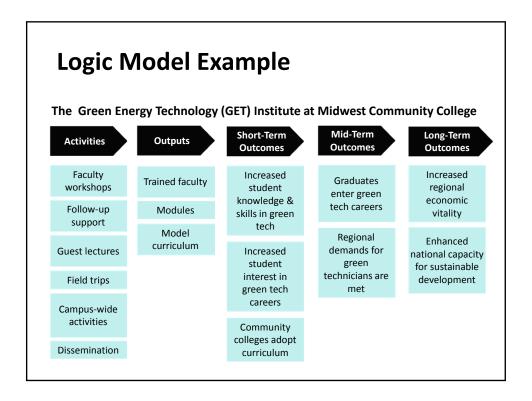












# **Logic Model + Evaluation**

Activities

Outputs

Whom did you reach? (who, how many)

What were participants' reactions to the activities?

What is the quality/utility of the activities and products?

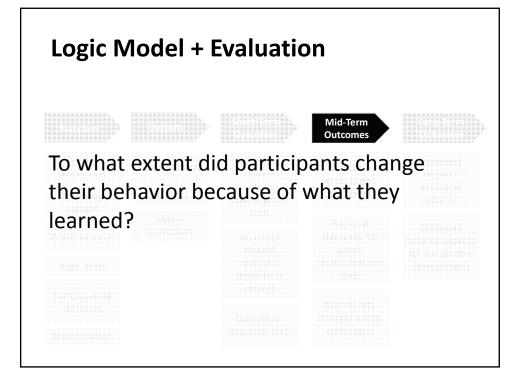
# **Logic Model + Evaluation**

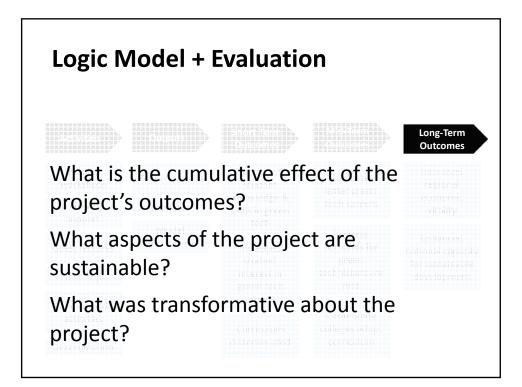
Activities Outputs

Short-Term Outcomes

How did the activities affect participants' knowledge, skills, abilities, or attitudes?

Dissemination disseminated curriculum







# **Evaluation Plan**

2. Describe the evaluation plan:

- a. Evaluation focus
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# **b.** Data Collection Plan

What information do you need?

**How** will you collect it?

From whom?

When?



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# **Data Collection Plan: Example 1**

WHAT? HOW? WHO? WHEN?

...The evaluation will utilize an accepted mixedmethods design (Cook & Campbell, 1979). Quantitative and qualitative measures of performance will be used in both a formative and summative manner to gauge the merit and worth of the grant initiative. This mixed-methods approach has proven useful in utilizing both quantitative and qualitative performance indicators in a single research design (Frechtling & Sharp, 1997). It is also consistent with the best practices and recommendations for rigorous scientifically-based research....

# **Data Collection Plan: Example 1**

WHAT? HOW? WHO? WHEN?

...The evaluation will utilize an accep mixedmethods desig k & Campbell 9). of Quantitative and itative mea performance will ed in bo ormative and summative mannel augr merit and worth ed-methods of the grant initiativ approach has proven In utilizing both quantitative and qu performance indicators in a si design (Frechtling & Sharp, 1997 also con nt with the best recommenda practic for rigorous ally-based research sci

# **Data Collection Plan: Example 2**

WHAT? HOW? WHO? WHEN? Project staff will administer an end-of-workshop survey to obtain participants' feedback, including both ratings and open-ended comments. The external evaluator will conduct interviews with participants six months following the workshop to determine the extent to which they applied the workshop content. She also will interview a random sample of students at the end of each semester to learn how their knowledge and perceptions of green energy technology were impacted.

# **Data Collection Plan: Example 2**

WHAT data will be collected?

Project staff will administer an end-of-workshop survey to obtain participants' feedback, including both ratings and open-ended comments. The external evaluator will conduct interviews with participants six months following the workshop to determine the extent to which they applied the workshop content. She also will interview a random sample of students at the end of each semester to learn how their knowledge and perceptions of green energy technology were impacted.

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# **Data Collection Plan: Example 2**

HOW will the data be collected?

Project staff will administer an end-of-workshop survey to obtain participants' feedback, including both ratings and open-ended comments. The external evaluator will conduct interviews with participants six months following the workshop to determine the extent to which they applied the workshop content. She also will **interview** a random sample of students at the end of each semester to learn how their knowledge and perceptions of green energy technology were impacted.

# **Data Collection Plan: Example 2**

WHO will provide the data?

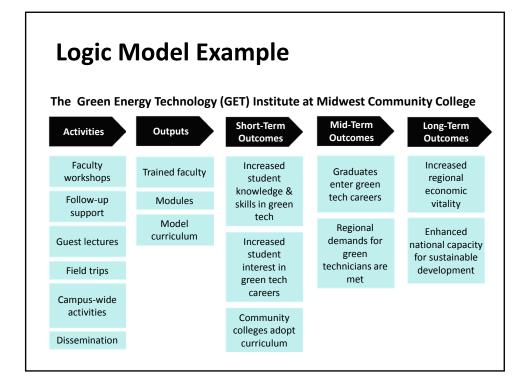
Project staff will administer an end-of-workshop survey to obtain participants' feedback, including both ratings and open-ended comments. The external evaluator will conduct interviews with participants six months following the workshop to determine the extent to which they applied the workshop content. She also will interview a random sample of students at the end of each semester to learn how their knowledge and perceptions of green energy technology were impacted.

# **Data Collection Plan: Example 2**

**WHEN** will the data

Project staff will administer an end-of-workshop survey to obtain participants' feedback, be collected? including both ratings and open-ended comments. The external evaluator will conduct interviews with participants six months following the workshop to determine the extent to which they applied the workshop content. She also will interview a random sample of students at the end of each semester to learn how their knowledge and perceptions of green energy technology were impacted.

#### **Data Collection Matrix** Who What How When **Evaluation** Method **Data Source** Goal Indicator **Timing** Question Students' To what extent Change in Review of Project End of each did students' institutional personnel semester interest in course green tech interest in enrollment and careers green tech numbers departmental increases careers records increase Students' In-class survey Students in End of each because of the intent to in retrospecttechnician semester project? pursue green ive pre-post education tech job format courses Opinions of Interviews Sample of Annually faculty and faculty/staff career center staff Number/ Each visit Interviews On-campus quality of recruiters employment interviews







# **Evaluation Plan**

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- 2. Describe the evaluation plan:
  - a. Focus of the evaluation
  - b. Data collection plan
  - c. Analysis and interpretation
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# c. Analysis & Interpretation

How will you make sense of the data?

What sorts of comparisons will be made?

What counts as "success"?



# c. Analysis & Interpretation

### **Analysis**

Organizing, transforming, and describing data



# c. Analysis & Interpretation

## Interpretation

Making sense of analyzed data so that conclusions can be made about a project's quality, progress, and/or impact



# c. Analysis & Interpretation

Interpretation requires comparisons, e.g., with

- targets
- past performance
- national benchmarks
- other sites





## **Evaluation Plan**

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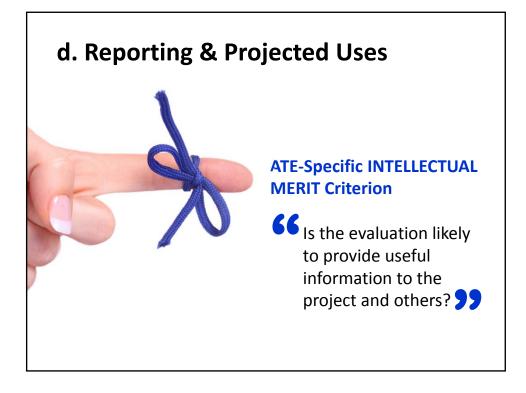
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# d. Reporting &Projected Uses

When and what types of reports will be issued?

How will results be shared?



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# d. Reporting & **Projected Uses**

Information from the evaluation will be needed for

- annual reports to NSF
- annual survey of grantees
- reports to advisory groups





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## **Evaluation Plan**

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# **Project Description**

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Plan for Sustainability

**Evaluation Plan** 

**Dissemination Plan** 



# References

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Include references to pertinent evaluation literature in your evaluation plan section

#### References

Bartlett, K. R., Schleif, N., & Bowen, M. M. (in press). The career and technical education program evaluation.

Frechtling, J. (2010). The 2010 user-friendly guide for project www.westat.com/Westat/pdf/projects/2010UFHB.pd

GOH Consulting. (2006). ATE (center) evaluation data inver-

Gullickson, A. M. (2010). Mainstreaming evaluation: Four cc organizational culture and practices (Doctoral dissertation September 14, 2011 from <a href="http://search.proquest.com/e">http://search.proquest.com/e</a>

Gullickson, A. R., & Hanssen, C. E. (2006). Local evaluation evaluation use and program results. In D. Huffman & evaluation of science, technology, engineering and mathem.

Gullickson, A. R., Coryn, C. L. S., & Ritchie, L. A. (2006). I Education Program Evaluation Briefing Paper Series, Michigan University. The Evaluation Center. Retrieve ate.org/app/webroot/files/uploads/ATE\_Eval\_Briefing

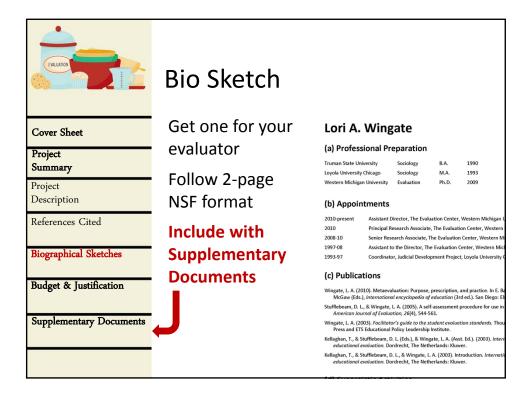
Guskey, T. (1999). Evaluating professional development. The

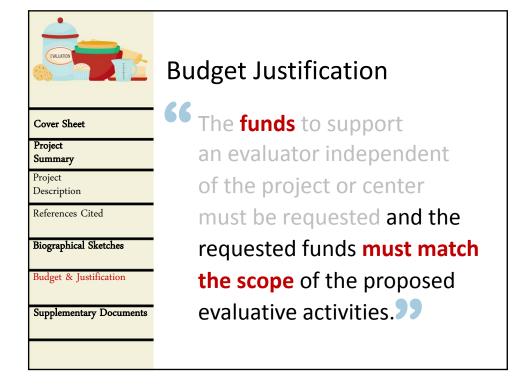
Hales, B., Terblanche, M., Fowler, R., & Sibbald, W. (2008) improved quality of patient care. *International Journal* 

Kirkpatrick, D. L., & Kirkpatrick, J. D. (2006). Evaluating

Parsons, B., & Jessup, P. (2011). EvaluATE needs assessed. Available upon request via <a href="www.evalu-ate.org">www.evalu-ate.org</a>].

Phillips, P. P., & Phillips, J. J. (2007). The value of learning: translate them into support, improvement, and funds. Sar





# Raise your hand...

On average, what percentage of ATE budgets is spent on evaluation?

- A. 2%
- B. 8%
- C. 15%
- D. 24%



# **Budgeting for Evaluation**

rule of thumb

# **Budgeting for Evaluation**



# **Evaluation Budget Components**



- Time
- Travel
- Materials and other expenses
- Institutional indirect/overhead costs

# Time

How many days does the evaluator need to spend in order to generate the needed evaluation deliverables and services?



# **Travel**

Will the evaluator need to travel to

- attend the ATE PI conference, advisory committee meetings, or special project events?
- collect data from participants?
- meet with project staff to plan the evaluation or discuss results?



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# Materials and other expenses

# **Examples:**

- Materials (e.g., paper for surveys, reports)
- Copying
- Incentives
- Survey hosting



# Institutional Indirect/ Overhead

Percentage of direct costs Varies by organization



# **Budget & Budget Justification**

### **Under "Other Direct** Costs" identify

- evaluator's daily rate
- time committed to the project
- travel costs
- materials costs
- institutional indirect/overhead, if applicable

# **BUDGET JUSTIFICATION** EvaluATE: Promoting ATE Excellence through Evaluation

#### Other Person

#### Fringe Benefit

#### Travel

#### Other Direct Costs

Materials and Supplies. Pellentesque ut tortor ut auer

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- A 5-person National Visiting Committee. Nulla acc Suspendisse et nibh dui, suscipit molestie diam. Mat amet sollicitudin sapien viverra.
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#### Participant Support

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# **Budget & Budget Justification**

### **Under "Other Direct** Costs" identify

- evaluator's daily rate
- time committed to the project
- travel costs
- materials costs
- institutional indirect/overhead, if applicable

# **BUDGET JUSTIFICATION**

EvaluATE: Promoting ATE Excellence through Evaluation

#### Senior Perso

Dr. Lori Wingate, Praesomare cursus quis ut jus accumsan ullamcorper n iaculis tellus non pressi

### Other Person

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# Fringe Benefit

#### Travel

# Other Direct Costs

Materials and Supplies. Pellentesque ut torto

Publication, Documentation, and Dis

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#### Participant Support

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# **Supplementary Documents**

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- A commitment letter from your evaluator
- Your evaluator's biosketch
- Data Management Plan (REQUIRED)
   (data collection for the evaluation should be addressed in this plan)



#### **Data Management Plan**

1. Types of data

Phasellus aliquam molestie purus a consequat. Sed volutpat lobortis massa. Vestibulum interdum diam eleifend velit consectetur dapibus. Nulla facilisi. Nulla faucibus dolor at arcu ultricies, sit amet dapibus odio laciniat.

2. Standards to be used for data and metadata format and content

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3. Policies for access and sharing

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Provisions for privacy, confidentiality, security, and intellectual property

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5. Policies and provisions for re-use, redistribution, and production of derivatives

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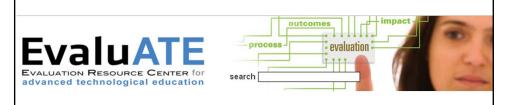
6. Plans for archiving data preserving access

Qullam aliquam semper nunc, eget gravida turpis laoreet quis. Maecenas ut ligula sed ribh rhoncus venenatis vel risus. Fusce fringilla a dolor non ultrices. Suspendisse eget augue accumsan, portitior massa id, tempor augue. Duis nec tristique arcu. Nam a blandit enim. Sed ornare ultrices est quis blandit. 2 pages max—titled "Data Management Plan"

Goes in as a supplementary document

May include only the statement that no detailed plan is needed, as long as the statement is supported by a clear justification

Rachel Bowers of ATE Central www.atecentral.net



# www.evalu-ate.org

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**Evaluator Directory** 

**Events** (including pending and past webinars)

**Newsletters** 

