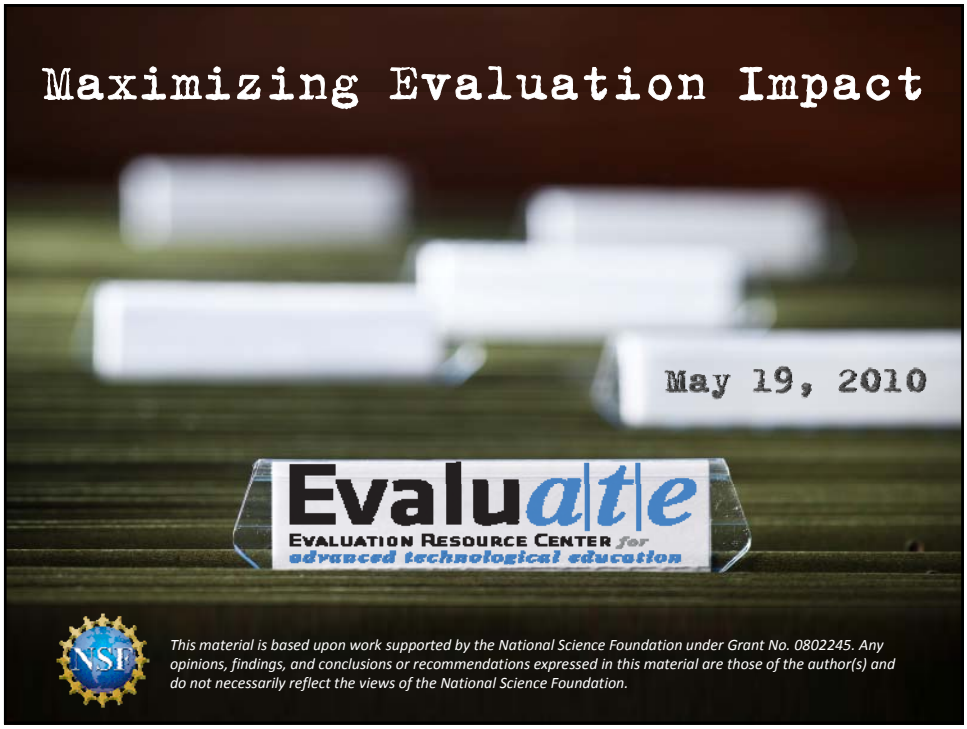

Maximizing Evaluation Impact
May 19, 2010
Evaluate
Evaluation Resource Center for advanced technological education
This material is based upon work supported by the National Science Foundation under Grant No. 0802245. Any opinions, findings, and conclusions or recommendations expressed in this material are those of the author(s) and do not necessarily reflect the views of the National Science Foundation.

Introductions
Stephanie Evergreen
Lori Wingate
Peggie Weeks
Mark Viquesney
Evaluate
Evaluation Resource Center for advanced technological education
@ Western Michigan University
Maricopa Community Colleges
2

Objectives

By the end of this webinar, you will be able to:

1. Take steps to facilitate the use of evaluation results by a target audience
2. Organize evaluation reports according to a hierarchy of interest
3. Apply design principles to enhance comprehension and use of reports

3

Handout

Available from
resources.evalu-ate.org

Keyword search:
maximizing

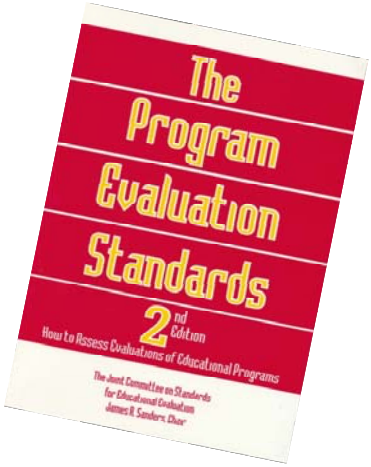
4

Agenda
Mark
1. Audience
2. Content
3. Presentation

Lori
Audience
Planning for Impact
Types of Evaluation Use
Defining the Audience
Setting the Stage for Use

Planning for Use

Utility
Propriety
Feasibility
Accuracy

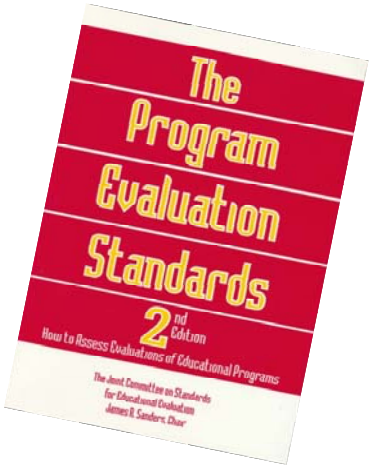


www.jcsee.org

7

Planning for Impact

Utility Standard #7
Evaluation Impact
Evaluations should be planned, conducted, and reported in ways that encourage follow-through by stakeholders, ***so that the likelihood that the evaluation will be used is increased.***



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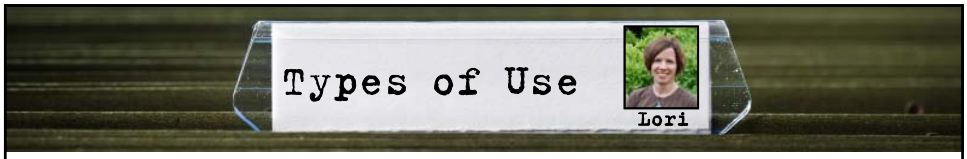
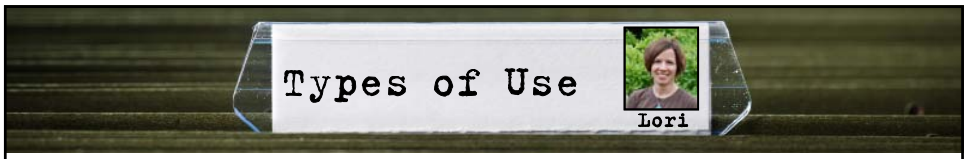
8



Instrumental Use
Conceptual Use
Process Use
and others…

9



Instrumental Use

"Evaluation findings are used to directly inform a decision, improve a program, develop new directions, or contribute to solving a problem."

- Michael Quinn Patton

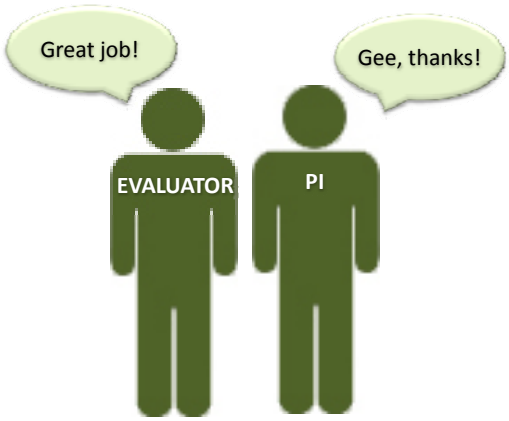
10

Defining the Audience

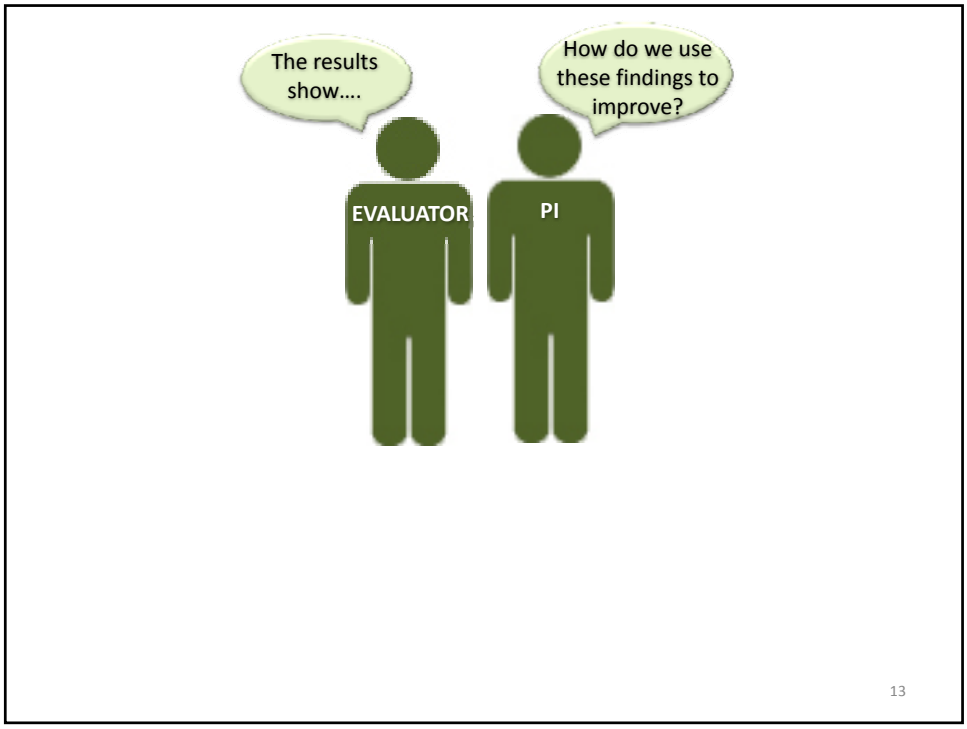
ATE Intellectual Merit Criterion

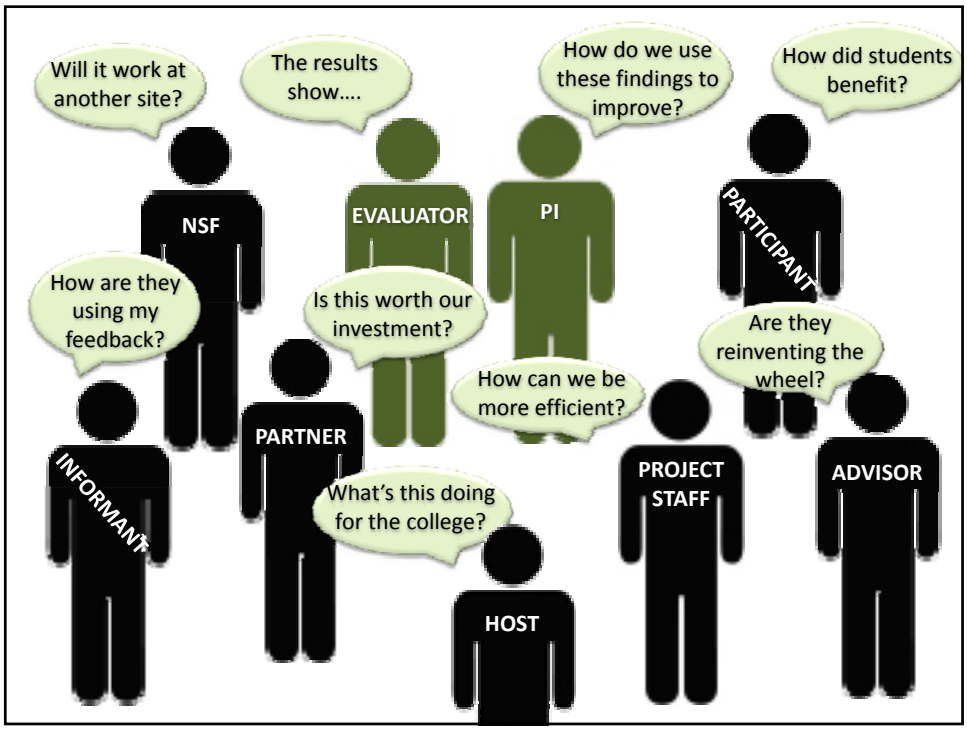
Is the evaluation likely to provide useful information to ***the project and others***?

11



12


The results show….
How do we use these findings to improve?
EVALUATOR
PI
13


Will it work at another site?
The results show….
How do we use these findings to improve?
How did students benefit?
NSF
EVALUATOR
PI
PARTICIPANT
How are they using my feedback?
Is this worth our investment?
Are they reinventing the wheel?
How can we be more efficient?
PARTNER
INFORMANT
What's this doing for the college?
PROJECT STAFF
ADVISOR
HOST

Defining the Audience

- Who has authority over the project?
- Who is responsible for carrying it out?
- Who is supposed to benefit from it?
- Who else has an interest in its effectiveness?

Identify by name!

15

Setting the Stage for Use

Identify specific uses in advance

For example:

- Learn what others are doing so we can avoid duplication

Setting the Stage for Use

Lori

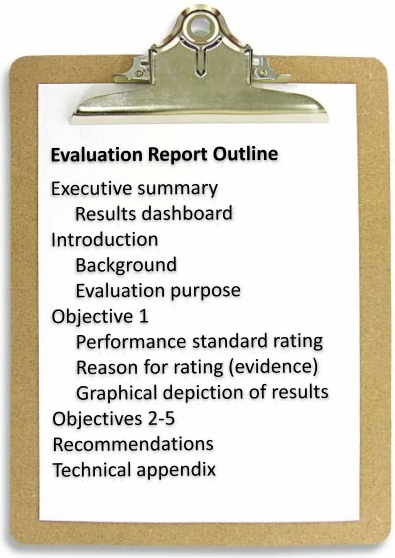
Establish a time line for reporting

Consider …

- Project improvement cycle
- Advisory panel meetings
- New proposals
- Annual NSF progress reports (April)
- Annual ATE grantee survey (February)

Setting the Stage for Use

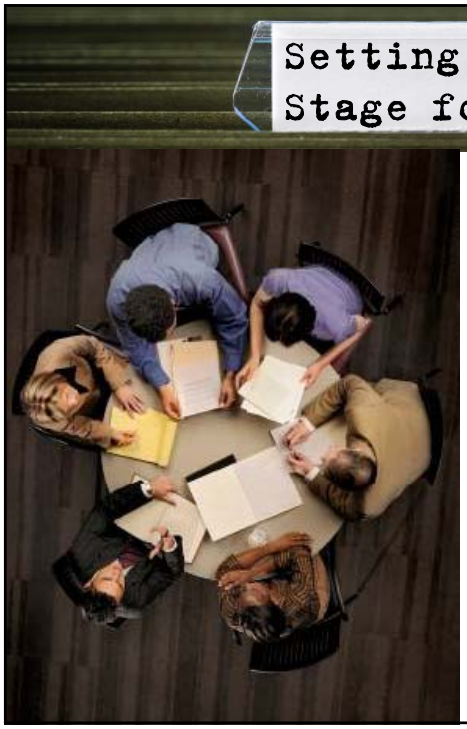
Lori



Provide a "skeleton report" in advance

- Alerts stakeholders about what to expect
- Can be negotiated before a full report is written

Setting the Stage for Use



Establish regular times to focus on evaluation matters

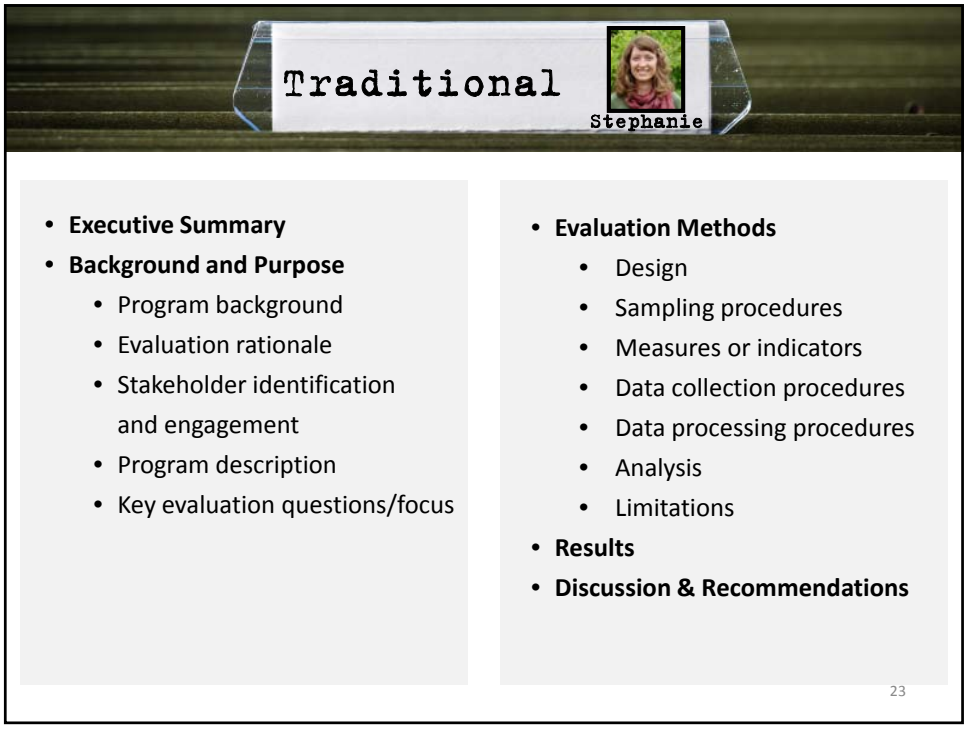
- Make it a group activity
- Identify actions to take
- Give feedback to the evaluator

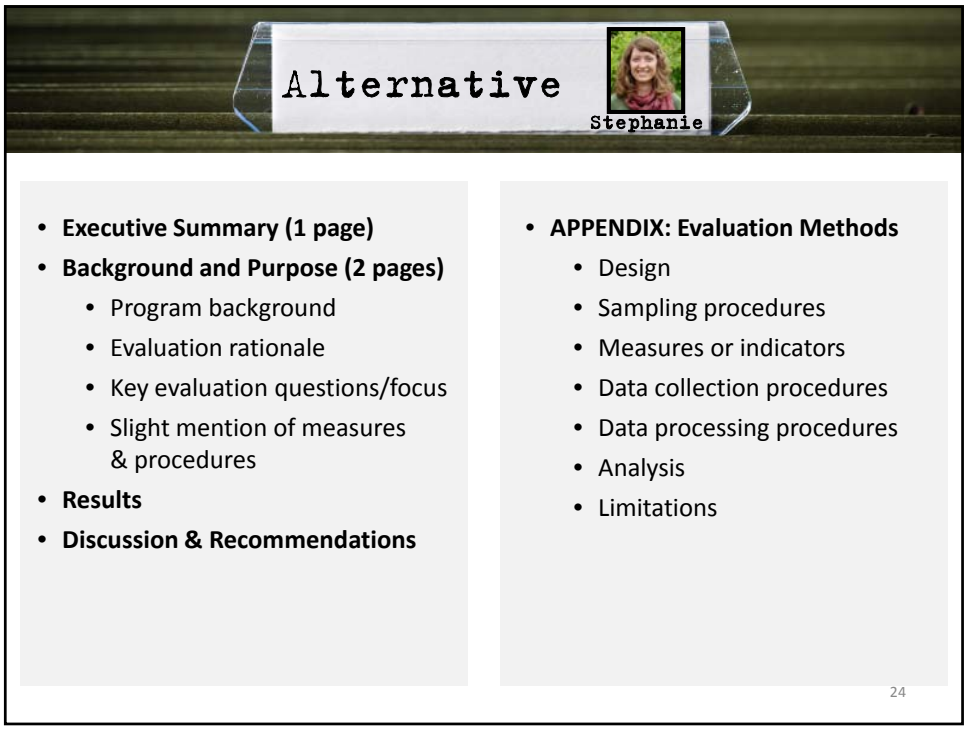
> Lack of information does not appear to be the main problem…

21

> Rather, the problem seems to be that available information is not organized and communicated effectively.

22


Traditional
Stephanie
• Executive Summary
• Background and Purpose
• Program background
• Evaluation rationale
• Stakeholder identification and engagement
• Program description
• Key evaluation questions/focus
• Evaluation Methods
• Design
• Sampling procedures
• Measures or indicators
• Data collection procedures
• Data processing procedures
• Analysis
• Limitations
• Results
• Discussion & Recommendations
23


Alternative
Stephanie
• Executive Summary (1 page)
• Background and Purpose (2 pages)
• Program background
• Evaluation rationale
• Key evaluation questions/focus
• Slight mention of measures & procedures
• Results
• Discussion & Recommendations
• APPENDIX: Evaluation Methods
• Design
• Sampling procedures
• Measures or indicators
• Data collection procedures
• Data processing procedures
• Analysis
• Limitations
24

Performance Standards

Program Outcome	Success Indicator	Data Source	Performance Standards			
			Excellent	Good	Fair	Poor
Regional Workforce Demands Met	# of job placements	Graduate Survey	95% or more of graduates placed regionally	75-94%	50-74%	Fewer than 50% of graduates placed regionally

25

Standards Dashboard

Outcome	Rating
Regional Workforce Demands Met	Good
Community Colleges Adopt Curriculum	Excellent
Faculty Trained in Green Energy Tech	Fair

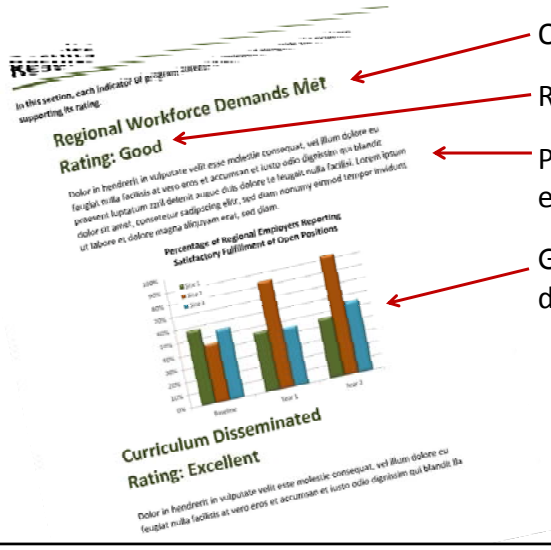
26

Background

Program Outcome	Performance Standards			
	Excellent	Good	Fair	Poor
Regional Workforce Demands Met	95% or more of graduates placed regionally	75-94%	50-74%	Fewer than 50% of graduates placed regionally

27

Results



Outcome

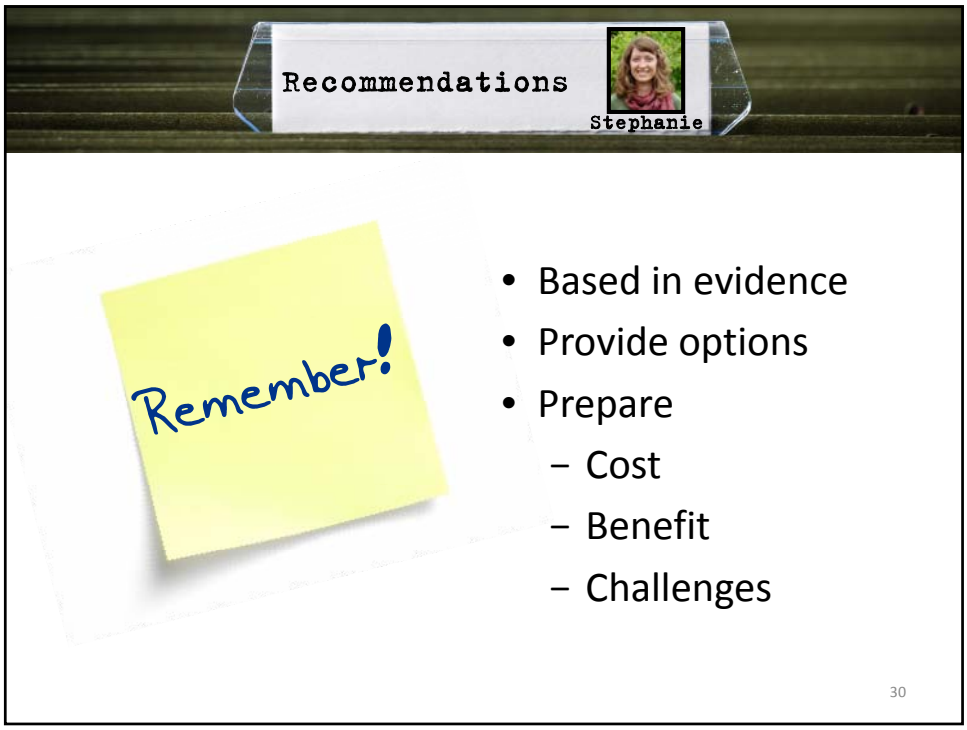
Rating

Paragraph describing evidence

Graphic presentation of data

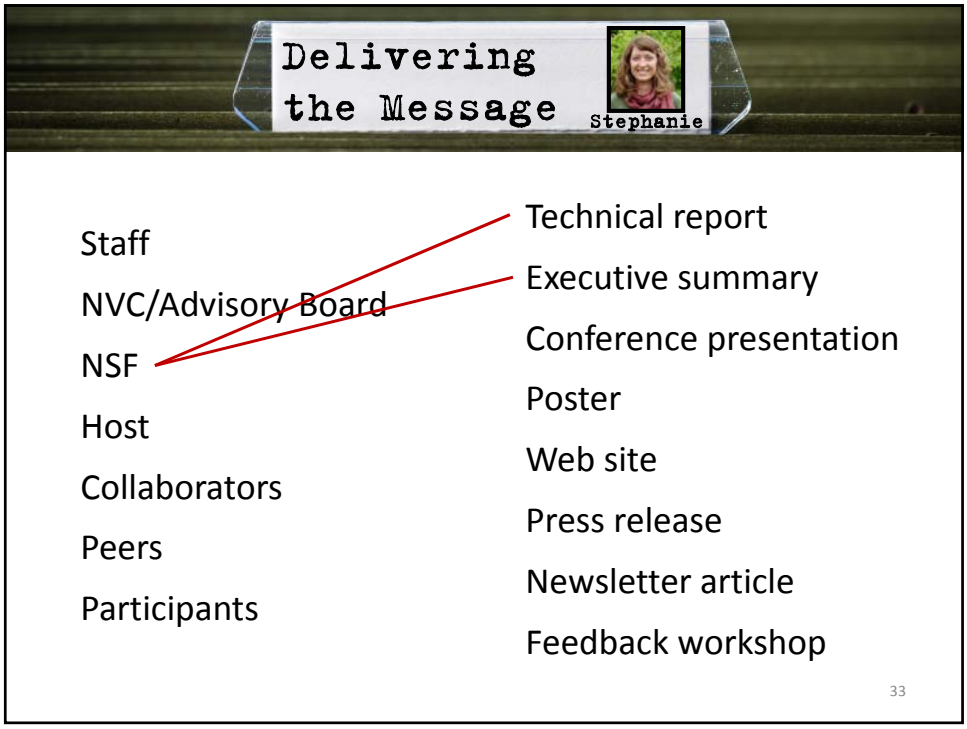
28

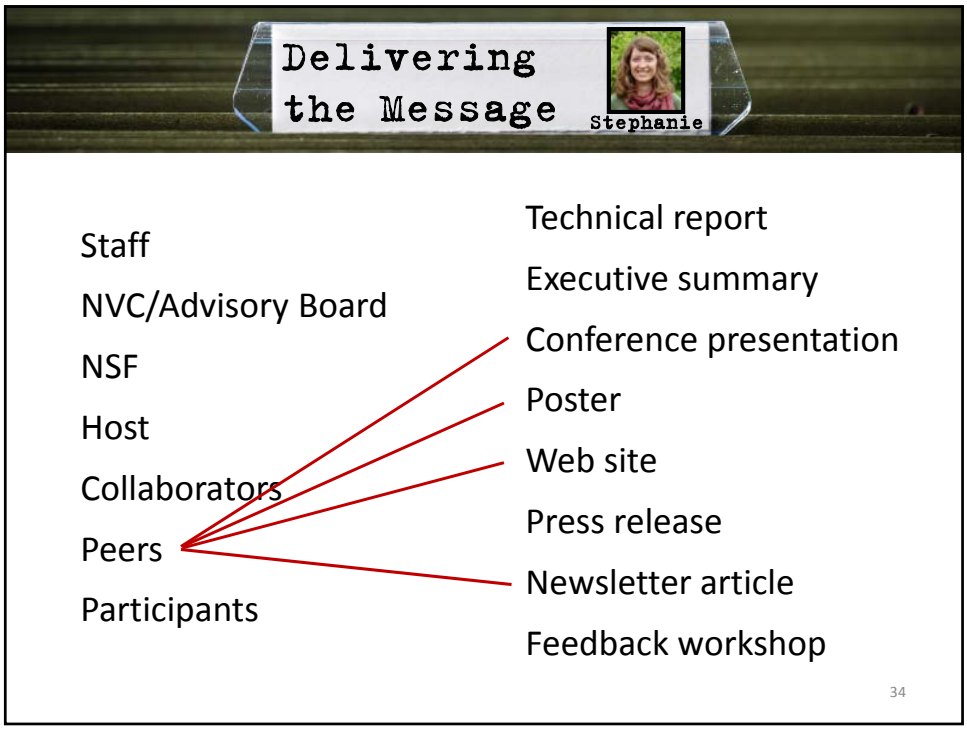
Discussion
Stephanie
29


Recommendations
Stephanie
Remember!
• Based in evidence
• Provide options
• Prepare
– Cost
– Benefit
– Challenges
30

Delivering the Message
Stephanie
Technical report
31

Delivering the Message
Stephanie
Technical report
Executive summary
Conference presentation
Poster
Web site
Press release
Newsletter article
Feedback workshop
32


Delivering the Message
Stephanie
Staff
NVC/Advisory Board
NSF
Host
Collaborators
Peers
Participants
Technical report
Executive summary
Conference presentation
Poster
Web site
Press release
Newsletter article
Feedback workshop
33


Delivering the Message
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Conference presentation
Poster
Web site
Press release
Newsletter article
Feedback workshop
34

Delivering the Message

- Staff
- NVC/Advisory Board
- NSF
- Host
- Collaborators
- Peers
- Participants

- Technical report
- Executive summary
- Conference presentation
- Poster
- Web site
- Press release
- Newsletter article
- Feedback workshop

35

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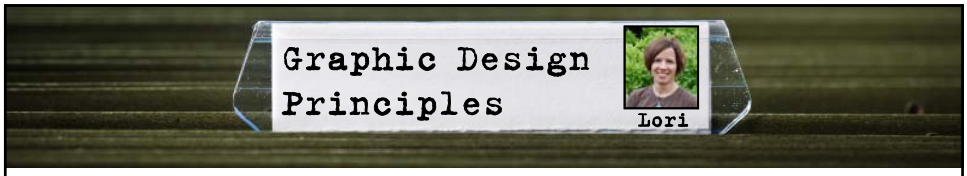
Discussion
Peggie
Effective reporting:
• Succinct reports
• Presentations at key meetings
• Shortened report to participants
• Summary in section of annual report to NSF

Lori
Presentation
Graphic Design Principles
Slide Presentations
Chart Design

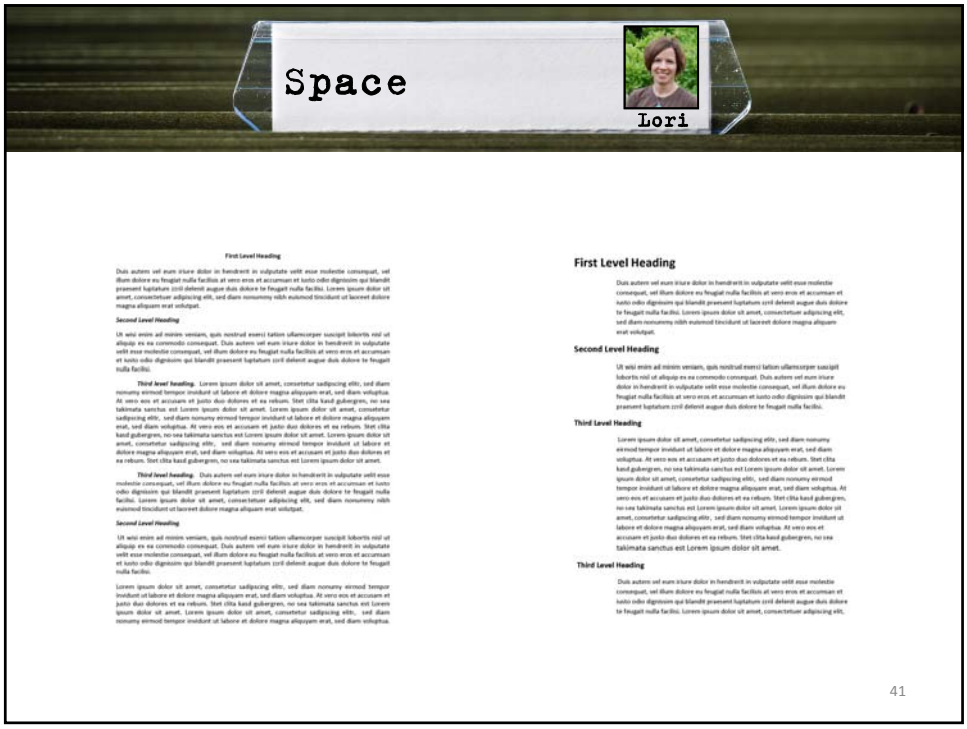


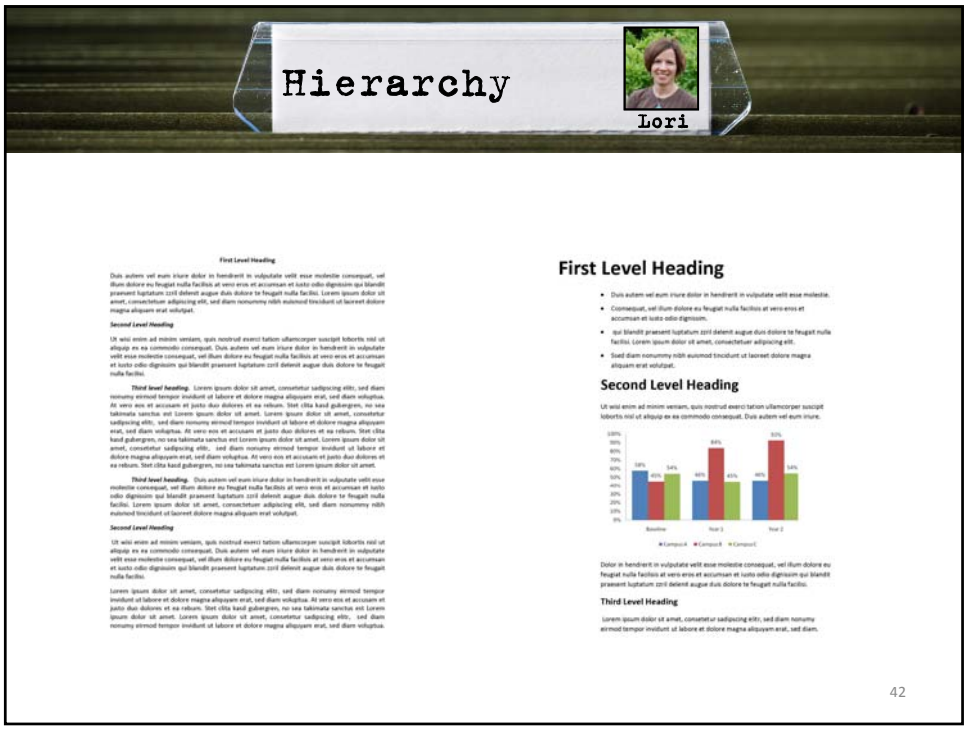
Unity
Gestalt
Space
Color
Dominance
Hierarchy
Balance

39

Unity
Gestalt
Space
Color
Dominance
Hierarchy
Balance

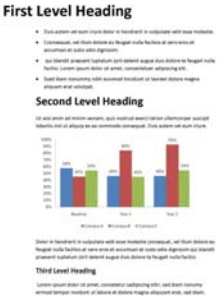
40


Space
Lori
First Level Heading
Second Level Heading
Third Level Heading
41


Hierarchy
Lori
First Level Heading
Second Level Heading
Third Level Heading
42

Space & Hierarchy

Lori



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Slides

Lori

- Let your text breathe
- Having air around the text reduces the stress level
- White space enables readers to focus on the essence of the message
- You don't need to fill an entire slide

-- from informationarchitects.jp

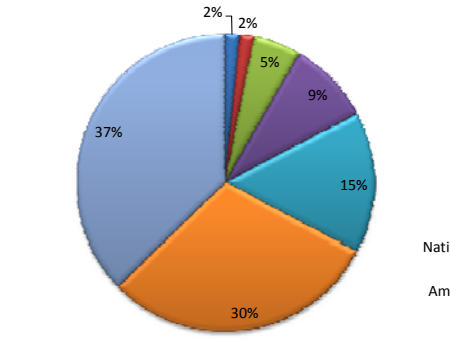
44

Let your text *breathe*
www.garrreynolds.com

Slide Presentations
Lori
Our PresentationZen Makeover
Suggestions for Efficiency in Data Collection
Review current survey form and identify which sections apply to your project.
Review FastLane reporting requirements.
Incorporate survey and FastLane information needs into your ongoing evaluation efforts.
Use existing data (e.g., college data) where possible.
Plan ongoing data collection as part of regular project work.
PDF relevant sections of your survey and append to your FastLane report.
Print your completed survey form for reference in the following year.
Evaluate
Women in Chemical Technology Programs
100%
80%
60%
40%
20%
0%
2006
2007
2008
Before
After
46

Chart Design

It's easier to judge length than area



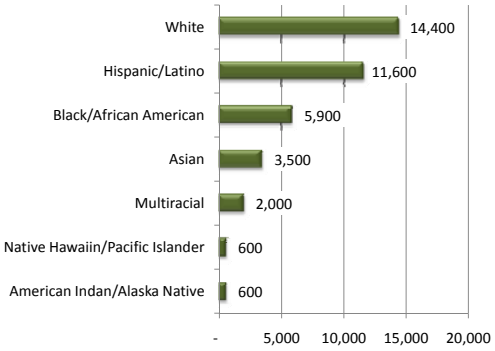


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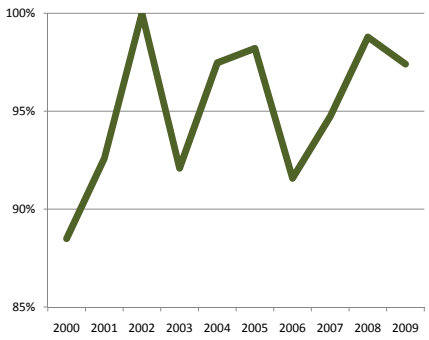
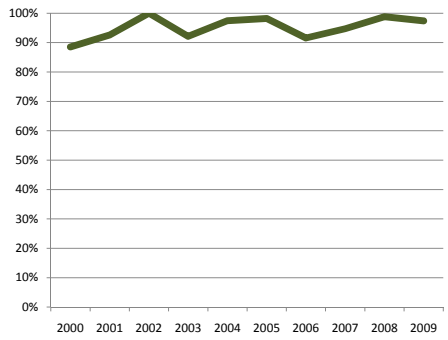
Chart Design

Scale matters



ATE Survey Response Rates: 2000-09

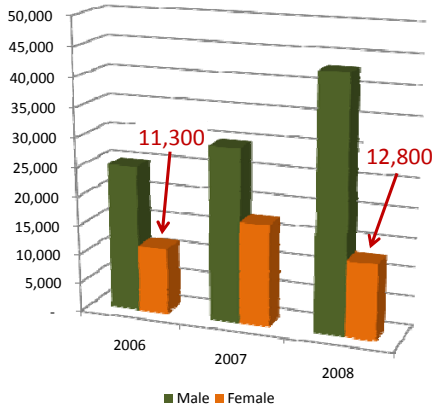


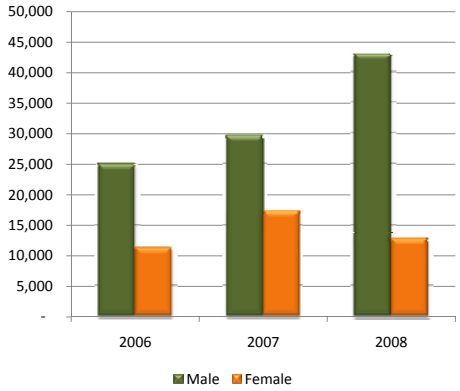
ATE Survey Response Rates: 2000-09

48

Chart Design

Leave 3-D to the movies

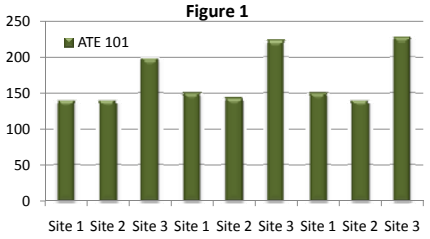


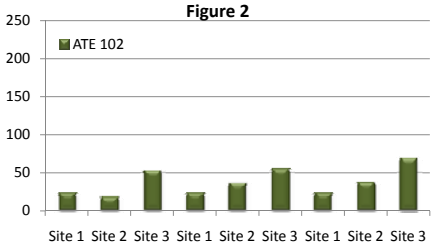


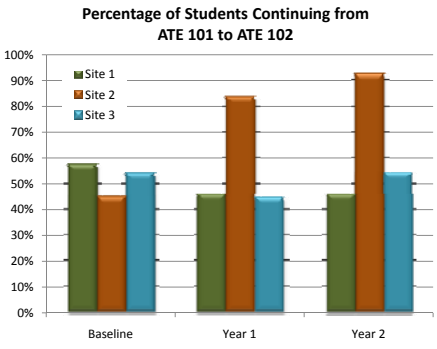
49

Chart Design

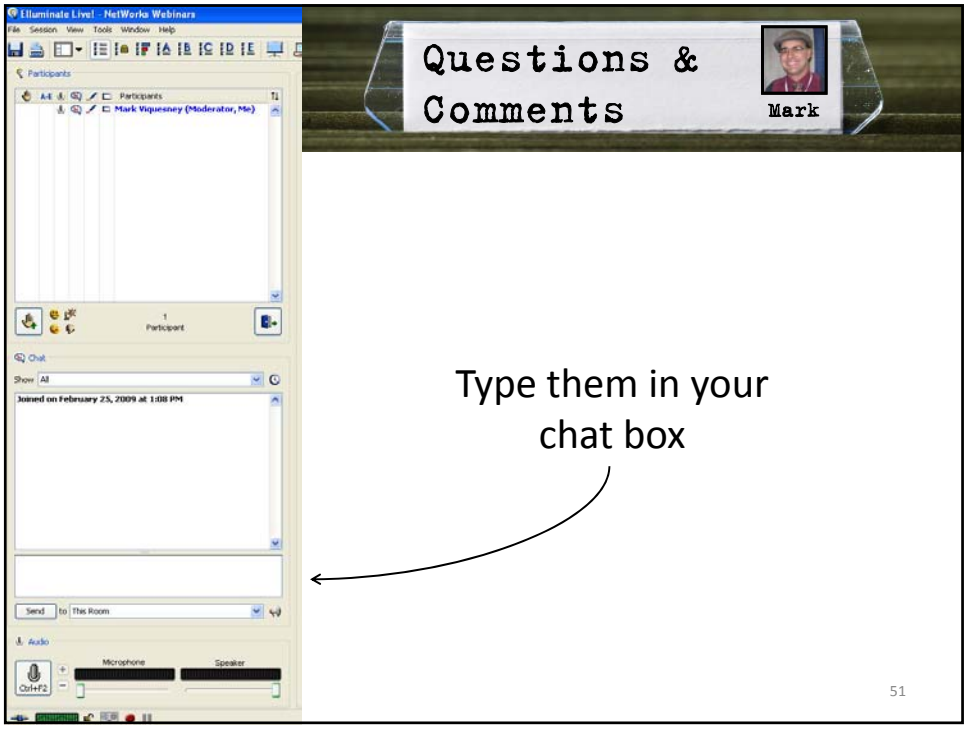
Charts need to speak for themselves

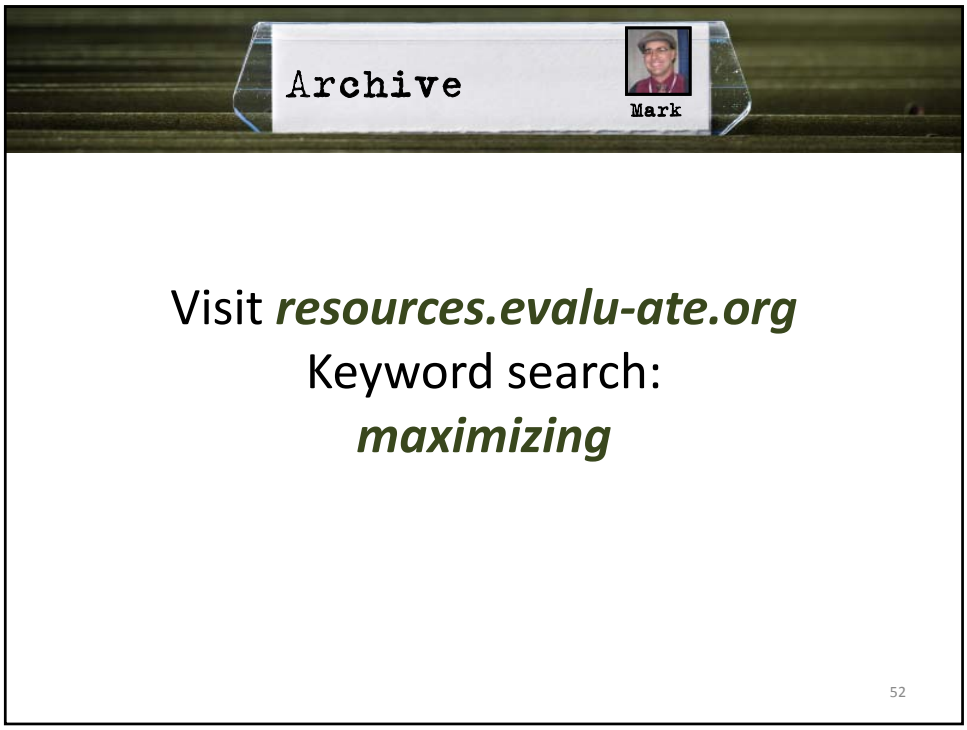




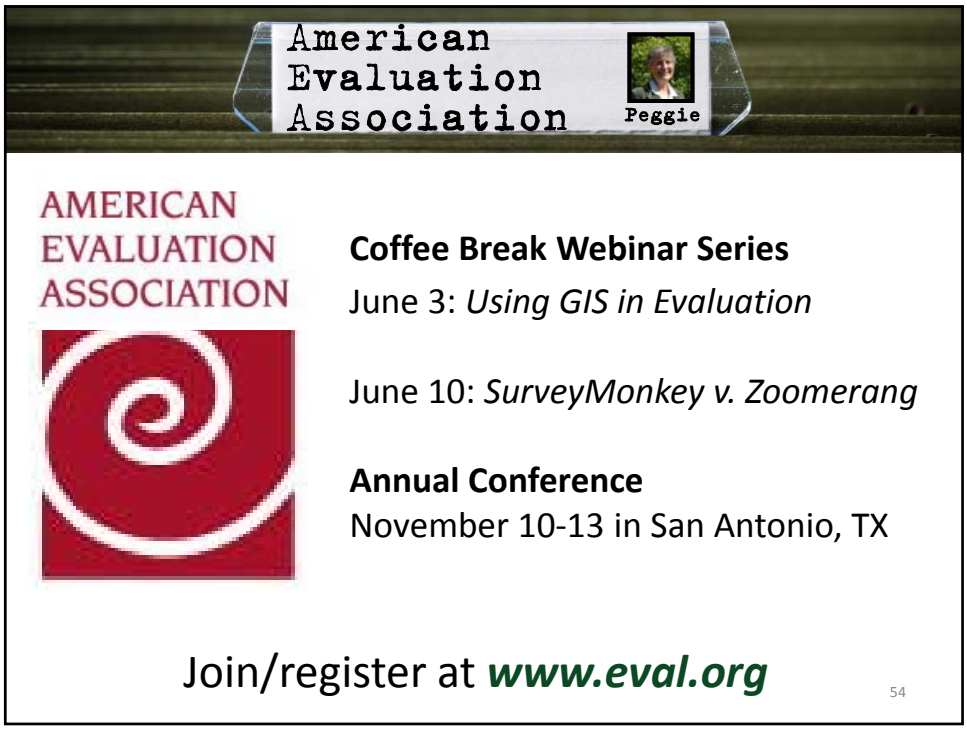


50


Questions & Comments
Mark
Type them in your chat box
51


Archive
Mark
Visit resources.evalu-ate.org
Keyword search:
maximizing
52

Community of Practice
Peggie
Continue the conversation….
peggie.weeks@wmich.edu
53


American Evaluation Association
Peggie
AMERICAN EVALUATION ASSOCIATION
Coffee Break Webinar Series
June 3: Using GIS in Evaluation
June 10: SurveyMonkey v. Zoomerang
Annual Conference
November 10-13 in San Antonio, TX
Join/register at www.eval.org
54

Upcoming Events
Mark
Webinar: July 21
Thinking Like an Evaluator During Proposal Writing
Webinar: September 15
Needs Assessment
Workshop: October 27
ATE Conference – Washington DC
Designing Practical & Useful Evaluations
Register at www.evalu-ate.org/events
55

Thank you!
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