

Agenda

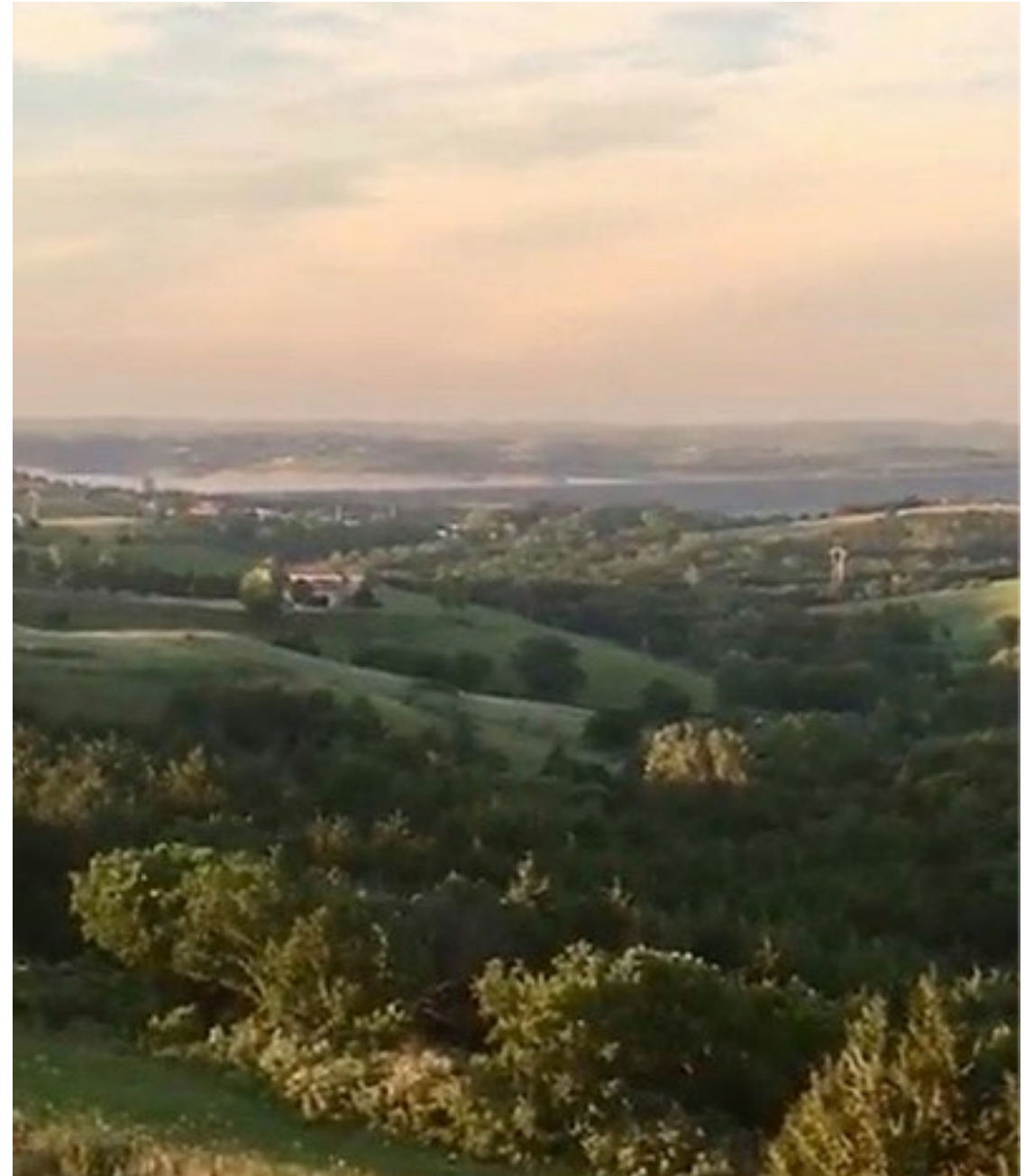
- OEIE introduction
- Overview of evaluation
- Evaluation & proposal development
- Post-award evaluation services
- Q&A

KANSAS STATE UNIVERSITY

Office of Educational Innovation and Evaluation

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Projects
Evaluated
362

Valued
at
\$580M

Professional
Staff
23

Hours of
Evaluation
200,000

Student
Assistants
6

Staff backgrounds:

- Adult learning, education, and curriculum and instruction
- Psychology
- Sociology and anthropology
- Computer science
- Math
- Public administration
- Communication
- Public health
- Family studies





program
evaluation
management
improvement
analysis
success
performance
groups
achievement
focus
instruments
interviews
reports
technology
numbers
surveys
stories
planning
tools
measurement
data
words
results

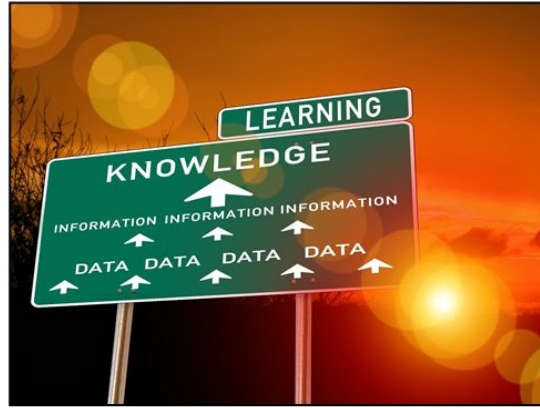
How is evaluation different from research?

Same (social science) methods

- Surveys
- Interviews
- Focus groups
- Document reviews
- Social network analysis
- Bibliometrics
- Almetrics
- Secondary data analysis

Different....

- Purpose
- Focus
- Generalizability
- Utilization
- Credibility



Why evaluate?

What are the benefits of evaluating?



CLARIFIES PURPOSE AND
DIRECTION OF THE PROJECT



PROVIDES OPPORTUNITIES
FOR COLLABORATION



CONTRIBUTES TO CREDIBILITY
AND HELPS SECURE FUNDING



PROMOTES ORGANIZATIONAL
LEARNING AND
IMPROVEMENT



INCREASES EFFECTIVENESS OF
PROJECT



➤ **Proposal Development**

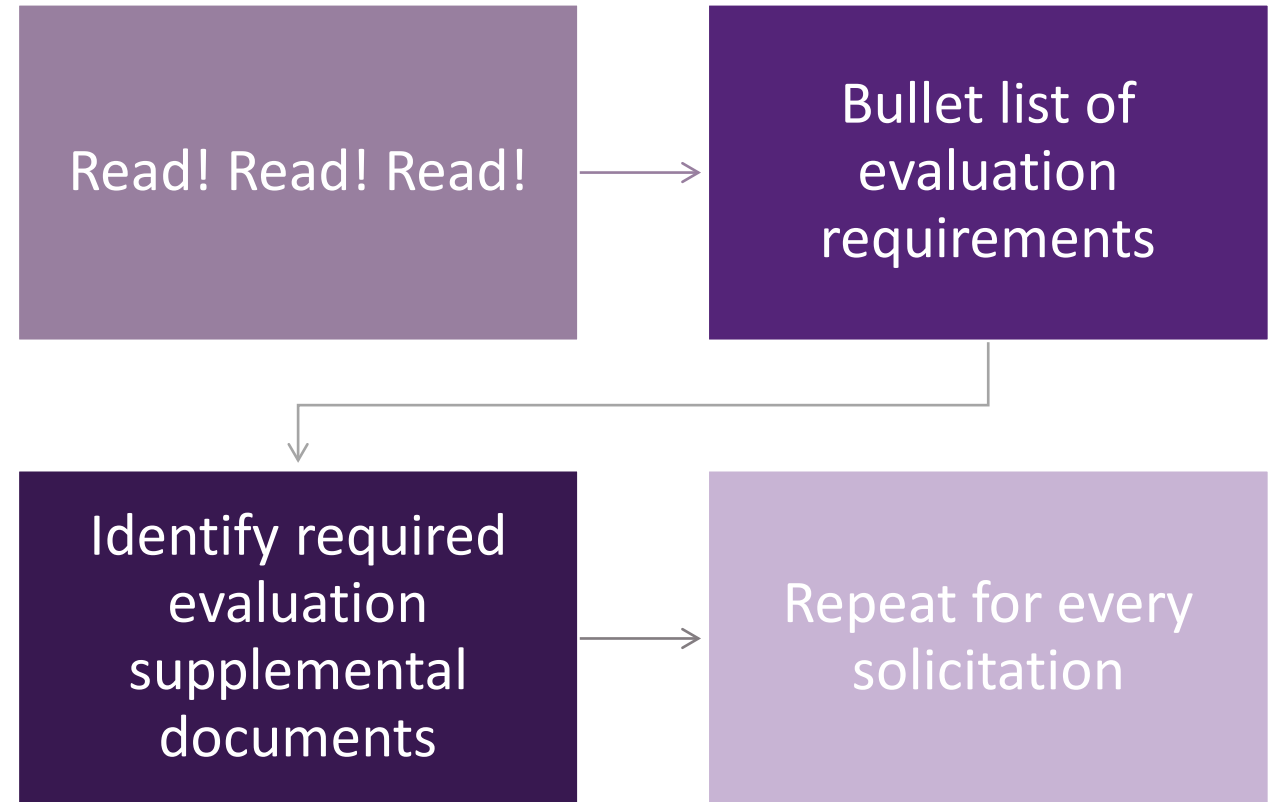


➤ **Program Evaluation**



➤ **Integrated Technology**

The Basics



Evaluator Eligibility



Internal

The diagram features two large, purple, arrow-shaped boxes pointing in opposite directions. The left arrow points left and contains the word 'Internal'. The right arrow points right and contains the word 'External'. The two arrows meet at a central point where they appear to be joined or overlapping, with a slight shadow effect. The background is white with some faint, light purple and grey geometric shapes in the corners.

External

Seeking Evaluation?



Track record of
successful evaluation



Qualitative and
quantitative competency



Familiarity with funding
agency



Cultural competency

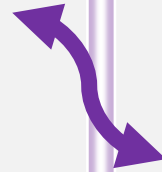
Budget

Internal

- Personnel Costs

External

- Estimated 10%
- Negotiate
- Indirect Rate



Scope of Work

Type of Evaluation

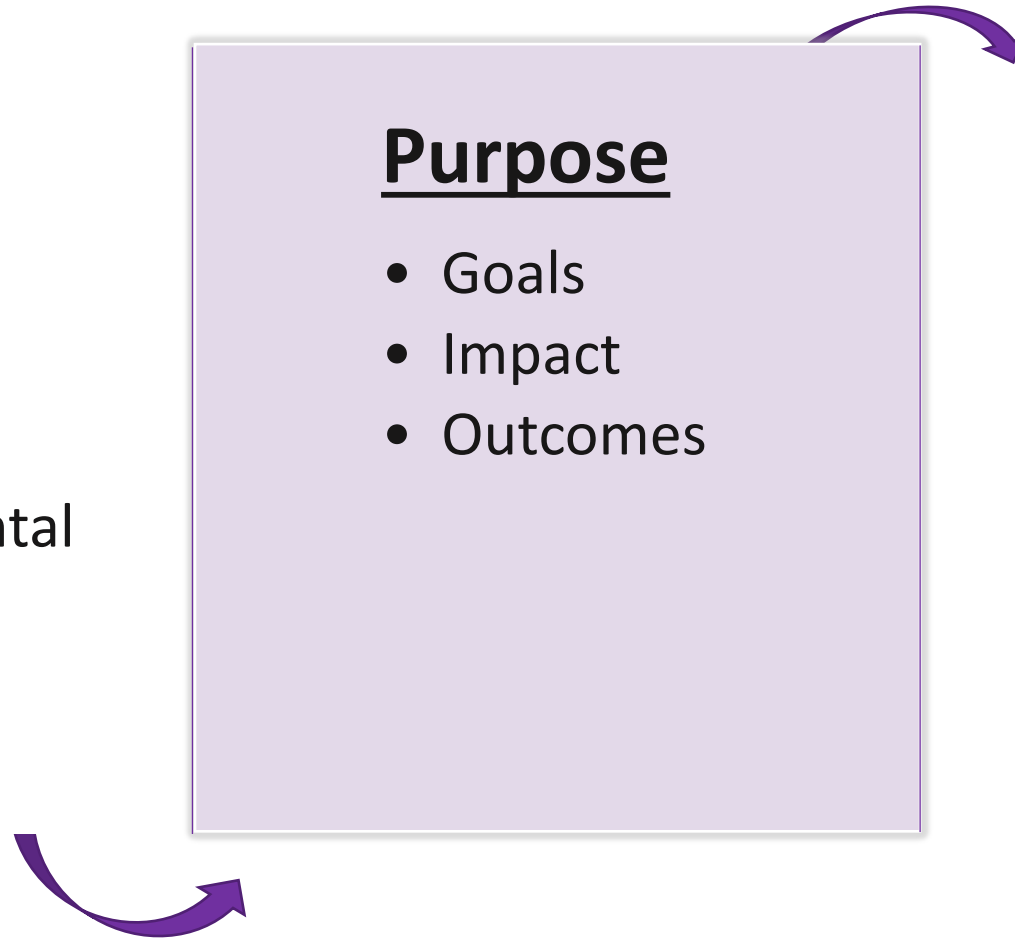
- Formative
- Summative
- Developmental
- Research

Purpose

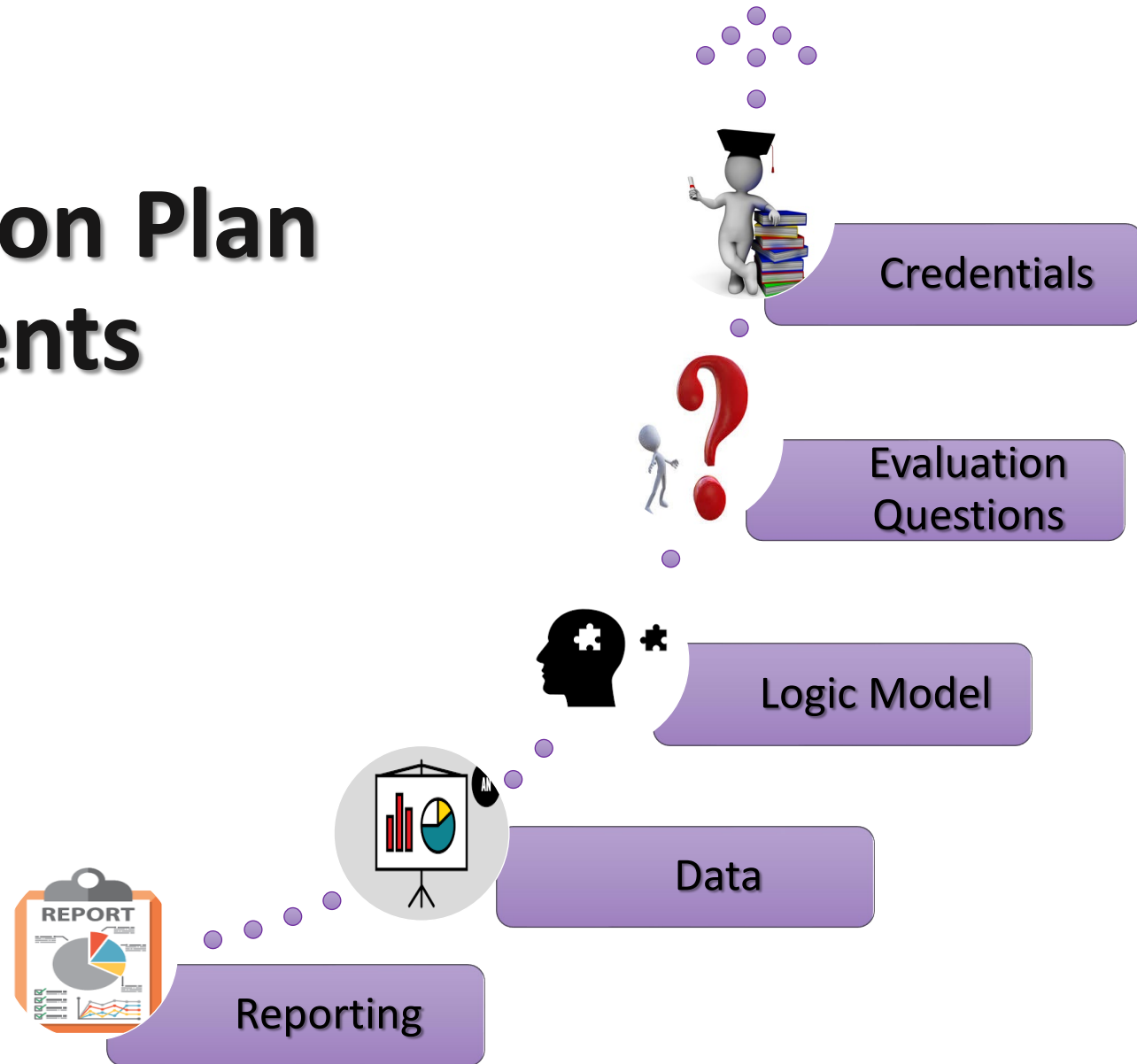
- Goals
- Impact
- Outcomes

Data Collection & reporting

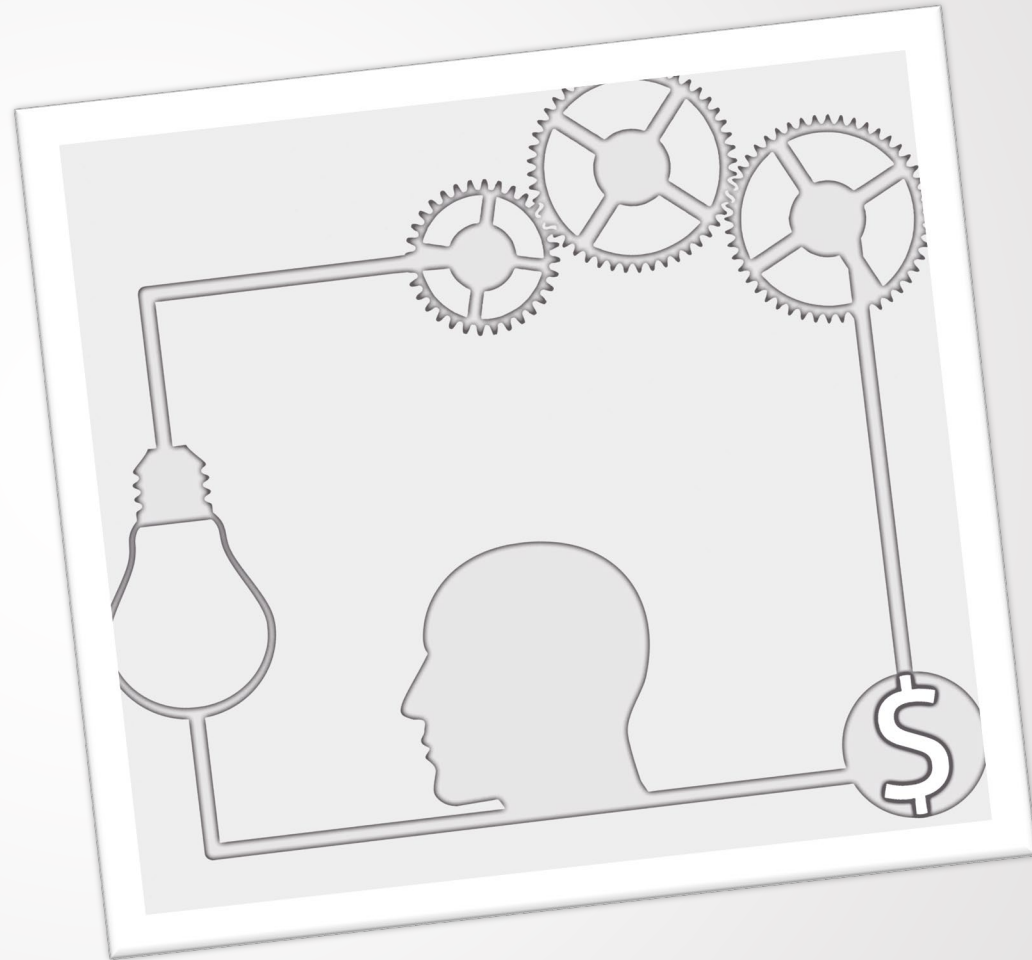
- Tools
- Metrics/
Indicators
- Frequency of reporting



Evaluation Plan Ingredients



Logic Models



Logic Models

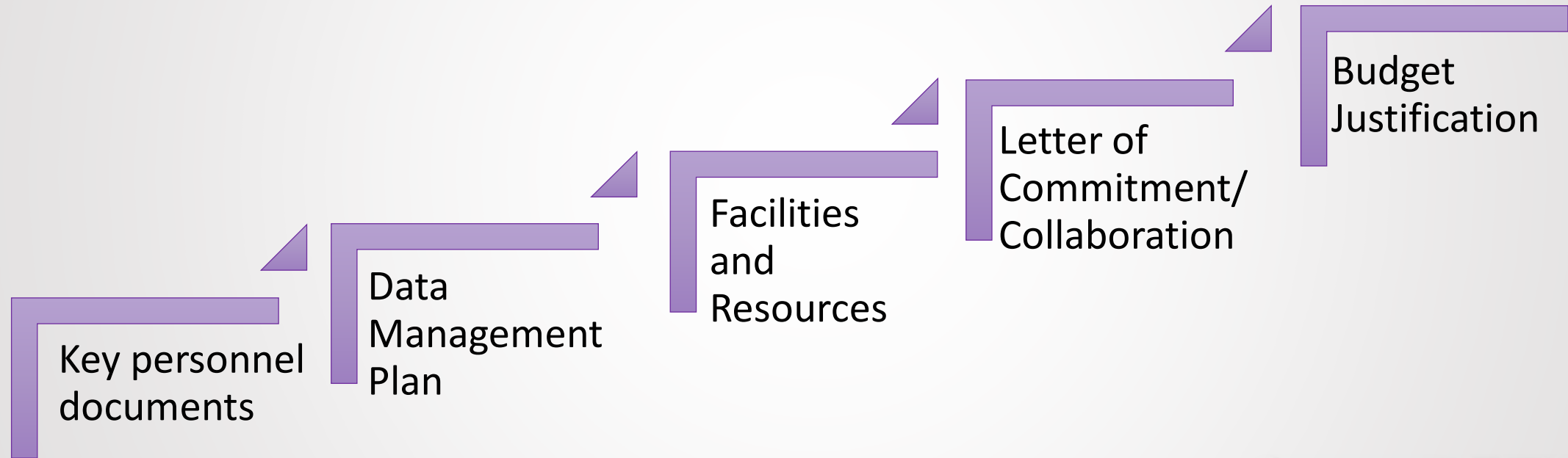


Situation: Some high school Key Club members are unable to attend the annual Key Club conference in Kansas City due to their limited financial resources.

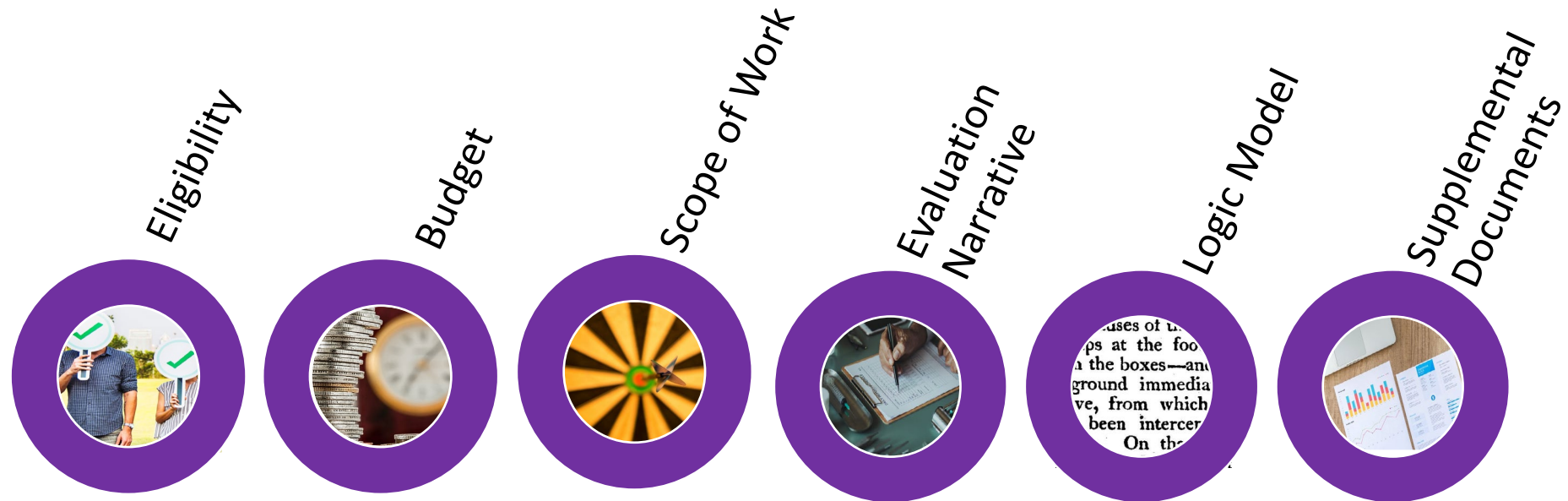
Resources (Inputs)	Activities	Outputs	Short-Term Outcomes	Medium-Term Outcomes	Long-Term Outcomes / Impacts
Ingredients Cooking Utensils Poster paper Pens	Make Chocolate Chip Cookies Create advertisement materials	Chocolate Chip Cookies Posters	High school students and staff learn of the bake sale purpose	High school students and staff purchase cookies	Key Club members are enriched by their attendance at the conference

Assumptions: High school students and staff enjoy chocolate chip cookies. High school students and staff are willing to pay for chocolate chip cookies between class.

Supplemental Documents



Evaluation Requirements



Pro-tips:



Engage early



Share internal project deadlines



Relay desires and expectations



Invite evaluator to project planning platforms



➤ **Proposal Development**



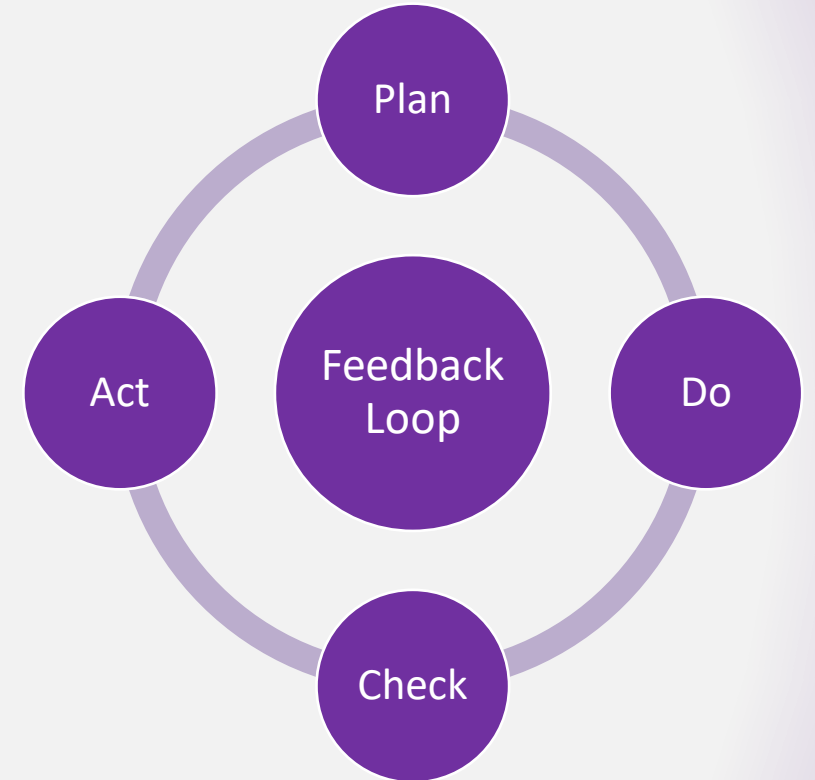
➤ **Program Evaluation**



➤ **Integrated Technology**

Overview of External Evaluation:

- ▶ **External/objective** review
- ▶ **Collaborate** with project leadership to **design** and **implement** the evaluation
- ▶ **Purpose:**
 - Ongoing feedback
 - Evidence
 - Recommendations
 - Reporting



Indicators: Specific/measurable, connected to evaluation questions, evidence of progress

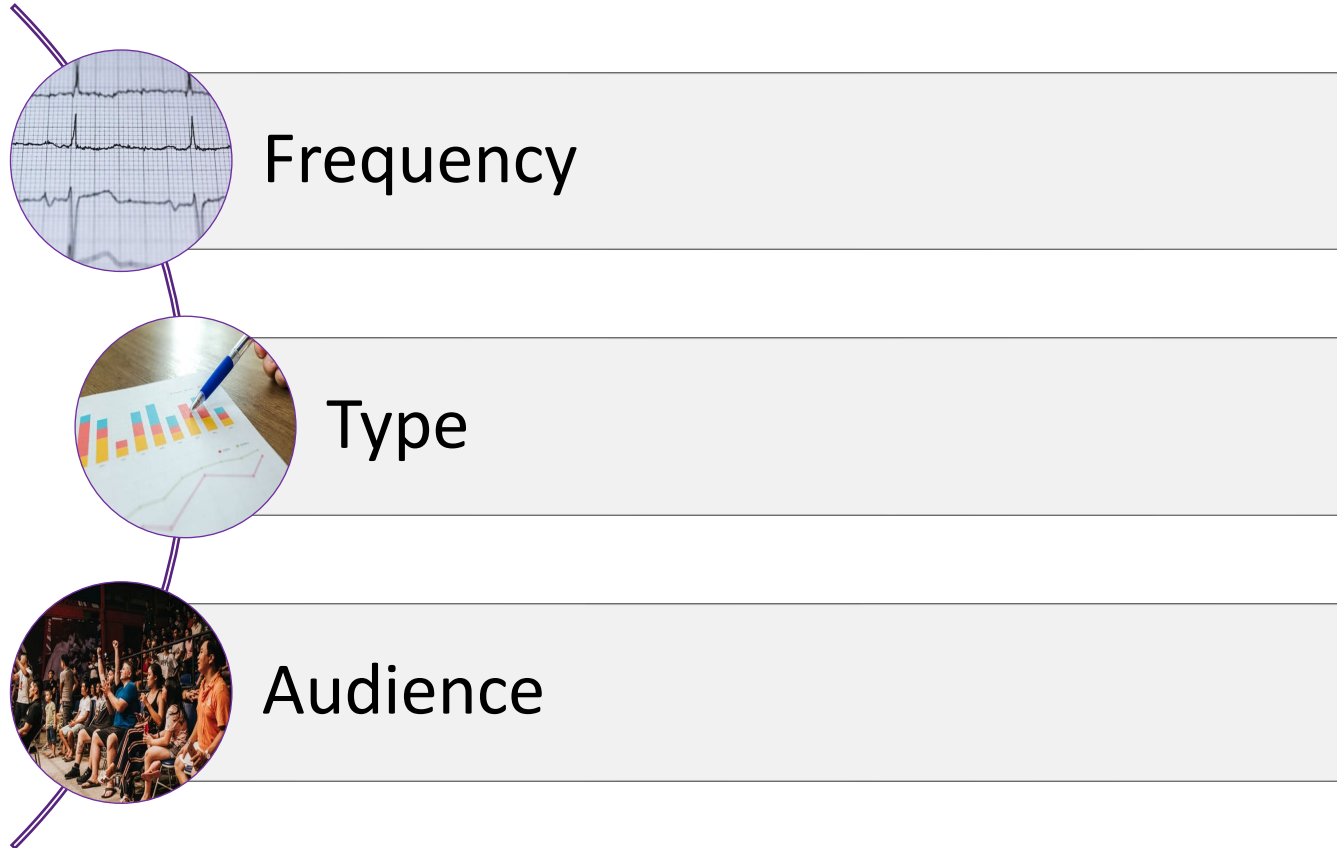
Data Collection: Methods and sources

Analysis: Procedures to summarize data

Interpretation: Results compared to expected outcomes/evaluation question

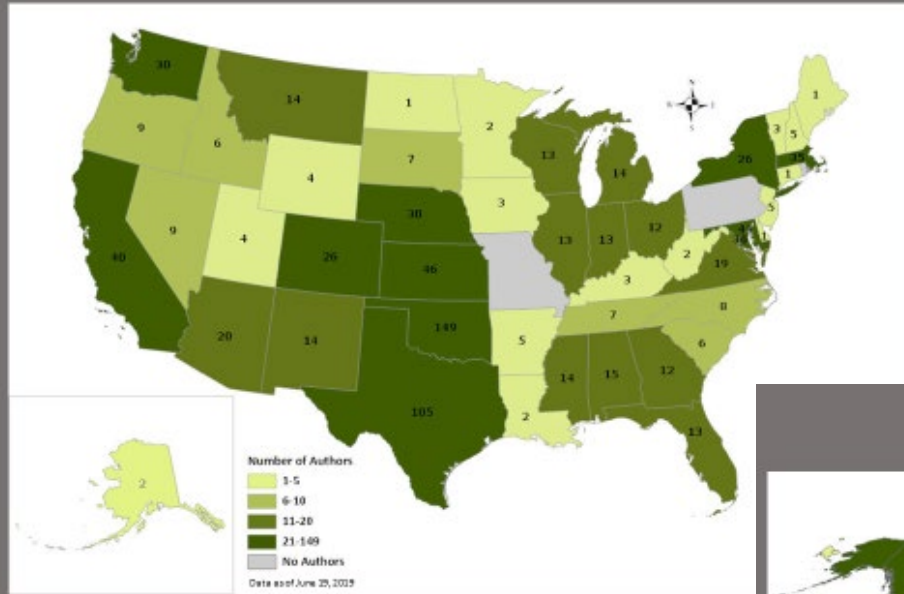


Reporting

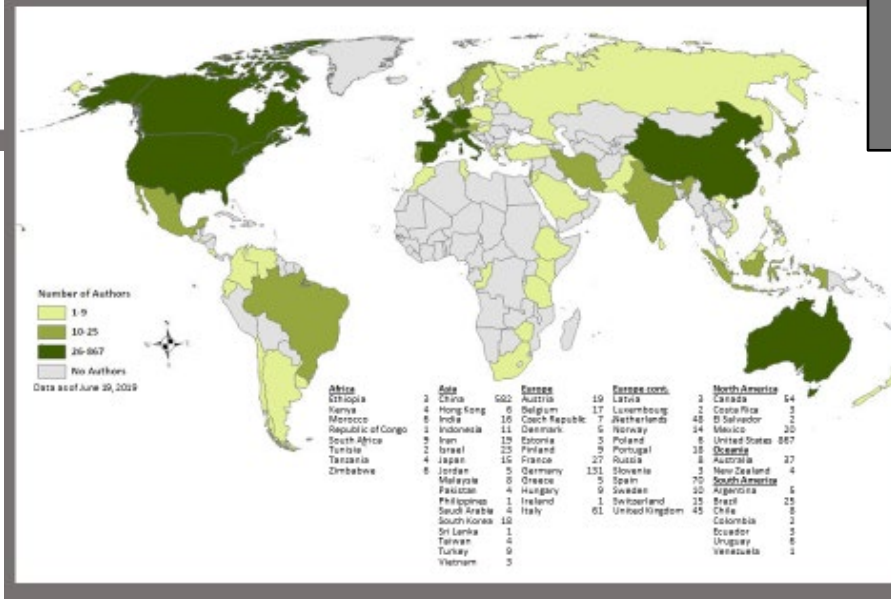


Sample Evaluation Results – Citation Analysis

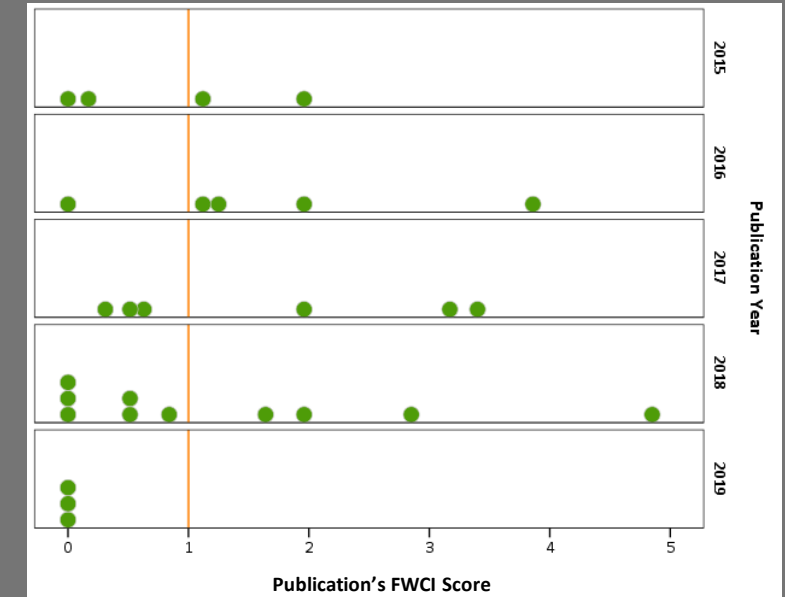
Number of Authors in United States Citing Years 1-6
(Does not include authors who cited their own publications)



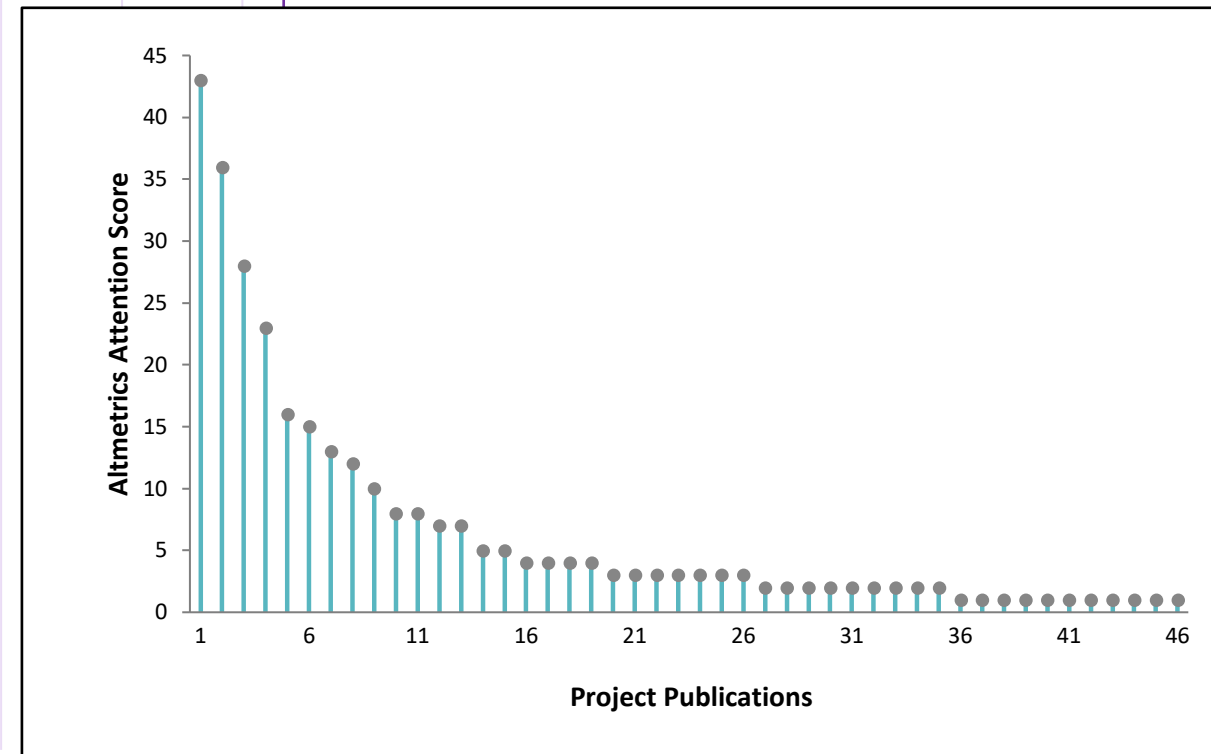
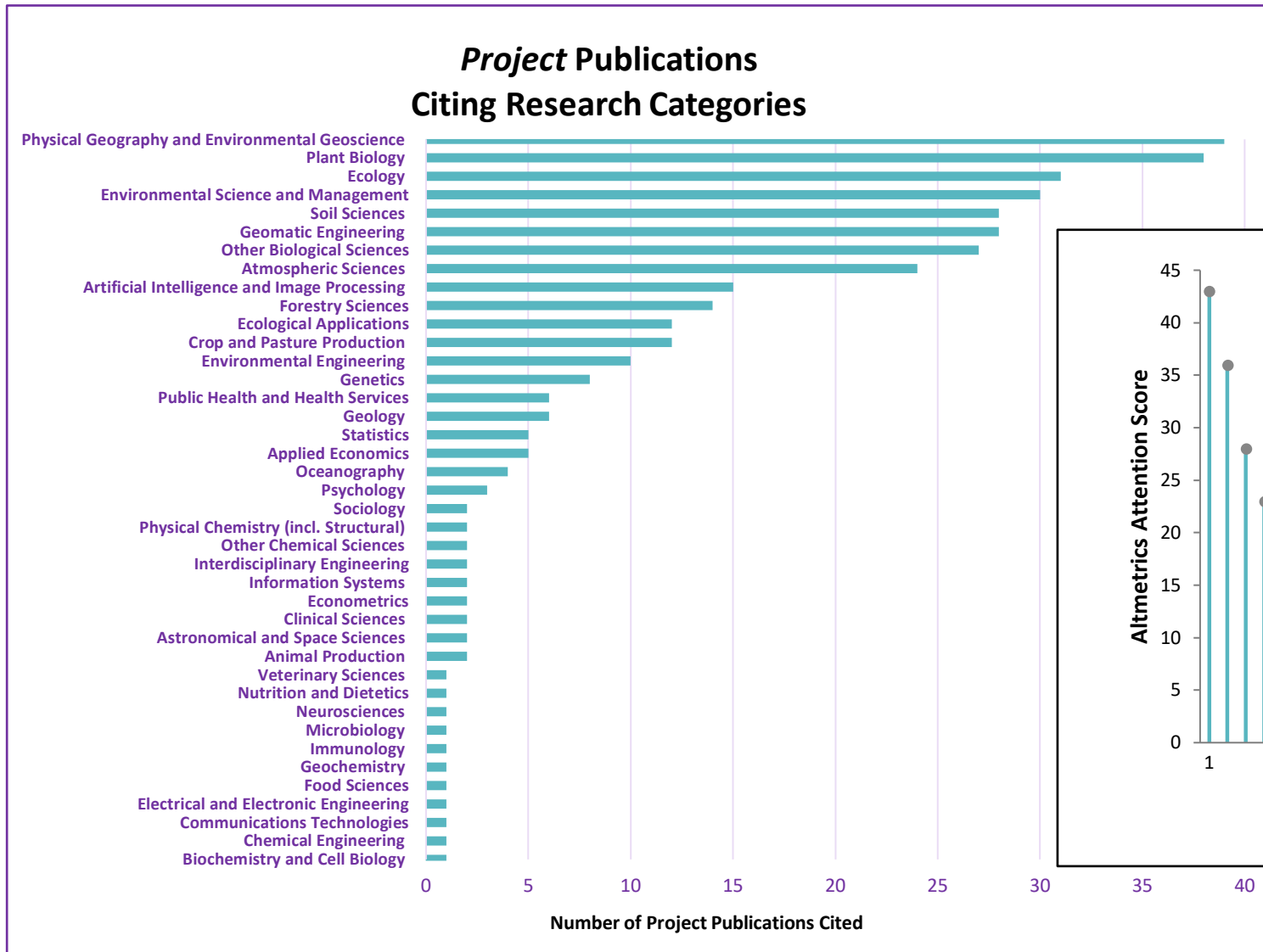
Number of Authors in World Citing Years 1-6
(Does not include authors who cited their own publications)



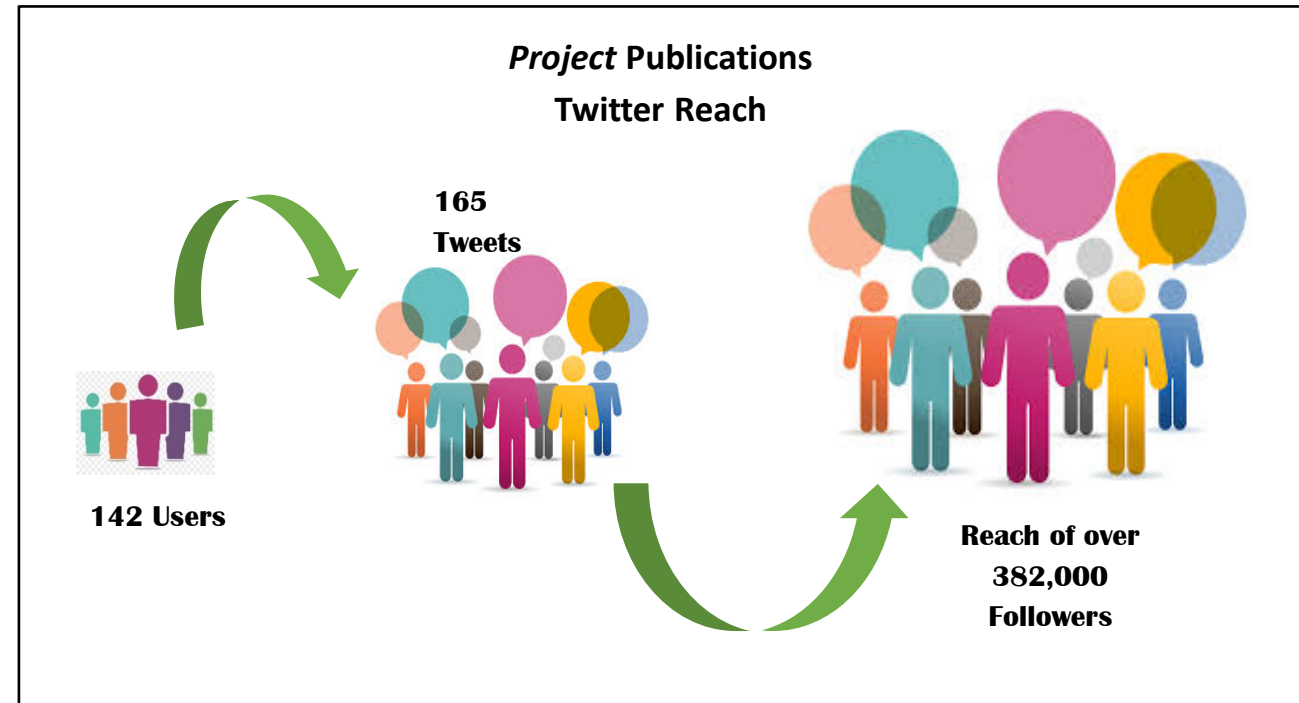
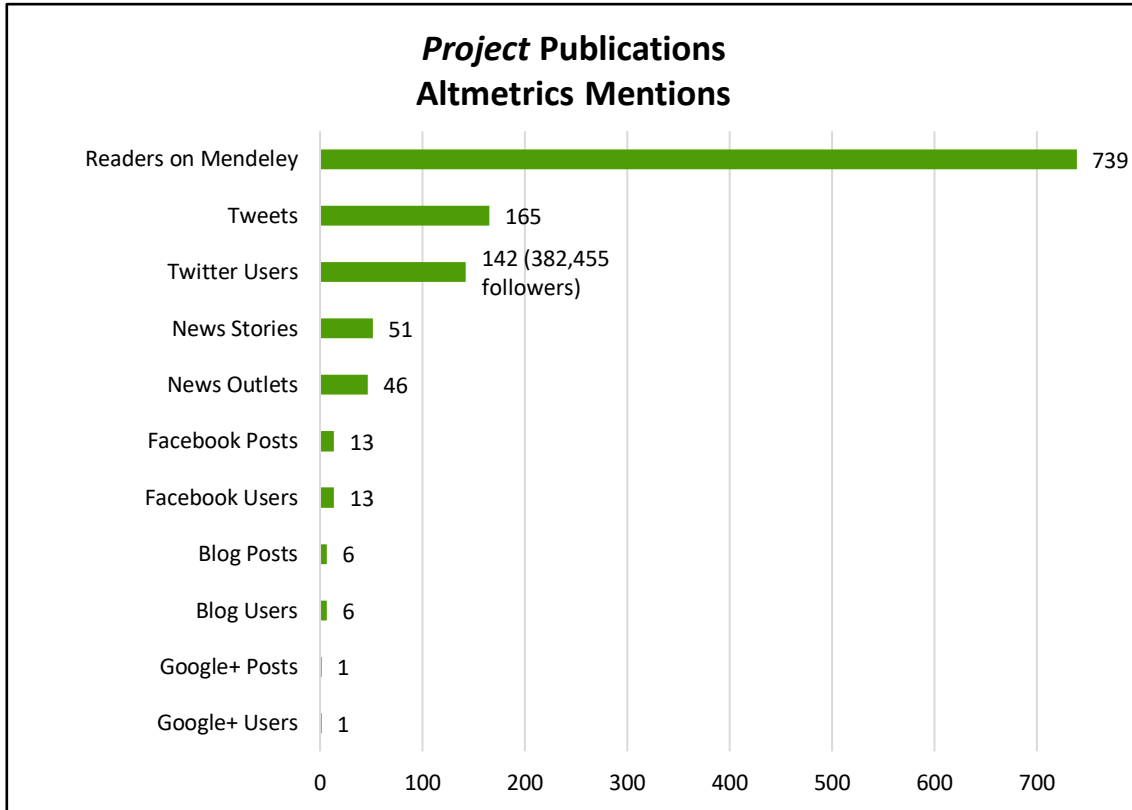
Field-Weighted Citation Impact



Sample Evaluation Results – Altmetric Analysis

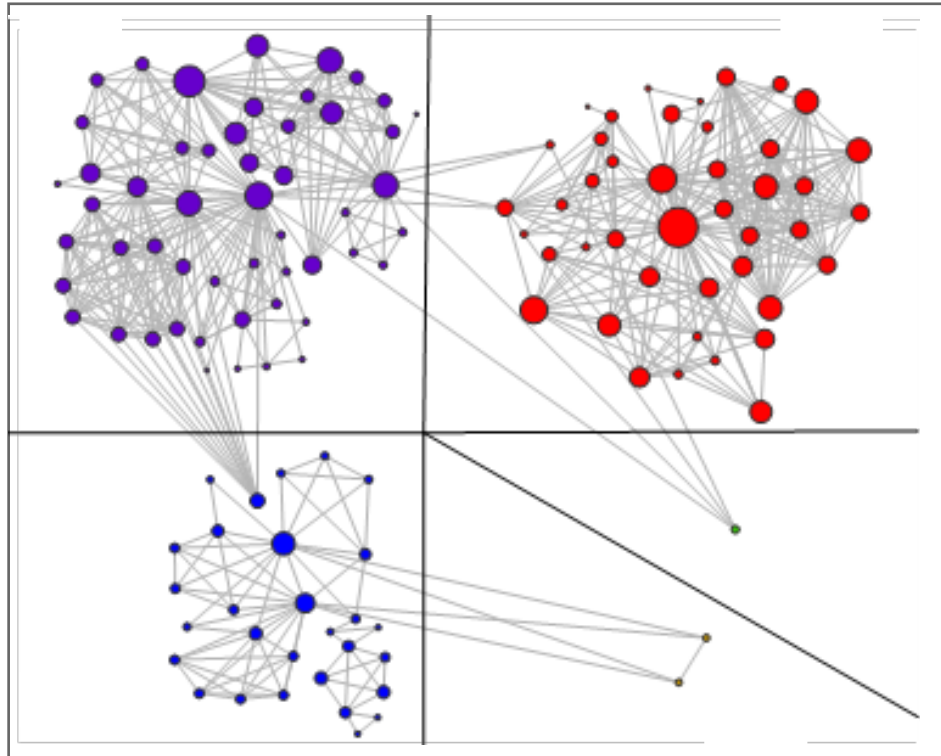


Sample Evaluation Results – Altmetric Analysis



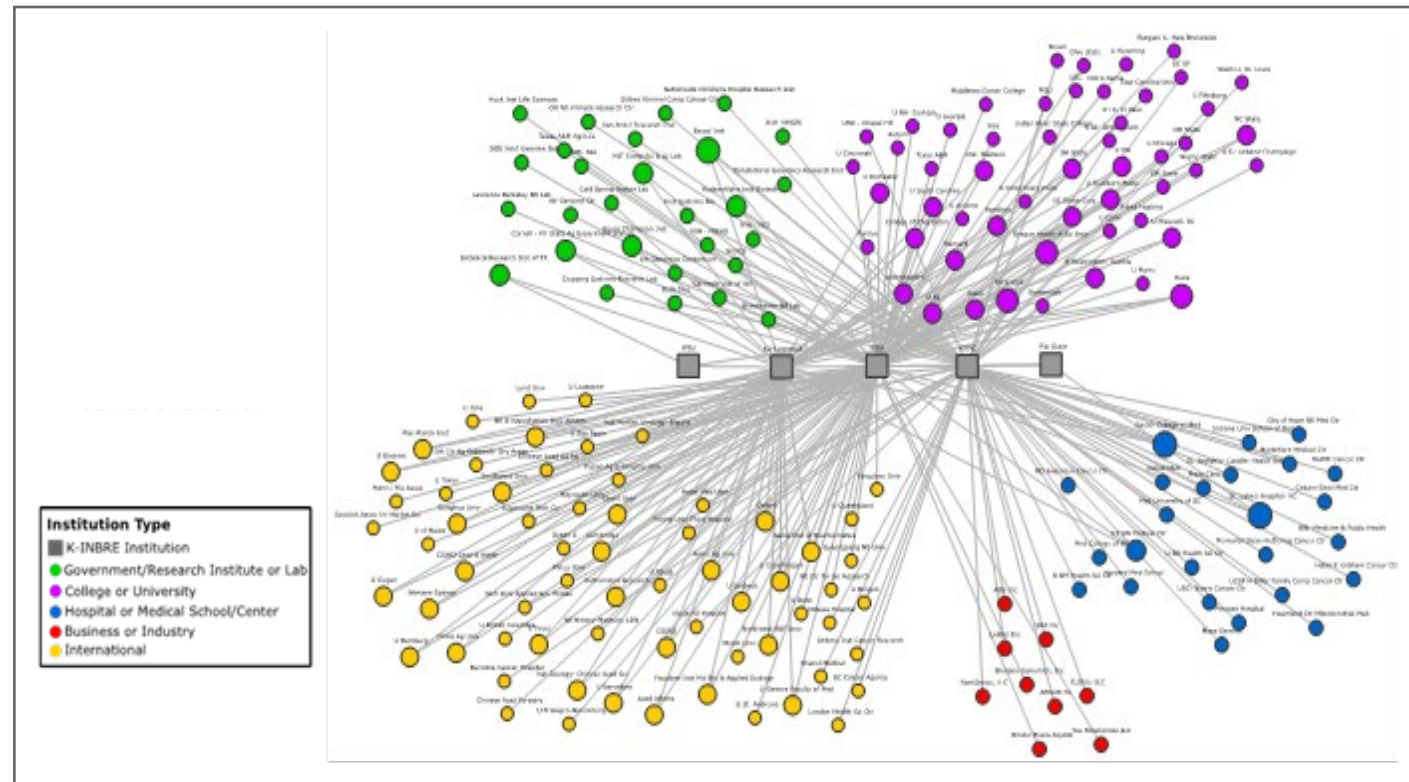
Sample Evaluation Results – Social Network Analysis

Social network between authors at program institutions



Program Institution
 Government/Research Institute or Lab
 College or University
 Hospital or Medical School/Center
 Business or Industry
 International

Social network between authors at program institutions and authors at external institutions



You say your **project**
works but why should I
believe you?



Because I have
OEIE!





➤ **Proposal Development**



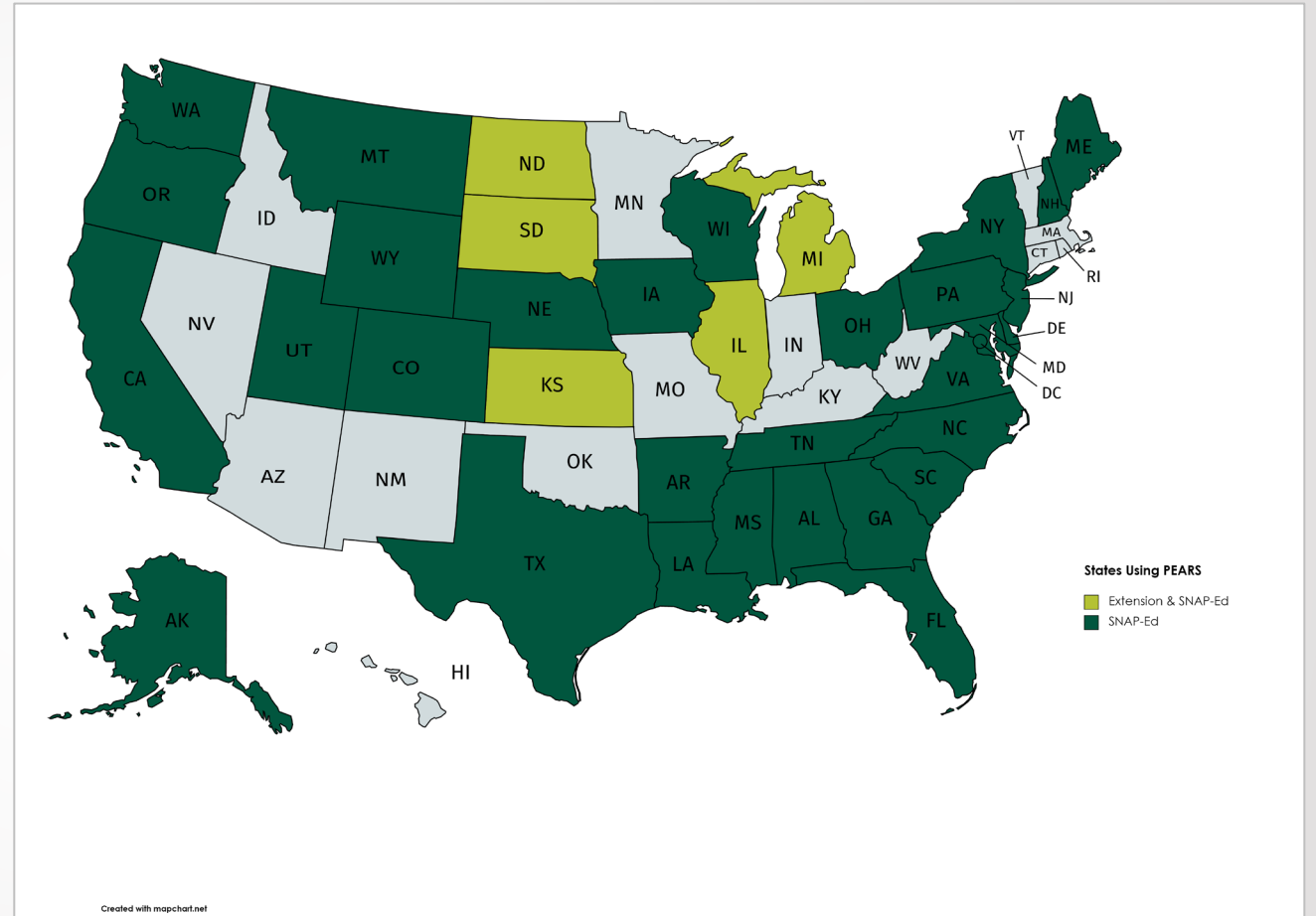
➤ **Program Evaluation**



➤ **Integrated Technology**

Integrated Technology

- Work closely with evaluators to streamline data collection and analysis efforts
- Create simple fillable forms to complex web-based data management solutions



Questions?

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Innovation and Evaluation

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