

TCU STUDENT AFFAIRS

**PROGRAM EVALUATION:
VARIATIONS ON THEME**

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Student Life Analytics



Why Program Evaluation?

- Evaluation provides a systematic method to study a program, practice, intervention, or initiative to understand how well it achieves its goals.
- Evaluations help determine what works well and what could be improved in a program or initiative.

Purpose of Program Evaluation?

- Help manage or improve program
- Support advocacy by proponents or critics
- Gain knowledge about program's effects
- Inform decisions about funding, structure, staffing
- Respond to political pressures

Criteria for Program Performance

- The needs/wants of the student
- Stated program goals/objectives
- Professional standards
- Comparative practice; Norms for other programs
- Legal requirements
- Ethical or moral values; Social justice/equity
- Past performance; Historical data
- Targets set by program managers
- Expert opinions
- Baseline improvement

Five Domains of Program Evaluation

- Need for the program

- *Is this program needed? What conditions is the program addressing?*

- Program theory and design

- *Is the program theoretically sound? Is the design appropriate?*

- Program process

- *How is the program implemented? How are students experiencing the program?*

Five Domains of Program Evaluation

- Program impact

- *What impact is the program having on participants?*

- Program efficiency

- *Is the program cost effective? Are resources allocated appropriately?*

Need For the Program

- Gap analysis
 - Surveys
 - Direct observation
 - Benchmarking
 - Structured interviews/Focus groups
 - Reflection or After-action review
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- *Not: When I was in school we did this really cool program....*



Program Theory & Design

- Expert evaluation
- 1-minute feedback
- Learning logs
- Direct observation
- Journal entry review
- Structured interviews/Focus groups
- Checklists on learning milestones
- Graffiti wall
- Polling
- Rubrics



Program Process

- 1-minute feedback
- Learning logs
- Direct observation
- Journal entry review
- Structured interviews/Focus groups
- Checklists on learning milestones
- Graffiti wall
- Polling
- Rubrics
- Participation tracking



Program Impact

- **Artifact review/Portfolio review**
- **Performance evaluation (KPIs)**
- **Direct observation**
- **Self/Peer evaluation**
- **Rubrics (in conjunction with other techniques)**
- **Reflection papers**
- **Pre/Post evaluation**
- **Post-program evaluation**
- **External data, i.e., GPAs, retention, graduation rates**



Program Efficiency

- Budget analysis
- Ratio analysis
- Benchmarking
- Fidelity monitoring
- ROI
- Cost-effectiveness analysis
- Cost-benefit analysis

Let's Try It

- Think about a program in your area that you want to evaluate
 - Let's focus on Program Impact
 - Pick two evaluation strategies
 - How would you implement these?

 - What do you hope to learn?
 - How would you use the results?
- Artifact review/Portfolio review
 - Performance evaluation (KPIs)
 - Direct observation
 - Self/Peer evaluation
 - Rubrics (in conjunction with other techniques)
 - Reflection papers
 - Pre/Post evaluation
 - Post-program evaluation
 - External data, i.e., GPAs, retention, graduation rates

Summary

- In Student Affairs, we typically focus on program impact
- To be more effective and efficient, we need to re-examine how we do things
 - *Start with a needs assessment*
 - *Then design a program to meet those identified needs*
 - *Develop a theoretically sound and evidence-based program*
 - *State clear and measurable goals for the program*
 - *Utilize formative, summative, and efficiency evaluation techniques to evaluate the program*
 - *Use information gained from evaluation to improve program*

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