EVALUATION (EVAL)

EVAL 501  Introduction to Program Evaluation  (3 credits)
This course examines different evaluation techniques and applications
widely employed to appraise the implementation and effectiveness
of intervention programs in education, human services and public
health. Through the application of research design and methodology,
students are introduced to the benefits of logic models, implementation
evaluation, impact analysis, and performance measurements, among
other evaluation techniques. Emphasizing theory and practice, students
critically examine ethical and political dimensions of program evaluation
and consider how these influence current practices and future directions.

EVAL 505  Applied Data Collection Techniques and Analysis  (3 credits)
Prerequisite(s): EVAL 501 may be taken as prerequisite or corequisite.
In this course students survey the different techniques through which
applied researchers and program evaluators in education, human
services and public health collect, manage, and analyze primary and
secondary data. Students evaluate the different forms that primary and
secondary data can take and the strengths and limitations of both forms.
Students critically examine a range of strategies to collect these data,
including administrative record data, public-use micro data, surveys,
focus groups, interviews, observations, among others. Students learn
how to transform and manage these data prior to analysis. An array
of different analytic techniques including basic descriptive statistics,
coding, and content.

EVAL 515  Data Collection for Program Evaluation  (3 credits)
Prerequisite(s): Graduate Program Coordinator permission required.
In this course, students will survey the different techniques through
which program evaluators in education, health and human services
collect quantitative and qualitative data to answer identified evaluation
questions. Students will learn how to develop data collection instruments
(e.g., surveys and questionnaires, interview and focus group protocols,
observation templates), when to use different instruments, and how to
administer these instruments to collect primary data. Students also will
critically examine a range of strategies for collecting secondary data
(e.g., administrative data, public use microdata). By the end of the course,
students will be able to develop appropriate data collection instruments
and protocols in alignment with evaluation questions, and be able to
administer those instruments using ethical and rigorous methods in
applied situations.

EVAL 520  Advanced Approaches to Evaluation  (3 credits)
Prerequisite(s): EVAL 505 and EVAL 501. This course provides students
with cutting-edge knowledge and tools associated with the framework
of theory-driven evaluation and other advanced approaches to assess
and improve intervention programs in areas of education, human services
and public health. Students apply program theory and other pertinent
research methods and approaches to design an implementation and/or
outcome evaluation. In addition, students propose an evaluation that
considers stakeholders’ perspectives, formulate an evaluation design,
collect and analyze data, and draft reports that explain how to use the
results of the evaluation to drive program improvement.

EVAL 525  Data Analysis for Program Evaluation  (3 credits)
In this course, students will critically review the methods through which
program evaluators in education, health and human services manage,
analyze and summarize quantitative and qualitative data to answer
identified evaluation questions. Students will learn about a range of
different quantitative and qualitative analytic techniques including basic
descriptive statistics, inferential statistics, coding and content analysis,
and explore these through hand-on activities. Students also will have
hands-on practice with various computer programs for data analysis
(e.g., SPSS). By the end of the course, students will be able to select and
conduct appropriate data analysis methods and analyze and interpret
findings to answer identified evaluation questions.

EVAL 530  Applied Field Experience in Program Evaluation  (3 credits)
Prerequisite(s): EVAL 501 and EVAL 505 and EVAL 520. In this course
students apply the principles and methods of program evaluation through
a variety of applied activities that relate to pertinent topical areas in
the educational, human services and public health fields. Through
group and individual activities, students practice and refine skills in:
identifying program goals and objectives; creating measurements for
these goals, designing appropriate data collection instruments; analyzing
and interpreting data; and using data to modify and improve programs.
Students explore issues of program implementation and fidelity, working
within local contexts and cultures, evaluation ethics, and managing
competing expectations.