Best Practices in Educational Evaluation and Assessment

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10 Helpful Hints (Teles, 2011)

1. Identify an evaluator in advance

2. Match the evaluation plan with the project goals
   - Objectives should be stated in measurable terms
   - Expected outcomes should identify specific observable results for each goal
   - Development of measurable questions may take several iterations with your evaluator

3. Design the evaluation to provide evidence about what is working and where adjustments and improvements are needed.
4. While accountability is important, evaluation of impact and effectiveness is vital

5. Evaluate both short- and long-term goals, develop indicators to use to measure progress, and create timelines

6. Develop the evaluation plan jointly with the evaluator(s)
10 Helpful Hints (cont., Teles, 2011)

7. Assign responsibilities for various components of the evaluation.

8. Use the evaluation literature:
   - NSF’s web site
   - Online Evaluation Resource Library (OERL)
     - http://oerl.sri.com/
   - Field-Tested Learning Assessment Guide (FLAG)
     - http://www.wcer.wisc.edu/archive/cl1/flag/default.asp
   - Student Assessment of Their Learning Gains (SALG)
     - http://www.salgsite.org/
10 Helpful Hints (cont., Teles, 2011)

9. Develop indicators for project goals and objectives with your evaluation stakeholders in mind

10. Use at least 1 (up to 2.5) of the 15 proposal pages to develop and explain the evaluation.
   • The vita of the evaluator should be provided in the same format as the ones for the principal investigators
   • While some additional information can be included in the appendix, make sure that it is referenced in the body of the proposal
10 Fatal Flaws (Teles, 2011)

The evaluation section ...

1. Is missing.
2. States “after we get the funding, we will develop an evaluation plan”
3. Only evaluates easy things
10 Fatal Flaws (cont., Teles, 2011)

4. Has an unreasonable or unrealistic budget
5. Does not align with the priorities of the funding program
6. States PIs will do all the evaluation
7. Is too short and lacking in details
10 Fatal Flaws (cont., Teles, 2011)

8. Was cut-and-pasted from another proposal
9. Uses too much jargon
10. States that the evaluation will be done using “name your favorite evaluation method,” but fails to explain this method or why it is appropriate.
Evaluation Plan

• State the evaluation’s focus succinctly
  • 3-7 research questions

• Link the data you plan to collect to the evaluation questions
  • Use a table

• Use straightforward language

• Use a logic model
### Evaluation Data Matrix Table (Wingate, 2017)

<table>
<thead>
<tr>
<th>Evaluation Question:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Indicator</td>
</tr>
<tr>
<td>---</td>
</tr>
<tr>
<td>Evaluation Question: To what extent are students using education pathways established by the project?</td>
</tr>
<tr>
<td>-------------------------------------------------</td>
</tr>
<tr>
<td><strong>Indicator</strong></td>
</tr>
<tr>
<td>-------------------------------------------------</td>
</tr>
<tr>
<td>Number of high school students enrolled in the college’s wind energy technology courses</td>
</tr>
<tr>
<td>Percentage of dual-enrolled high school students who intend to pursue wind technology degrees or certificates</td>
</tr>
<tr>
<td>Students’ perceptions of what affects their education or career interests</td>
</tr>
<tr>
<td>Percentage of students who began has dual-enrolled who graduate with wind technology degrees or certificates</td>
</tr>
</tbody>
</table>

References


Thank you!

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