

CSUS 833: *Program Evaluation*

OFFERED BY: *Dept. of Community Sustainability*

DESCRIPTION: This course provides an understanding of the concepts, theories, and procedures of program evaluation. Emphasis is on practical methods and skills to plan and implement evaluations of food, agriculture and natural resources programs including creating logic models, designing evaluation plans and instruments, analyzing data, and presenting data through written reports.

Course Objectives: At the end of the course, students will be able to:

1. Develop an understanding of the major program evaluation approaches used in agriculture and natural resources management settings.
2. Outline the steps in planning, conducting, and reporting of a program evaluation.
3. Examine and analyze various program evaluation models pertinent to food, agriculture and natural resource management programs and projects. Discuss, critique, and evaluate the strengths and weaknesses of various evaluation models.
4. Develop an evaluation plan for a program or project.
5. Identify or create appropriate quantitative and/or qualitative data collection methods and instruments.
6. Collect survey data; utilize software (such as SPSS) for data entry, data analysis.
7. Interpret data and prepare a written evaluation report.

CREDITS: *3 credits*

INSTRUCTOR: *Murari Suvedi, Professor*
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135 Natural Resources Building
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CLASS TIME: **Wednesday, 3:00-5:50 p.m. (Room 306 Natural Resources Bldg.);**
Online Synchronous for the first 3 weeks

TEXTBOOKS: Weiss, Carol H. (1998). *Evaluation: Methods for Studying Programs and Policies (2nd Edition)*. New Jersey: Prentice Hall.

Frechtling, J. (2010). *The 2010 User-Friendly Handbook for Project Evaluation*. Washington, D.C.: National Science Foundation. <https://www.purdue.edu/research/docs/pdf/2010NSFuser-friendlyhandbookforprojectevaluation.pdf>

Suvedi, M. (2011). *Evaluation of Agricultural Extension and Advisory Services: A Training Manual*. <https://meas.illinois.edu/wp-content/uploads/2017/02/MEAS-Training-Manual-on-Extension-Evaluation-Suvedi-MSU-Oct-2011.pdf>

Rossi, Peter et al. (2004). *Evaluation: A Systematic Approach (7th Edition)*. Thousand Oaks, California: Sage Publications.

Cronk, B.C. (2013). *How to Use SPSS: A Step by Step Guide to Analysis and Interpretation*. Glendale, CA: Pyrczak Publishing.

Selected Chapters from the following books/Online publications:

Alkin, Marvin C. (2011). *Evaluation Essentials: From A to Z*. New York: The Guilford Press.

Fitzpatrick, Jody L.; Sanders, James R.; and Worthen, Blaine R. (1997). *Program Evaluation: Alternative Approaches and Practical Guidelines*, Second Edition. New York: Longman.

Kerlinger, Fred N. and Lee, Howard B. (2000). *Foundations of Behavioral Research (4th Edition)*. Australia: Thomson Learning.

Patton, Michael Quinn (1997). *Utilization Focused Evaluation: The New Century Text*. Thousand Oaks: Sage Publications.

Baker & Sabo (2004). *Participatory Evaluation Essentials*. Cambridge MA: The Bruner Foundation.

Online Evaluation Resource Library. <http://oerl.sri.com/>

Class Schedule

Date	Topic	Assignment	Readings
1/12	Introduction to the course Overview of D2L: MSU's online course management software	Self-introduction Complete Readings	Weiss, Chapter 1, pp. 1-19. Frechtling (2010). Chapter 1-3, pp. 1-38
1/19	Introduction to Program Evaluation: -What, why, when evaluation? - Role of Evaluator - Types of evaluation - Steps in evaluation - Evaluability-Assessment	Assignment 1: Identify a program or project or policy you would like to evaluate. Describe it briefly (When did it start? What are its goals/objectives? Who are its intended audience? Who funded it? Evaluability? etc.). Due on 2/9/22.	Frechtling et al (2010) Chapter 4-5, pp. 39-56 Evaluability-assessment: https://www.jrsa.org/pubs/juv-justice/evaluability-assessment.pdf Baker & Sabo (2004). <i>Participatory Evaluation Essentials</i> Rossi, Peter et al. (2019) Chapter 1
1/26	Alternative Views of Evaluation		Worthen, Sanders and Fitzpatrick (1997), Chapter 4, pp. 61-80.

2/2	Models for Program Evaluation: - Program Logic Model - Hierarchy of Program Evaluation		Handouts on Targeting Outcomes of Programs (TOP) Model Israel, G.D. (2001). Using Logic Models for Program Development. https://edis.ifas.ufl.edu/pdf/WC/WC04100.pdf
2/9	Planning the Evaluation - The right time to evaluate - Qualitative or quantitative? Research Designs for Evaluation	Exercise 2: Critique an evaluation paper/report. Due on 3/2/22	Taylor-Powell, Steel & Douglass, 1996. University of Wisconsin-Extension https://cdn.shopify.com/s/files/1/0145/8808/4272/files/G3658-01.pdf Suvedi, M. (2011). Program Evaluation of Ag Extension and Advisory Services, Pp. 33-45.
2/16	Collecting Evaluation Data Sources of data Ethical issues in collecting data Gathering credible evidence Use of mixed methods		Frechtling (2010). Chapter 6-8, pp.75-110 Patton, Chapter 11, pp. 239-264. Suvedi and Morford (2003). Pp 11-21
2/23	Evaluation Instruments: Surveys - Mail survey - Telephone interview - On-line survey Errors that affect survey accuracy	Assign Exercise 3: Critique an evaluation data collection instrument. (Due 3/23)	Dillman, Chapter 3, pp. 79-148.
3/2	Additional Data Collection Techniques - Observations - Tests - Document Studies - Key Informants - Cost Benefit /Cost Effectiveness Analysis		Suvedi, M. (2011). Evaluation of Agricultural extension and Advisory Services: A Training Manual. Pp 55-85. Heimlich (1989). Cost Benefit/Cost Effectiveness for Evaluation. Ohio Cooperative Extension Service. EDGE. 4 pages.
3/9	Spring Breck		Spring Breck

3/16	Focus Groups - When to do? - What preparation is needed? - How to conduct? How to analyze data?		Grudens-Schuck, Allen and Larson (2004). Focus Group Fundamentals. Iowa State University: University Extension Krueger and Casey (2000). Focus Groups: A Practical Guide for Applied Research. Sage. Page 3-19.
3/23	When and how to select a sample?		Kerlinger and Lee (2000). Sampling and Randomness. Chapter 8, pp 163–186.
3/30	Data Analysis Using SPSS - Charts and graphs - Descriptive statistics	Assign Ex # 4: Analyze and interpret data using SPSS. (Due 4/27)	Cronk, B.C. (2013). How to Use SPSS: A Step by Step Guide to Analysis and Interpretation, Chapter 1-3, pp. 1-14.
4/6	Analysis and Interpretation of Descriptive Data Test of association (Chi-square test) and relationships (correlation and regression)		Cronk, B.C. (2013). How to Use SPSS: A Step by Step Guide to Analysis and Interpretation, Chapter 3, pp. 19-29; Chapter 5, pp. 45-53; Chapter 7 pp. 93-116. Suvedi, M. (2011). Program Evaluation of Ag Extension and Advisory Services, Pp. 81-98.
4/13	Analysis and Interpretation of Data: Test of differences - Paired <i>t</i> -test - Independent sample <i>t</i> -test - Oneway ANOVA		Cronk, B.C. (2013). How to Use SPSS: A Step by Step Guide to Analysis and Interpretation, Chapter 6, pp. 57-91.
4/20	Term Paper Presentation Course Summary	15-30 minutes presentation of Term Project	
4/27	Course Summary	Ex # 4: Due Course Summary	
5/4	Final Exam	Course evaluation	

Course Requirement and Grading Criteria:

(a) Final Exam	30%
(b) Short Assignments: (4 short exercise, 10 points for each exercise)	40%
(c) Term Project: Evaluation Proposal	20%
(d) Attendance, Participation, and Project Presentation	10%

Final Grade: 90-100 = 4.0	85 - 89 = 3.5	80 - 84 = 3.0
70 - 79 = 2.5	60 - 69 = 2.0	59 and below = Fail