



Demystifying Assessment & Evaluation

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THE UNIVERSITY
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INTRODUCTIONS

Name

State

Experience:



WORKSHOP OVERVIEW

- Part I: What is Program Assessment & Evaluation?
- Part II: Let's Talk Information & Data
- Part III: Tools for Creating an Assessment & Evaluation Plan

PART I: WHAT IS ASSESSMENT & EVALUATION?



A meme featuring actor Chris Pratt. He is shown from the chest up, wearing a plaid shirt, with his hands behind his head. He has a wide-eyed, slightly open-mouthed expression of confusion or surprise. The background is a blurred indoor setting with warm lighting.

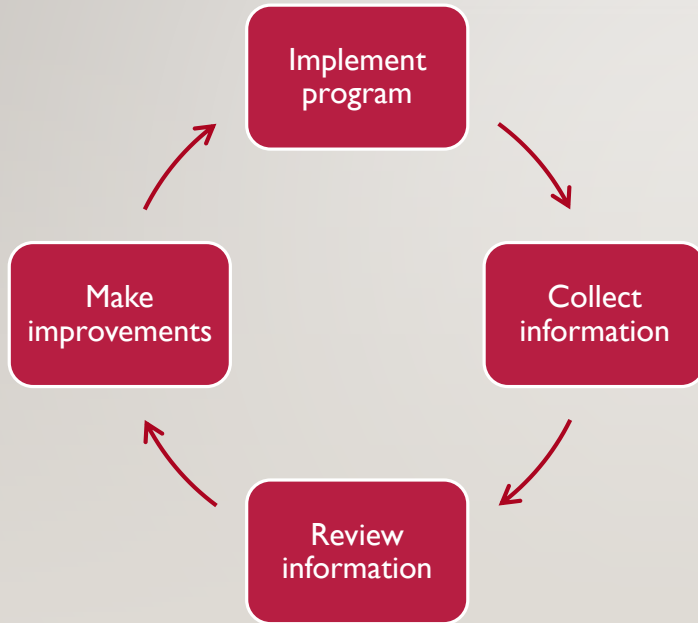
I HAVE NO IDEA WHAT I'M DOING

**BUT I KNOW I'M DOING
IT REALLY REALLY WELL**

PART I: ASSESSMENT IS...

An ongoing process of collecting and reviewing information for the purpose of improvement.

PART I: ASSESSMENT IS...



Ongoing process
Diagnostic
Provides
feedback
Formative

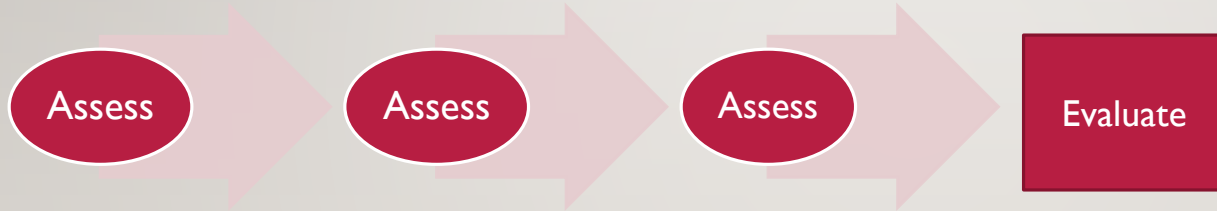
PART I: BENEFITS OF ASSESSMENT

- Assess progress to goal
- Monitor outcomes
- Notice emerging trends
- Reflect on practices and goals
- Strengthen connection with stakeholders
- Document progress and decisions
- Telling your stories

PART I: EVALUATION IS ...

The act of making a judgement about values, numbers, or performance of something or someone.

PART I: EVALUATION IS...



Judgement
End of process
Uses feedback
Summative

PART I: EVALUATION IS USED FOR...

- Evaluate goal attainment
- Reflect on efforts
- Report to funders
- Decisions about program
- Strengthen connections with stakeholders
- Engage broader communities
- Telling your story

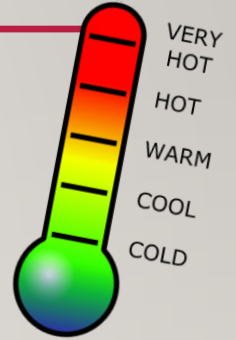
PART I: COMPONENTS OF ASSISTANCE EVALUATION

Specific
Measurable
Achievable
Relevant to program
Timebound

1. Project goals – 2-6 SMART goals
2. Activities – 1 or more activities associated with each goal
3. Outputs associated with each activity
4. Outcomes associated with each output

PART I: COMPONENTS OF ASSESSMENT & EVALUATION

5. Assessment tools - used to collect information from your outputs



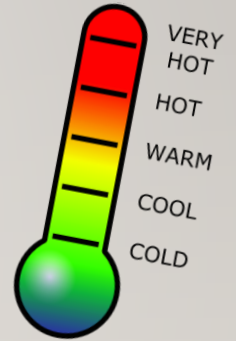
- Multiple choice survey
- Sign-in sheets
- Pre-Post test
- Focus groups

PART II: LETS' TALK INFORMATION & DATA



PART II: LET'S TALK DATA

- Data is the information you collect
- Useful data must relate to the goals of your project



**THE GAME WHERE EVERYTHING
IS MADE UP**

**AND THE POINTS DON'T
MATTER**

abc family

DIYLOL.COM

PART II: TYPES OF DATA

- Quantitative Data
- Qualitative Data

PART II: QUANTITATIVE DATA

Examples of things you can measure:

- # of participants
- Content knowledge
- Levels of participation (Level 1 = attending, Level 2 = asking questions, Level 3 = volunteering)

PART II: QUALITATIVE DATA

Things you cannot or do not want to assign a number to:

- Stories
- Explaining how much one thinks they belong
- Experiences you want to document
- Attitudes

PART II: COLLECTING QUALITATIVE DATA

Examples:

- Open-ended questions
- Focus groups
- Interviews
- Journal prompts
- Observations

PART II: QUALITATIVE VS. QUANTITATIVE

It depends on your:

- Activities and outputs
- Outcomes
- Goals
- Stories


PART II: QUALITATIVE VS. QUANTITATIVE – EXAMPLE I

Goal: Increase # women in computer engineering jobs

Activity: Invite CS women to visit HS math classes and talk about career paths

Outcomes: Girls register for HS CS classes

What data do you collect and how will you collect it?



PART II: QUALITATIVE VS. QUANTITATIVE – EXAMPLE 2

Goal: Increase # women in computer engineering jobs

Activity: Invite CS women to visit HS math classes and talk about career paths

Outcomes: Girls feel they are smart enough to take HS CS classes

What data do you collect and how will you collect it?

PART III: TOOLS FOR CREATING AN ASSESSMENT & EVALUATION PLAN



PART III: CREATING AN ASSESSMENT & EVALUATION PLAN

10 Questions for Assessment & Evaluation Project Roadmap



PART III: CREATING AN ASSESSMENT & EVALUATION PLAN

Scan the 10 Questions

With a partner, discuss:

- One question you think is critical
- One question that's surprising to you

PART III: 10 QUESTIONS FOR ASSESSMENT & EVALUATION

- I. Goals: What are we trying to accomplish? What expertise and experiences does the team bring to the program?

Purpose: Helps define potential goals and outcomes

PART III: 10 QUESTIONS FOR ASSESSMENT & EVALUATION

2. **Goals:** What resources are committed or can be leveraged to achieve the goal?

Purpose: Helps determine if the goals are achievable

PART III: 10 QUESTIONS FOR ASSESSMENT & EVALUATION

3. Activities: What type of partnership activities will help us reach our goals?

Purpose: Consider audience, expanding existing activities, and new activities

PART III: 10 QUESTIONS FOR ASSESSMENT & EVALUATION

4. (SMART) Outcomes: What will success of each activity look like?

Purpose: Consider if the activity will produce an outcome tied to the goal(s)

PART III: 10 QUESTIONS FOR ASSESSMENT & EVALUATION

5. Data: What data will we collect? Qualitative, quantitative, or both?

Purpose: Helps define the story we want to tell

PART III: 10 QUESTIONS FOR ASSESSMENT & EVALUATION

6. Data: Can we get the data from the planned activities?

Purpose: Are the activities designed appropriately for the data we want to collect?

PART III: 10 QUESTIONS FOR ASSESSMENT & EVALUATION

7. Data: How will we collect our data? Who will collect it?

Purpose: Determine the tools and collection process



PART III: 10 QUESTIONS FOR ASSESSMENT & EVALUATION

8. Timeline: When will we collect our data?

Purpose: Build time into your program for data collection.

PART III: 10 QUESTIONS FOR ASSESSMENT & EVALUATION

9. Purpose: What will we use this information for?

Purpose:

Assessment – making our program better

Evaluation – determining if our program was successful

PART III: 10 QUESTIONS FOR ASSESSMENT & EVALUATION

10. Impacts: What larger issue is our program addressing? What is the needle we are trying to move?

Purpose: Helps keep my eye on the larger picture



PART III: CREATING A PROJECT ROADMAP

Scan the Roadmap

Walkthrough Roadmap



PROJECT ROADMAP

Goals	Resources	Activities	Outcomes/ Outputs	What Data, How, By whom	Timeline	Purpose of Assessment	Impacts
Enhance communication skills of 10 scientists	Training site, Portal to the Public trainers and curric, and survey	Hold training workshop	10 scientists acquire improved communication skills/Sign-in sheet and pre- and post-surveys	Attendance and core competencies through pre- and post-surveys; administered by Program Coordinator	1 week before training and last 30 minutes of workshop	Identify potential revisions for following year	Better communication about science leads to greater public understanding of physical world.
	Camera, tripod, scoring sheet	Video practice sessions	Scientists use "inviting" gestures/video	Trainers use scoring sheets to tally inviting gestures	1 day after video session		

PART III: ROADMAP BECOMES YOUR ASSESSMENT & EVALUATION PLAN

Integrates your assessment & evaluation plan with your project plan

- Becomes a working roadmap
- Document decisions about and revisions to your project



Demystifying Assessment & Evaluation



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