

**THE UNIVERSITY OF TENNESSEE
COLLEGE OF SOCIAL WORK**

SW-547 - Evaluation Research

Course Outline
Fall 2003

Instructor: Samuel MacMaster, Ph.D.

Class: Tuesdays 5:30-8:30
Office Hours: Tuesday 4 –5 or by Appointment
Phone: 256-1885 ext 121
Email: smacmast@utk.edu

Course Requirements:

Readings:

Students are expected to complete all assigned readings for the class and to be prepared to participate in class discussions of reading materials.

Assignments and Evaluation:

Assignments are due on the dates specified.

The course grade will be based upon three elements:

Mid-term Exam (25%): You will complete two examinations during the semester. All exams will involve application of knowledge regarding research evaluation design, analysis, and ethical issues in specific program evaluation scenarios. An in-class mid-term examination will be given on Tuesday, October 10, this examination will cover material presented in class and in your readings prior to the date of the examination.

Final Exam (25%) The take home final examination will be due on Tuesday, December 2, 2000. This comprehensive examination will cover all material and readings for the semester.

Evaluation Research Proposal and PowerPoint Presentation (50%): Students will be required to develop a proposal specifying a research design and measures appropriate for use in evaluating some identified goals/objectives of the of an agency/program. The Evaluation design must be developed to meet needs identified through discussion with agency/program administration and must be sanctioned by the agency. The proposal must include:

- 1) description of the history, mission, and goals of the agency/program,
- 2) formulation of a logic model for the program linking goals, program activities, and outcomes,

- 3) review of literature involving state of the art evaluation designs used with similar programs,
- 4) specification of a research design, data collection and analysis protocols appropriate to evaluating program goals and outcomes of interest, and
- 5) a discussion of anticipated outcomes of the evaluation, program development of modification implications, barriers to implementation of the evaluation, and ethical considerations in conduct of the evaluation.

Sections of the proposal will be due at different points during the semester. A detailed handout describing the term paper requirements will be made available. Students will be required to give a *Powerpoint* presentation summarizing their research proposals. Presentations are expected to model a 'briefing session' in which the proposal is formally presented to agency staff. Instructions for preparation of the presentations will be given in class.

Textbooks:

Peter Rossi, Howard Freeman, and Mark Lipsey. Evaluation: A Systematic Approach, 6th Edition, California: Sage Publications, 1999. [Designated by RF&L in Course Outline].

United Way of America. Measuring Program Outcomes: A Practical Approach. 1996. [Available from the Instructor. Designated by MPO in Course Outline].

Course Outline and Reading Assignments: (tentative)

Course Outline

Class	Date	Topic/Readings
1	8/26	Course overview, assignments, student expectations
2	9/2	<u>History, Goals, and Role of Evaluation Research</u> RF&L Chapter 1 "Programs, Policies, and Evaluation" Chapter 2 "Tailoring Evaluations" Chapter 12 "The Social Context of Evaluation" MPO: Pp. 1 – 8 "Introduction to Outcome Measurement"
3	9/9	<u>Focus Group/Consensus Building Exercise:</u> Morgan, David. <u>The Focus Group Guidebook</u> , Vol. 1. (1998). Chapters 1 – 4.
4	9/16	<u>Specifying Program Goals and Evaluation Objectives</u> RF&L Chapter 5 "Identifying Issues and Formulating Questions" MPO: Step 1: Get Ready; Step 2 : Choose the Outcomes You Want to Measure
5	9/23	<u>Evaluations to Inform Program Development: Identifying 'Need' for Programs, Identifying Target Populations, Staff and Target Population Input</u> RF&L Chapter 4 Assessing Need for a Program

MPO: Step 3: Specify Indicators for your Outcomes” Pp. 59 – 80

- 6 9/30 Monitoring Program Implementation and Service Delivery: Process Evaluation
RF&L Chapter 6 Monitoring Program Process and Performance
Chapter 11 Measuring Efficiency
- 7 10/7 **IN CLASS MID TERM**
- 8 10/14 Review of Applied Statistics
- 9 10/21 Statistics and Computer Applications
- 10 10/28 Introduction to Evaluation Design: Experimental Designs
RF&L Chapters 7 “Strategies for Impact Assessment”
Chapter 8 “Randomized Designs”
Campbell, D and Stanley, J. Experimental and Quasi-Experimental Design for Research. Chicago: Rand McNally and Company. Pp. 5 – 6. 1966.
- 11 11/4 Evaluation Design (Continued): Quasi-Experimental Designs; Non-equivalent Control Group Designs; Longitudinal Designs; Single Group pre-post Designs:
RF&L: Chapter 9 “Quasi Experimental Impact Designs”
Chapter 10 “Full Coverage Programs”
- 12 11/11 Non-Experimental Designs: Survey Research Methods
- 13 11/18 Evaluation Proposal Presentations
TAKE HOME FINAL DISTRIBUTED
- 14 11/25 Evaluation Proposal Presentations
- 15 12/2 **TAKE HOME FINAL DUE**