

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

**SW 547: Evaluation Research**

Course Outline  
Spring 2007

Instructor: Sangmi Cho, Ph.D.  
Class: Tuesdays 5:30-8:20  
Office: Room 272

Office Hours: Tuesday 4 –5 or by Appointment  
Phone: 256-1885 ext 114  
Email: [scho11@utk.edu](mailto:scho11@utk.edu)

**EVALUATION AND GRADING SCALE**

Evaluation

Assignments are due on the dates specified.

Class Exercise/ Lab Assignment	10%
Evaluation Critique	30%
Evaluation Proposal	20%
Evaluation Presentation	10%
Evaluation Report	<u>30%</u>
	100%

Grading Scale

The following scale will be used for the final course grade:

A (95-100) Outstanding/Superior - Exceptional performance. Consistently exceeds expectations.

B+ (90-94) Very Good. - Student consistently meets, and occasionally exceeds, Normal expectations for the course.

B (85-89) Good - Student consistently meets normal expectations for the course.

C+ (80-84) Average - There is unevenness in grasping course content. Student is inconsistent in meeting normal expectations for the course.

C (70-79) Poor - There is lack of understanding of course content. Student does not meet course expectations.

F (69-Below) Very Poor - There is a lack of attendance or incomplete assignments. Course expectations are not met.

**\*\*Please Note: Any assignment that is handed in late without prior permission of the instructor will automatically receive a lower grade.**

**COURSE REQUIREMENTS:**

Attendance: Class attendance is the most critical component of class participation. Two classes may be missed without any consequence. **For each class missed after three, five (5) points will be deducted from your final grade.**

Class Exercise/Lab Assignment (10%) - Students are expected to complete class exercise and lab assignment. Students are to complete reading assignments and be prepared to participate in class discussions, exercises and small group activities.

Evaluation Article Critique (30%) – Students will analyze one of the example evaluations by answering the questions listed in this syllabus.

Evaluation proposal (20%), presentation (10%), and final report (30%) – The key component of this course is a program evaluation project. You need to choose a program to use as the basis of your evaluation. This may be a program with which you have had contact currently or in the past. It may even be a program with which you have never had contact, but which you wish to learn more about. The important thing is to choose a program early in the semester (no later than week 3) so that you can begin to develop your evaluation ideas as we go along in class. The evaluation proposal, presentation, and final report must conform to the outline in this syllabus.

**\*\* To perform evaluation proposal, presentation and final report, students will be grouped based on target populations and programs that students are involved. Group members are expected to have enough discussion and brainstorming. Each group member should contribute portion of papers and presentations based on group discussion and decision. Students will be required to indicate that who write each portion of papers. Group project should show not only individual effort but also collaborative effort.**

## **REQUIRED TEXTBOOK:**

Rossi, Peter H., Lipsey, Mark W., & Freeman, Howard E. (2004). *Evaluation: a Systematic Approach*, 7th edition. California: Sage Publications.

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**

**Session 1**            Course overview, Introduction, Assignments and Expectation  
1/16/07            An Overview of Program Evaluation  
                         a. Definition and History of Program Evaluation  
                         b. Purpose and Type of Evaluation  
                         c. Issues of Evaluation Research in Human Service Organizations

### **Readings:**

Rossi, Lipsey & Freeman (2004): Chapter 1

Dziegielewski, S., Wodarski, J. & Feit, M. (2005). Social Service research: Efficacy necessity and effectiveness. *Journal of Social Service Research*, 32(1), 1-15.

Poertner, J. (2005). Social administration and outcomes for consumers: What do we know? *Administration in Social Work*, 30(2), 11-24.

**Session 2**  
1/23/07

Starting the Evaluation / Evaluation Plan  
Who should do the evaluation???  
Identifying Stakeholders

**Class Activity** : Designate Group Members & Discuss about Program

**Readings:**

Rossi, Lipsey & Freeman (2004): Chapter 2  
MPO: Pp. 1 – 9 “Introduction to Outcome Measurement”

Cherin, D. & Meezan, W. (1998). Evaluation as a means of organizational learning. *Administration in Social Work*, 22(2), 1-22.

Kluger, M. P. (2005). The program evaluation grid: A planning and assessment tool for nonprofit organizations. *Administration in Social Work*, 30(1), 33-44.

**Session 3**  
1/30/07

Assessing Need and Formulating Research Questions

- a. What services are needed
- b. Is there a program already in place? / What would one look like?
- c. Identifying issues to explore / What is a programmatic problem?

Specifying Program Goals and Evaluation Objectives

- a. What is the purpose of the evaluation?
- b. Determining the Specific Questions and Setting Priorities
- c. Identifying Target Populations and Interventions

**Class Activity** : Choose a Program

**Readings:**

Rossi, Lipsey & Freeman (2004): Chapters 3 & 4  
MPO: Step 1

Gutierrez, L., Kruzich, J., Jones, T., & Coronado, N. (2000). Identifying goals and outcome measures for diversity training: A multi-dimensional framework for decision-makers. *Administration in Social Work*, 24(3), 53-70.

**Session 4**  
2/6/07

Identify Outcomes, Construct a Logic Model

- a. Program Theory
- b. Specify Indicators for your Outcomes
- c. A Logic Model

**Class Activity** : Develop Logic Model

**Readings:**

Rossi, Lipsey & Freeman (2004): Chapter 5  
MPO: Step 2 & 3

Neuman, K. (2003). Developing a comprehensive outcomes management program: A ten step process. *Administration in Social Work*, 27(1), 5-23.

Savaya, R., & Waysman, M. (2005). The logic model: A tool for incorporating theory in development and evaluation of programs. *Administration in Social Work*, 29(2), 85-103.

Alter, Catherine & Egan, Marcia. (1997). Logic modeling: A tool for teaching critical thinking in social work practice. *Journal of Social Work Education*, 33(1), 85-102.

**Session 5**  
2/13/07

Measuring Performance  
a. Output  
b. Process (Quality)

**Readings:**

Rossi, Lipsey & Freeman (2004):Chapter 6

Cash, S., & Berry, M (2003). Measuring service delivery in a placement prevention program: An application to an ecological model. . *Administration in Social Work*, 27(3), 65-85.

Latting, J., Beck, M., Slack, K., Tetrick, L., Jones, A., Etchegaray, J., & Silva, N. (2004). Promoting service quality and client adherence to the service plan: The role of top management's support for innovation and learning. *Administration in Social Work*,28(2), 29-48.

Selber, K., & Streeter, C. (2000). A customer-oriented model for managing quality in human services. *Administration in Social Work*, 24(2), 1-14.

**Session 6**  
2/20/07

Measuring Performance cont'd  
a. Efficiency  
b. Outcomes

**Class Activity:** Choose Type of Evaluation and Program Outcomes

**Readings:**

Rossi, Lipsey & Freeman (2004):Chapters 7 &11

Dobmeyer, T., Woosward, B., & Olson, L. (2002). Factors supporting the development and utilization of an outcome-based performance measurement system in a chemical health case management program. *Administration in Social Work*, 26(4), 25-44.

Scheid, T., & Greenley, J. (1997). Evaluations of organizational effectiveness in mental health programs. *Journal of Health and Social*

*Behavior*, 38(4), 403-426.

Schinnar, A.P., Kamis-Gould, E., Delucia, N., & Rothbard, A. B. (1990). Organizational determinants of efficiency and effectiveness in mental health partial care programs. *Health Services Research*, 25(2), 387-419.

**Session 7**  
2/27/07

Evaluation designs: (part 1)  
Experimental design  
Quasi-Experimental design

**Class Activity:** Choose Design

**Readings:**

Rossi, Lipsey & Freeman (2004): Chapters 8 & 9  
MPO Step 4 & Step 5

Dennis, M. (1990). Assessing the validity of randomized field experiments: an example from drug abuse treatment research. *Evaluation Review*, 14(4), 347-373.

Resnick, B., Bellg A.J., Borrelli, B., DeFrancesco, C., Breger, R., Hecht, J., Sharp, D.L., Levesque, C., Orwig, D., Ernst, D., Ogedegbe, G., Czajkowski, S. (2005). Examples of implementation and evaluation of treatment fidelity in the BCC studies: Where we are and where we need to go. *Annals of Behavioral Medicine* 29(Special Supplication)? 46-54

**EVALUATION PROPOSAL DUE**  
**FEBRUARY, 27, 2007**

**Session 8**  
3/6/07

Evaluation designs: (part 2)  
Data collection - Secondary and primary data – Interviews & surveys  
Quantitative vs. Qualitative Research  
Meta-Analysis

**Readings:** Rossi, Lipsey & Freeman (2004): Chapter 9 (review) and 10

**Session 9**  
3/13/07

**SPRING BREAK**

**Session 10**  
3/20/07

Measurement Issues  
Standardized scales and survey questionnaires  
Reliability and measurement validity  
Unit of analysis, Variables, Levels of measurement

**Class Activity:** Choose Outcome Based Measurement

**Readings:**

Rossi, Lipsey & Freeman (2004): Chapter 7 (review) and 10 (review)  
MPO: Step 6

**Session 11**  
3/27/07

Data Management  
Data entry  
Data coding & cleaning  
Data Analysis

**Readings:**

MPO: Step 7 & Step 8

**ARTICLE CRITIQUE DUE  
CLASS WILL MEET IN COMPUTER LAB  
MARCH, 27, 2007**

**Session 12**  
4/3/07

**NASW-TN 2007 SOCIAL WORK LEGISLATIVE CONFERENCE**  
Attendance Report OR Article critique

**Session 13**  
4/10/07

Graphic and tabular presentation of evaluative research findings  
Reporting and disseminating evaluation results  
Descriptive statistics, Inferential statistics

**CLASS WILL MEET IN COMPUTER LAB  
APRIL, 10, 2007**

**Session 14**  
4/17/07

Course Review & Final Semester Evaluation  
Evaluation Report Presentations

**Session 15**  
4/24/07

Evaluation Report Presentations

**FINAL PAPERS DUE  
APRIL, 24, 2007**

## Evaluation Article Critique

### March, 27, 2007

**Directions:** Write a critique among the following articles using the outline provided below. Papers should be typed, double spaced, using 1 inch margins, 12 point Times New Roman font. Length of paper should be 4-6 pages. References and title page are required but do not count toward the page requirements.

Holian, J. (2002). An evaluation of a multifaceted prenatal program serving a diverse inner-city population. *Journal of Social Service Research*, 29(2), 41-53.

Wong, Y., & Hillier, A. (2001). Evaluating a community-based homelessness prevention program: A geographic information system approach. *Administration in Social Work*, 25(4), 21-45.

Lion, C., & Martini, P. (2006). The evaluation of a complex social program: Lessons Learned from the experience of the European Social Fund. *Evaluation and Program Planning*, 29(1), 1-9.

Maddocka, J., Takeuchia, L., Netta, B., Tanakab, C., Irvinb, L., Matsuokab, C., & Woodb, B. (2006). Evaluation of a statewide program to reduce chronic disease: The Healthy Hawaii initiative, 2000-2004. *Evaluation and Program Planning*, 29(3), 293-300.

#### 1. Purpose of the evaluation (10pts)

Type of evaluation

What are the research questions or hypotheses?

#### 2. Theory or program driven (10 pts)

Is the evaluation theory driven?

What are the underlying assumptions?

Is the evaluation driven by the objectives of the program? If so, what are the objectives?

#### 3. Methods (20 pts)

Sample

Unit of analysis / Sample size / Representative of population studied

Data collection techniques

Design

Type of design/Internal, external validity issues

#### 4. Measurement (20 pts)

Level of measurement (may want to create a table for this section)

Variables

What are the independent/experimental/treatment variables?

What are the dependant/outcome variables?

Do they have controls?

How are variables operationalized? (create table for major variables only)

Any discussion of measurement reliability/validity

5. Type of analysis (10 pts)  
Statistical tests employed?
6. Outcomes (20 pts)  
Results of study  
Problems they saw with study  
Problems you see that they did not  
Discrepancies, things that didn't make sense  
Are there any ethical issues? If so, what are they?
7. Technical aspects of your paper (10 pts)  
APA style, Spelling, Grammar, Headings, Page Numbers

## **Evaluation Proposal**

### **February, 27, 2007**

**Directions:** After selecting a program evaluation research problem which is of interest or concern, you will complete an evaluation proposal. Papers should be typed, double spaced, using 1 inch margins, 12 point Times New Roman font. Title page, reference page, and logic model are required.

1. Research Problem (20 points)  
Select a program evaluation research problem which is of interest and concern to you. You may choose community needs assessment, Monitoring of program implementation, outcome assessment, or other programmatic or managerial issues to address the problem.  
What is the programmatic problem?  
What type of evaluation will you use to study this problem?  
Explain why the type of evaluation method you chose is the best to study the problem?
2. Describe the agency (10 pts)  
Briefly describe the setting in which the study will take place.  
The problem addressed by the program  
Target Population  
Services provided  
Evaluation context-general social and economic context in community  
Expected outcomes
3. Logic Model (15 pts)  
Include a logic model following the directions discussed during class 4.
4. Justify the need to conduct this study with appropriate literature review (25 pts)  
Your literature review should assist you in developing your research questions  
What has been done in the past?  
What is known and not known?  
What will drive your study?

Program goals and objectives  
Theoretical or conceptual assumptions of program  
Why the program thinks their intervention will be successful

5. Develop a set of evaluation hypotheses or research questions which you will use to guide and/or test in your study (20 pts)

Base this either on your program objectives and/or on the literature

6. Technical aspects of the paper (10 pts)

APA style

Headings, page numbers, spellings, Grammar

## **Evaluation Report**

### **April, 24, 2007**

**Directions:** Based on the evaluation proposal turned in mid semester, you will be expected to carry out and report on the proposed evaluation study during the course of the semester. Incorporate revised proposal into final paper. Papers should be typed, double spaced, using 1 inch margins, 12 point Times New Roman font. Title page, reference page, and logic model are required.

I. EXECUTIVE SUMMARY, including recommendations for improving the program (10 pts)

II. Introductions and Literature Review (5 pts)

Statement of the problem / What questions are being answered?

What else has been done in terms of researching similar programs? AND / OR

Where else has your methodology been used

What can we learn from what others have done that will make your evaluation better? (That is what are you doing better than others and what are you just shamelessly stealing because it was done so well?)

III. Program Description including outcome line (5 pts)

What are the program's goal(s) and objective(s)?

What is the theory behind the program? (provide an outcome line)

What are the program activities?

How often are activities performed? Etc.

Who are the clients?

IV. Methods (20 pts.)

A. Sample

What kind of sampling technique did you use?

What was the sample size?

How representative to the program population is your sample?

B. Data Collection Techniques

C. Design

What type of design was utilized?

Any internal/external validity issues that need to be discussed? (e.g. attrition)

V. Measurement (20 pts.)

A. What were your variables?

either list the variables, or if they were specifically delineated to control, independent/intervention and dependent/outcome, discuss this.

B. How were your variables operationalized?

Discuss definitions and level of measurement here.(may want to create a table)

C. Are there any measurement reliability and validity issues that should be discussed?

VI. Results (these may be fictitious) (15 pts)

What statistical procedures were used to analyze the data you collected?

What are the results?

What conclusions do you draw from the data and its analysis?

What about external validity? Strong? Weak? Etc.

What were any problems that were encountered?

VII. Discussion & Recommendations (for the program directors and stakeholders) (15 pts)

A. Limitations of the study.

B. What are the implications of the results?

C. What recommendations do you have for the program?

Appendices: (10 pts)

Appendix A: Tables and graphs which help the reader understand the analysis

Appendix B: Survey forms, descriptions of other information gathering devices

Appendix C: Logic Model

## Evaluation Presentation

**Directions:** Based on the evaluation paper, you will be expected to present your work to the class. This presentation should be conducted in a professional manner. Therefore, behave professionally, use power point, include the executive summary and practice your presentation multiple times before you give the presentation.

**Grading:** Human relationships always color our perceptions, but critical judgment must be used, even when it is our colleagues who we are assessing. You must be willing to provide accurate feedback which will improve your colleagues' next performance. Provide accurate and constructive feedback to your colleague on this form.

### Substantive Components of Presentation

	Rating A= Excellent B = Okay to good C= Just Acceptable D = Needs Work	Comments
Description of problem addressed by program		
Review of literature: Do we know why this type of evaluation was chosen?		
Description of Program (including logic model)		
Clarity of questions or hypotheses		
Description of evaluation process - Data collection/ Sampling technique		
Description of evaluation methods - Design/ Variables/Measurement & Statistical analysis		
Description of Results		
Strengths and weaknesses of evaluation		
Recommendations		
Question handling		
Recommended Grade....		

### Non-Substantive Components of Presentation

	Rating	Comments
Confidence level		
Kept my attention		
Professional Attire		
Professional Demeanor		

**Add any additional comments on back;**