How To Conduct a Program Evaluation: 
Lessons Learned From the Online EdD in Educational Leadership
Program Evaluation

- Why evaluate?
  - To improve
  - To demonstrate impact

- Summative and formative evaluations
1. Which online program do you want to evaluate?
   - Example: Online EdD in Educational Leadership

2. Why?
   - New programme
A Framework for Evaluation (adapted from CDC, 1999)
Step 1. Engage Stakeholders

- Why engage stakeholders?
- Who are your key stakeholders?
- How will you engage them?
## Step 1: Engage Stakeholders - Stakeholder Analysis

<table>
<thead>
<tr>
<th>Stakeholder Name</th>
<th>Stakeholder Role</th>
<th>Stakeholder interests</th>
<th>Strategies for obtaining support or reducing obstacles</th>
</tr>
</thead>
<tbody>
<tr>
<td>Administrator</td>
<td>Decision maker</td>
<td>Program performance</td>
<td>Share concept and ask for access to institutional data</td>
</tr>
<tr>
<td>Instructional Designer</td>
<td>Implementers</td>
<td>Course performance</td>
<td>Share concept and show relevance to their work</td>
</tr>
<tr>
<td>Students</td>
<td>Participants</td>
<td>Student Experience</td>
<td>Direct email for participation</td>
</tr>
</tbody>
</table>
STEP 2: Describe the Program

- Logic Model

- Programme Theory of Change (If….then… statement)
# STEP 2: PROGRAM SUMMARY LOGIC MODEL

<table>
<thead>
<tr>
<th>Inputs</th>
<th>Activities</th>
<th>Outputs</th>
<th>Outcomes</th>
<th>Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Funding</td>
<td>Design programme</td>
<td>Students successfully complete courses</td>
<td>Students increase in knowledge and skill in educational leadership</td>
<td>Increased effectiveness in educational leadership across the Caribbean</td>
</tr>
<tr>
<td>Staff</td>
<td>Develop course materials and all program components</td>
<td></td>
<td>Institution earns income and improves its ability to deliver graduate programmes</td>
<td>Increase in evidence based practice</td>
</tr>
<tr>
<td></td>
<td>Deliver program</td>
<td></td>
<td></td>
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</table>
**Step 2: Program Theory of Change**

- **IF** students successfully complete all the courses, the Comps and the Final Research Project, **THEN** they will have increased their knowledge and skills in educational leadership and become "transformational educational leaders who have the requisite skills and the frame of mind to engage in evidence-based practice" (UWIOC, p. 5).
Step 3: Focus the Evaluation Design

a) How will you meet stakeholder needs?
b) Determine evaluation resources
c) Create relevant evaluation questions
d) Determine appropriate methods
The Evaluation of the EdD - My Questions

1. Perceived quality of facilitation
2. Perceived usefulness of assignments
3. Student achievement
4. Programme challenges
Step 4: Gather Credible Evidence

a) Select indicators

b) Identify sources of evidence

c) Establish data collection procedures

d) Create an evaluation plan
### Step 4: Gather Credible Evidence – An Evaluation Plan

<table>
<thead>
<tr>
<th>Question</th>
<th>Indicator</th>
<th>Data Sources</th>
<th>Sample</th>
<th>Data Collection Instrument</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Student Achievement</strong></td>
<td>% students passing courses</td>
<td>Transcript</td>
<td>All students in Cohort 1</td>
<td>None</td>
</tr>
<tr>
<td><strong>Perceived quality of facilitation</strong></td>
<td>Course rating % positive response</td>
<td>Student Interviews, Course Evaluations</td>
<td>All students in Cohort 1</td>
<td>Interview questions, Course Evaluations</td>
</tr>
</tbody>
</table>
Think.. Pair…Share

1. How will you describe your programme?
2. List 2 evaluation questions
3. How will you collect the data to answer your questions?
Step 5: Justify Conclusions

a) Data analysis

b) What conclusions and/or recommendations are supported by your data?
Facilitation?

“We had some facilitators who were very understanding and accommodating... and at each stage we were able to obtain feedback, get guidance and when we were crying we had a shoulder to lean on...”
Assignments?

“...there are some things that I learned in the programme via the assignments that I see would transfer to my current position. I think some of the assignments have helped me in my professional career.”
STEP 6: Ensure the Shared Use of Lessons Learned

- Evaluate for **use**
- Communicate often
- Practice need-based sharing
Think.. Pair…Share

- How will you share your findings?
- How will you ensure your findings are used to make program decisions?
Questions?


Thank You!

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Session Evaluations & Drawing

- Download and open OLC Conferences mobile app
- Navigate to specific session to evaluate
- Select “Evaluate Session” on session details screen (located under session type and track)
- Complete session evaluation*

*Each session evaluation completed (limited to one per session) = one contest entry

Five (5) $25 gift cards will be awarded to five (5) individuals
Must submit evals using the OLC Conferences mobile app or website