American Evaluation Association 2013 Annual Conference

*Creating an Evaluation Rubric:   
Building Evaluation Capacity Within the Dallas Independent School District*

October 19, 2013

1. **Why did we develop an Evaluation Rubric?**

Superintendent had a number of system improvements

* One was in regards to evaluating programs more effectively
  + Develop a rubric for effective program evaluation by Feb. 1, 2013
  + By Aug. 1, 2013, 90% of the programs evaluated in 2012-13 that are deemed ineffective are stopped
* Key Action Steps
  + Nov.-Dec. 2012 Rubric research
  + Nov. 2012 Meet with Grants Mgmt. on workscopes
  + Jan. 2013 Complete first draft of rubric
  + Feb. 2013 Rubric training for Program Evaluation staff

1. **What is the basic structure of a rubric?**

*“A set of criteria and a scoring scale that is used to assess and evaluate work”* (Campbell, Melenyzer, Nettles, and Wyman, 2000)

Components

* Dimensions
* Scale, or Performance Levels
* Descriptors

1. **What does an Evaluation Rubric do for Dallas ISD?**

* A demonstration of commitment to rigorous evaluation of programs
* An outline of expectations for evaluators regarding quality and rigor of work
* A self-assessment tool for evaluators
* A teaching tool for evaluators to improve the quality of work
* A guide for administrators and program managers to what we look for when conducting a program evaluation
  + *Combats accusations that evaluators do not know what they are looking for in a program*
* An assessment tool for managers and directors to use when reviewing reports
* It is NOT a personnel appraisal tool

1. **What sources did we use to develop the Evaluation Rubric?**

Joint Committee on Standards for Educational Evaluation (JCSEE), Program Evaluation Standards

* Standards can be applied to evaluation design and implementation.
* Standards are written as guiding principles and may not apply to all situations.
* Standards are grouped in five categories:
  + Utility
  + Feasibility
  + Propriety
  + Accuracy
  + Evaluation Accountability

Harvard University, Center for Education Policy Research: Strategic Data Project - Data Use Rubric

* A Self-Assessment Tool for Understanding Data Use in an Education Agency
* Criteria for Data Use In Multiple Dimensions:
  + Major Initiatives
  + Performance Management
  + Budget
  + Governance

American Evaluation Association 2013 Annual Conference

*Creating an Evaluation Rubric:   
Building Evaluation Capacity Within the Dallas Independent School District*

October 19, 2013

1. **What does the Dallas ISD Evaluation Rubric include?**

Four Performance Levels

* Exemplary
* Proficient
* Basic
* Not Acceptable

Dimensions of the Rubric

* Evaluation Plan
* Methods
* Stakeholder Engagement
* Program Context
* Implementation
* Data Analysis
* Findings
* Recommendations

1. **How do you use the Dallas ISD Evaluation Rubric?**

Tips for Using the Rubric

* Allow enough time to understand differences among performance levels for each dimension
* Allow enough time to apply the rubric
* Try to be consistent
* Work in groups (especially evaluation teams)

Potential Pitfalls in Rubric Use

* Self-scoring bias
* Inconsistency in applying rubric standards across dimensions

1. **What additional resources were created to accompany this rubric?**

* Data Calendar for 2012-13
* Program Evaluation Standards and Guidelines
* Evaluation Research Methods Resource List – contains links

1. **Questions?**

Discussion Questions

* What are your first impressions of the rubric?
* How might it benefit you or your department?
* What additional training or information do you need?

Take-away Questions

* What improvement needs did you identify in your own work, or that of your department, from using the rubric?
* What additional training or information do you need?