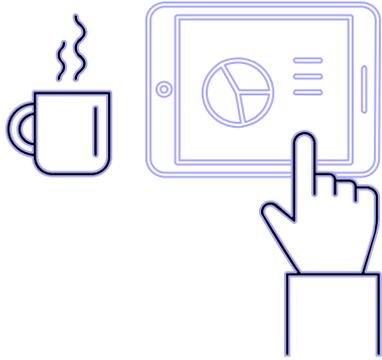




# Using Success Case Method (SCM) to Evaluate Educational Technology in Massachusetts Urban Schools & Future Paths for SCM

Haylea Hubacz, Olivia Szendey, & Emily Gates  
Measurement, Evaluation, Statistics, & Assessment  
Boston College  
American Evaluation Association November 15<sup>th</sup>, 2019

# Overview



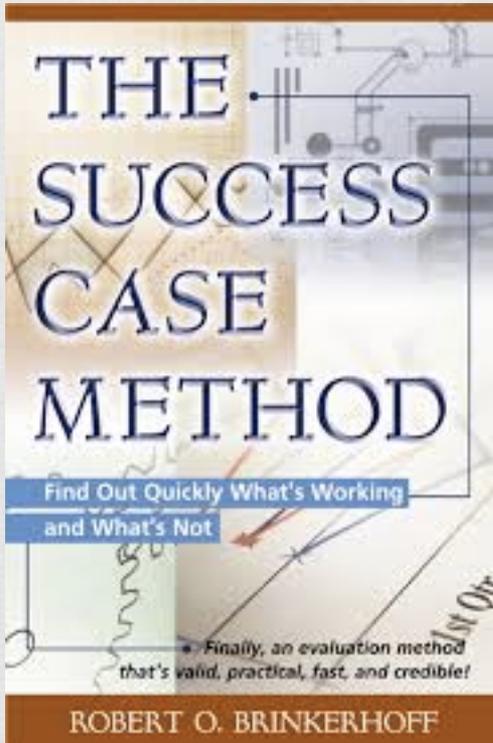
1. Introduction of Success Case Method
2. Introduction of MISL: A school network based personalized learning intervention
3. Overview of EdTech in Personalized Learning
4. Evaluation Questions
5. Use of Success Case Method
6. Benefits/Limitations of SCM

# Success Case Method

Story Based Methodology

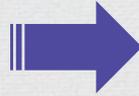
“The SCM searches out and surfaces these [new initiative] successes, bringing them to light in persuasive and compelling stories so that they can be weighed (are they good enough?), provided as motivating and concrete examples to others, and learned from so that we have a better understanding of why things worked, and why they did not.”

3



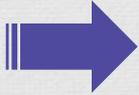
# Success Case Method

1. Locate potential “success cases”

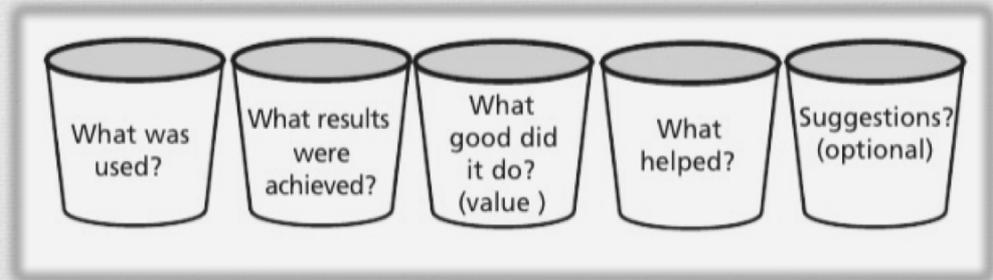


Survey, reviewing records, using performance data, and asking people within organization

2. Conduct case studies to document and conceptualize success



- a) Qualify the case
- b) Identify factors leading to success





**BetterEvaluation**  
*Sharing information to improve evaluation*

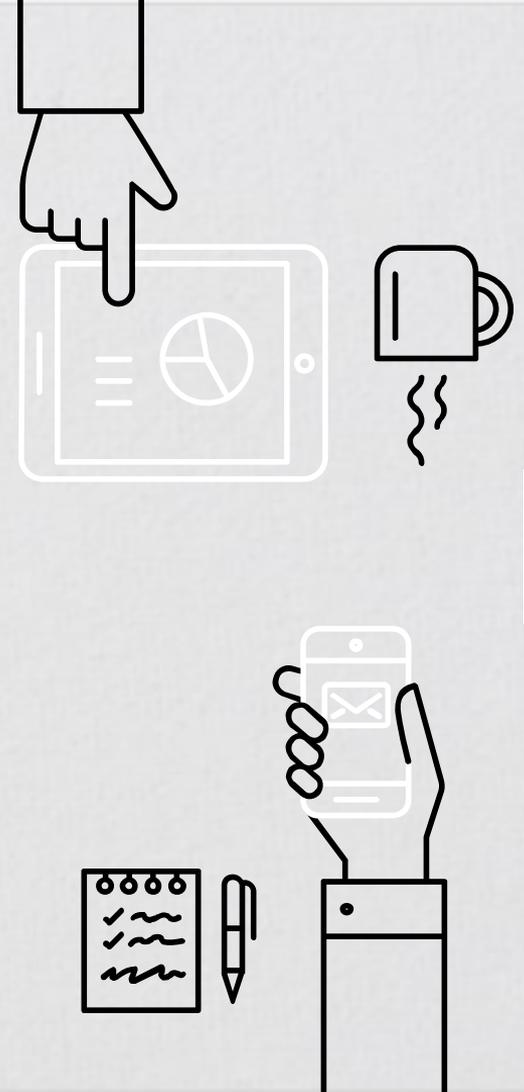
## When to use Success Case Method

The program has long-term objectives and identified program activities but no casual pathways

At least one participant can be identified and along with a someone who can vouch for their actions and outcomes

You are given authority to collect data and communicate with participants and supervisors/ stakeholders/ coaches

Liz McGuinness, 2017



# MAPLE Innovative School Leaders Network



# Connecting Personalized Learning and EdTech



“No matter their perceived abilities or geographic locations, **all learners can access resources**, experiences, planning tools, and information...unimaginable a generation ago,”  
(Office of Educational Technology, 2017, p.89)



Allowing all of the above to be implemented effectively, affordably, and at scale

# Evaluation Questions:

1. How are MISL teams implementing personalized learning in their schools?
2. What factors influence pathways to implementing personalized learning at MISL schools?
3. What challenges and/or successes have MISL teams experienced thus far?
4. What do MISL teams view as strengths and areas for improvement of the MISL program?



# Success in the Context of MISL

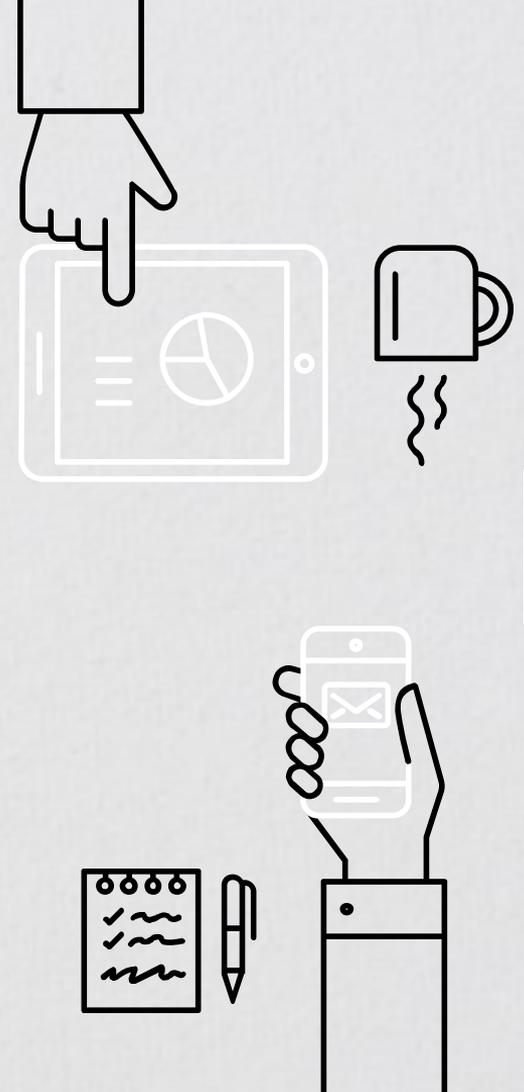
A successful team is one that has a forward momentum toward implementation of personalized learning



# Success Identification Survey

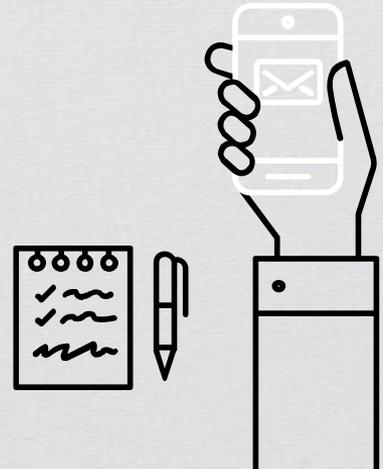
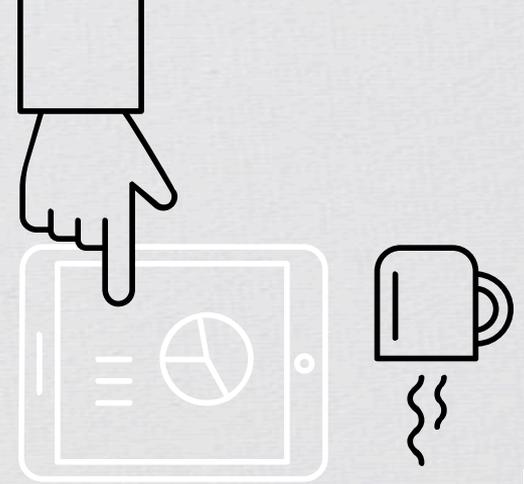
1. Implementation of personalized learning
2. Factors influencing implementation of educational technology towards personalized learning
3. Feedback on Programming Activities

+ Observations

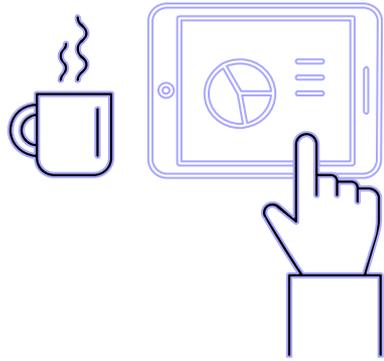


# Survey Results

- ▶ Four types of team pilots:
  1. Introducing PL to others
  2. Developing a shared school vision
  3. Sharing PL in practice
  4. **Technology focused** interventions
  
- ▶ Factors Influencing Implementation for Technology Focused Interventions:
  - District Level
  - Classroom Level



# Case Study Selection



Three teams selected  
Two teams interviewed

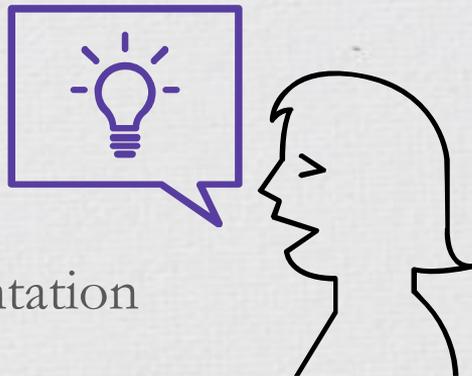
Team 1)

Built an online repository of personalized learning examples

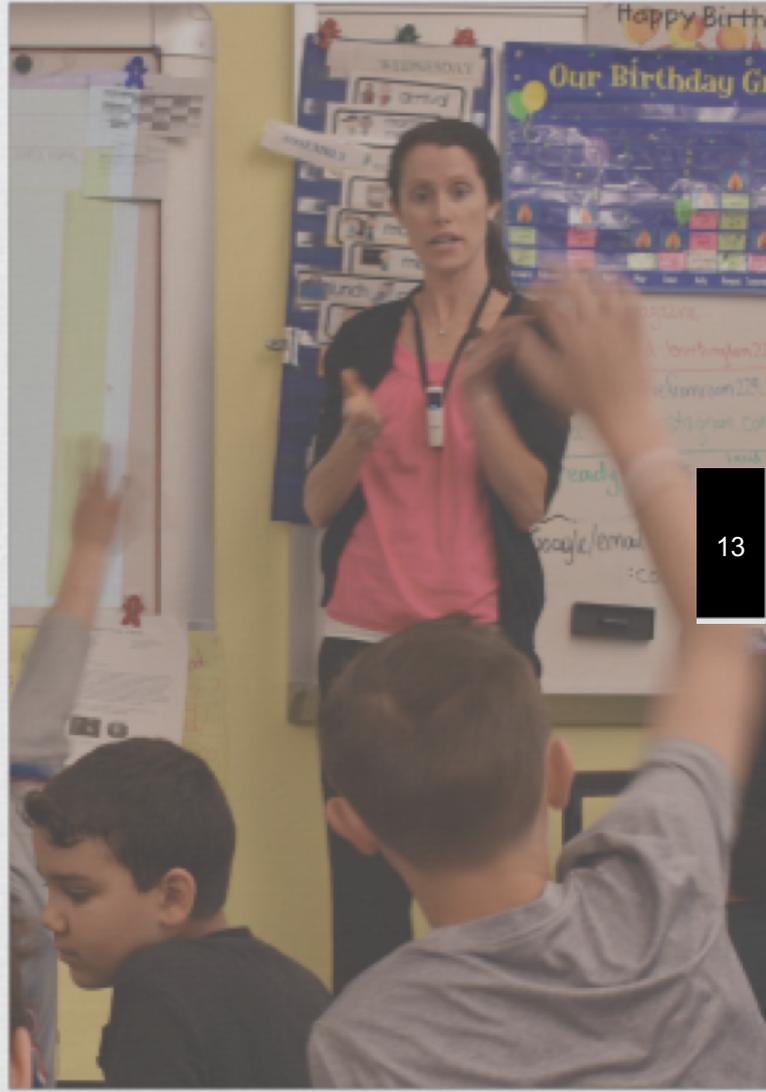
Team 2)

Teacher & Staff Professional Development

# Case Studies



1. Challenges of implementation
2. Successes of implementation
3. The role, if any, EdTech had in the implementation process



# Case Study Results

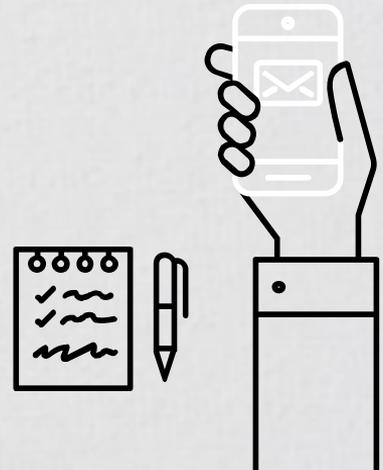
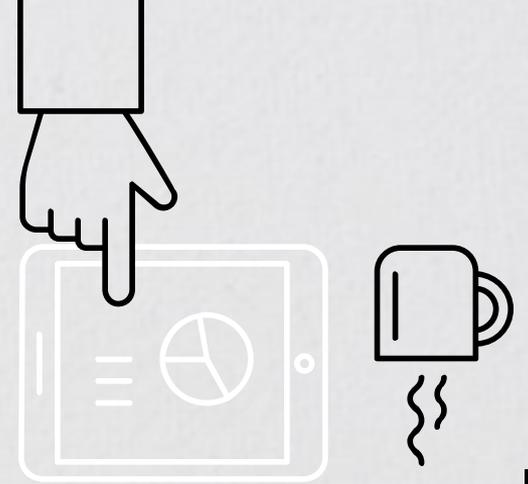
- ▶ Echoed Survey Results
- ▶ Additional information about MISL Programming
- ▶ **Key Takeaway:** For implementation to be successful, a **culture shift** that promotes innovation and encourages educators to try new things without fear of failure is necessary.

# Success Case Methods Potential Towards K-12 and Edtech Implementation Settings

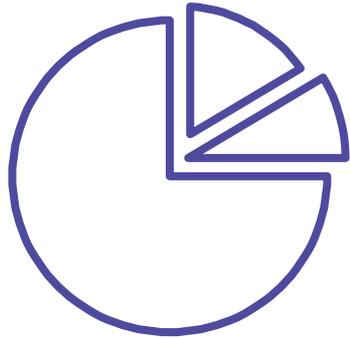
Benefits

+

Limitations



# Benefits



Offers a space to **build and share stories** of what is occurring within and related to the programming

Increase **knowledge** of the school network

Use the survey as a mechanism to gain a **holistic understanding** of all cases and report to the organization with results.

Quickly discover **what is working well** and what is not—  
gauge external factors

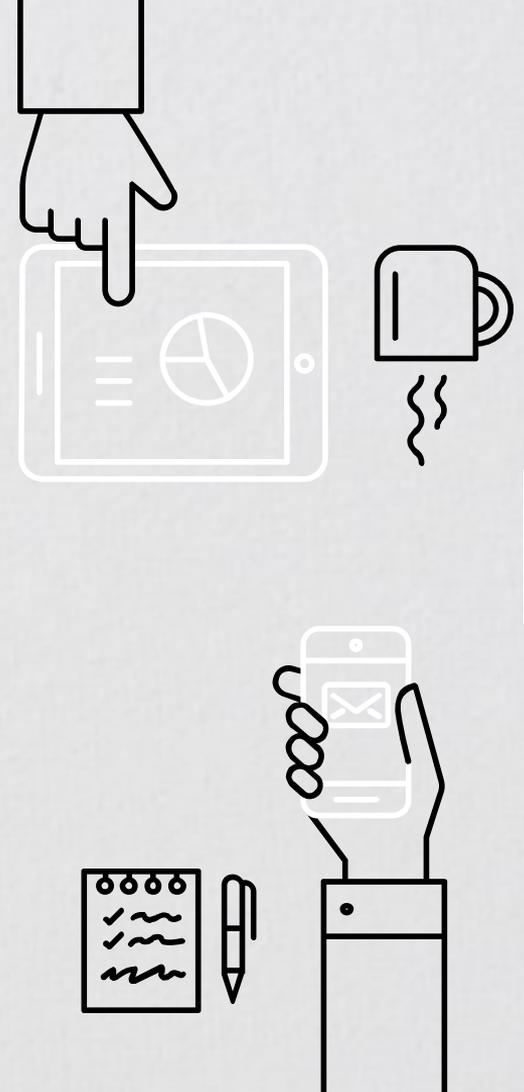
Begin to **build a framework** for what is successful in educational technology implementation, and its relationship to personalized learning

# Limitations

Difficult to recruit **teacher participants**

The **unclear definition of success** in the EdTech sphere poses challenges towards actual identification of cases

**Observations** influenced case selection over survey results





## Next Steps

Expand the evaluation to encompass the organizations larger school network: MAPLE

Adapt Success Case Method to fit our use

Continue to work towards defining “success” in our context



# References

Brinkerhoff, R. O. (2005). The success case method: A strategic evaluation approach to increasing the value and effect of training. *Advances in Developing Human Resources*, 7(1), 86-101. doi:10.1177/1523422304272172

[Massachusetts Personalized Learning EdTech Consortium](#)

[Liz McGinness, BetterEvaluation Blog Post](#)