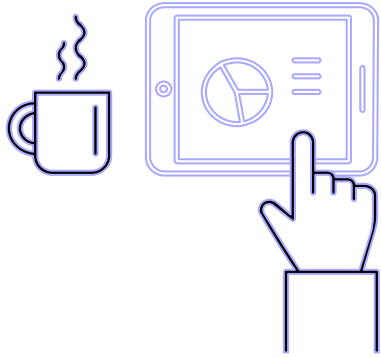


Using Success Case Method (SCM) to Evaluate Educational Technology in Massachusetts Urban Schools & Future Paths for SCM

Haylea Hubacz, Olivia Szendey, & Emily Gates
Measurement, Evaluation, Statistics, & Assessment
Boston College

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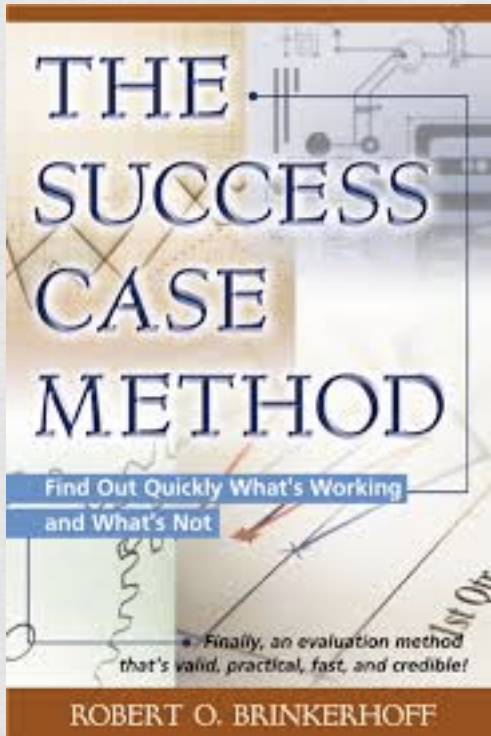
Overview



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.”

Brinkerhoff, 2003, p. 3

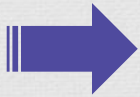
Success Case Method

1. Locate potential “success cases”

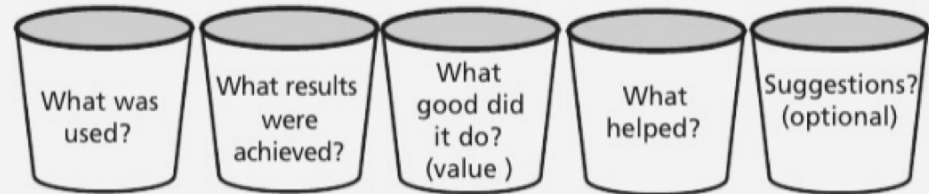


Survey, reviewing records, using performance data, and asking people within organization

2. Conduct case studies to document and conceptualize success



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



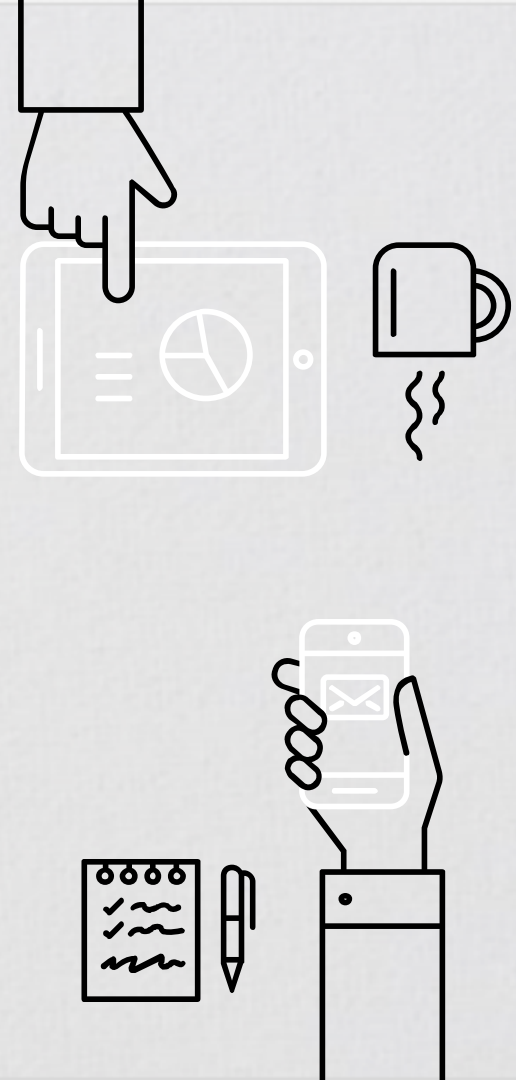
When to use Success Case Method

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

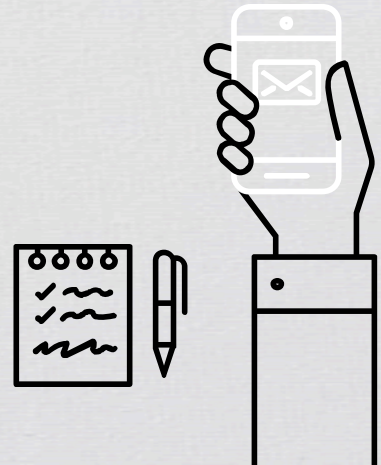
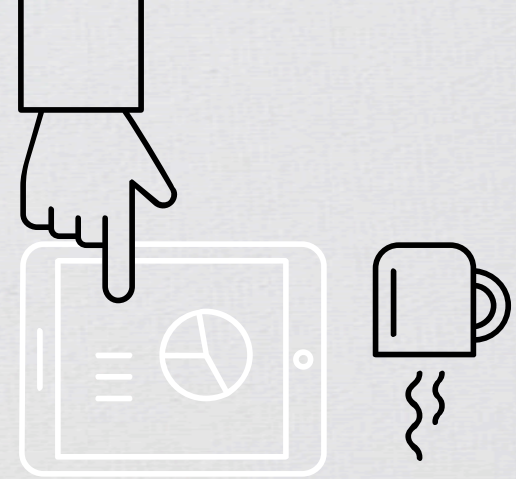
+ Observations



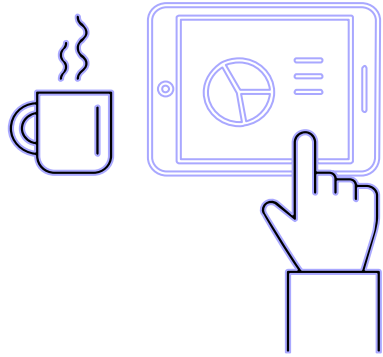
Survey Results

- ▶ 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

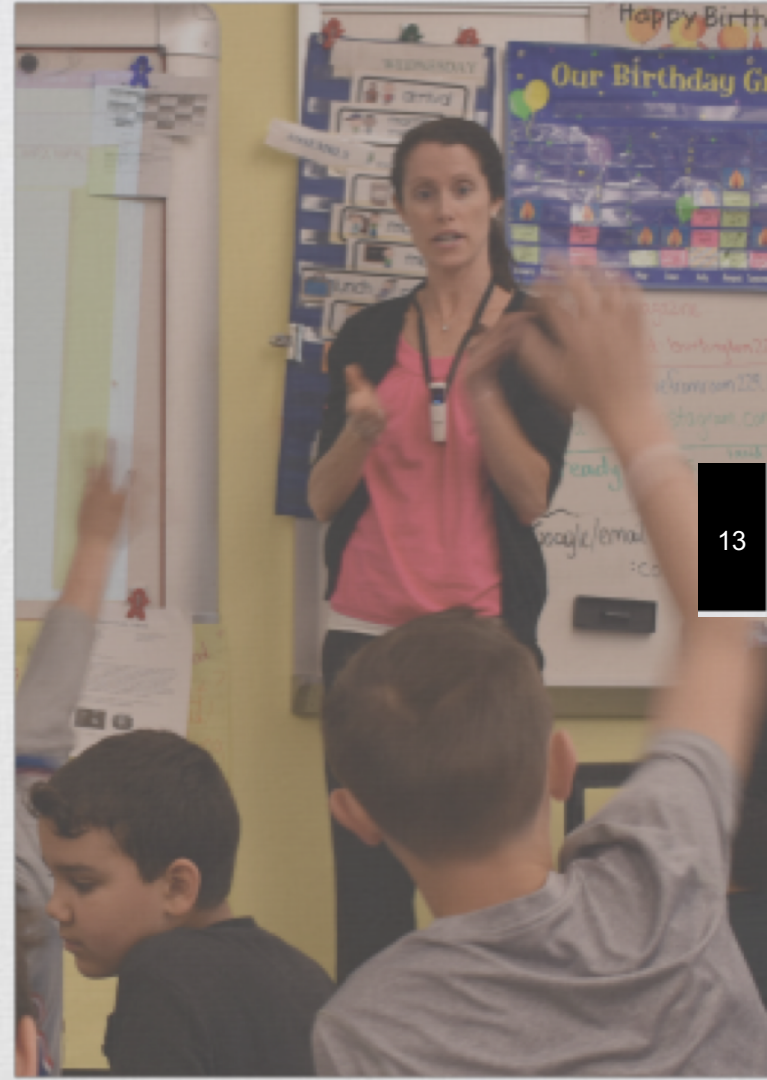
Team 2)

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

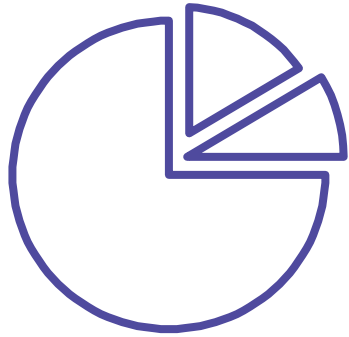
Benefits

+

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

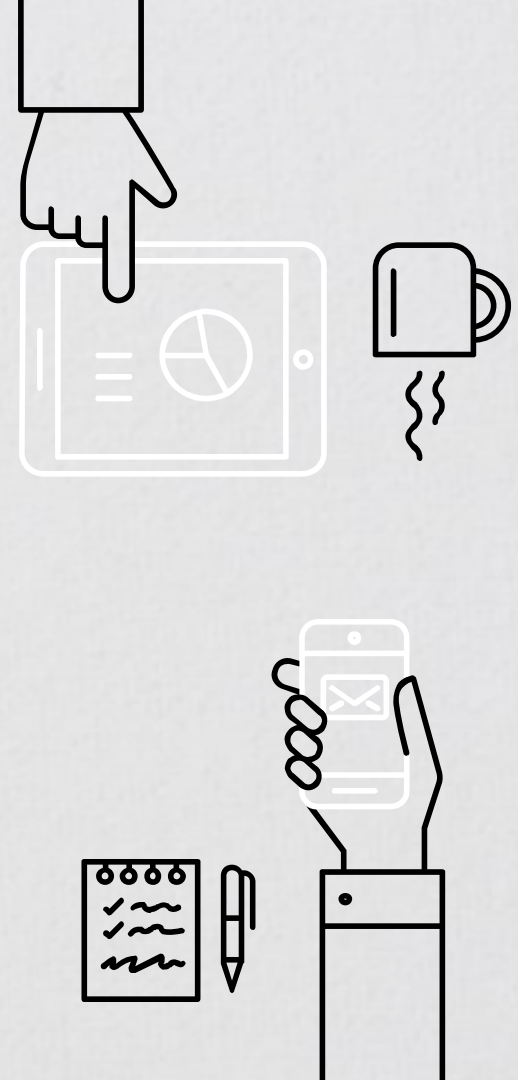
Begin to **build a framework** for what is successful in educational technology implementation, and its relationship to personalized learning

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



Thank you!

Questions?

Haylea Hubacz, Olivia Szendey & Emily Gates
hubacz@bc.edu, szendey@bc.edu, gatesea@bc.edu
Measurement, Evaluation, Statistics, & Assessment
Boston College

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](#)