# Spring 2020:

- Two graduate student led evaluations of undergraduate programs
- One funded, one lost funding

## Funded Evaluation:

- More robust methodology
- Multi-method, longitudinal evaluation
- Interviews; N = 6, I = 2, Survey; N = 132, I = 5
- Increased participant recruitment and retention via monetary incentives
- Budget proposal and modification
- Budget adjustments travel, materials, & conference fees
- Rigidity in how evaluation functioned
- Evaluation team: paid members hourly

## \*Unfunded Evaluation:

- Limited capacity for methodological complexity
- Qualitative Study, N = 3, I = 1
- Use of free or available software and data analysis tools
- Flexibility in evaluation expectations

# Many of us assume that a funded project implies a simpler process or that evaluations without financial backing make for bad study . . .

# Resources, tools, & suggestions for graduate students and new evaluators:

### **Evaluation Planning**

- Determine level of access to population.
- needs

### Developing a Budget

- Online template resources This template provides a line item example <u>budget</u>.
- payments, technology and software costs, and any travel expenses.

### Conducting the Evaluation

protocols.

### Time Frame, Methodology & Population

- timeframe, and level of access to the population • Outlined specific subgroups within larger population to draw sample from.

### Developing a Budget

• Received university departmental funding after submitting a line item budget proposal.

### Conducting the Evaluation

- volunteered to participate in paid interviews.
- Used transcription service TranscribeMe to convert audio recordings.
- Readjusted budget to account for longer than expected audio recordings

### Reporting

modifications to program.

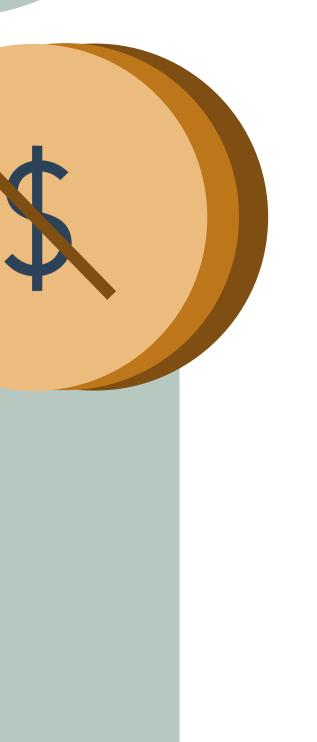
# A Tale of Two (Graduate Student) Evaluators

Implementation Evaluation

Ctic

Prac

Evaluation in



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### Funded

• Develop timeframe for the evaluation, including solicitation, data collection, and reporting • Develop a robust methodology to assess the breadth of the program and stakeholder's

• During evaluations, budgets may be adjusted, but only after the funding source approves changes. Account for this approval when designing spending plans or using funds. • Account for participant solicitation and incentivization cost, hired evaluation team member

### • Employ data collection methods, incentivizing participation for a larger sample. • Prepare for any situational or logistic issues that may impede the evaluation process. Adjust the predetermined timeframe, budget, or methodology as needed, following budget

• Conducted a Needs Assessment with stakeholders to address primary areas of interest, methodology,

• Developed a multi-method evaluation to address stakeholder's interests and address needs.

• Outlined transcription fees, participant payment, and conference & travel expenses

• Distributed surveys via Qualtrics; Conducted interviews with selected subgroups of sample that

• Paid interview participants used a microphone purchased with budgeted funds for clear audio • Readjusted interview protocol as COVID-19 Pandemic restricted in-person interviews.

• Hired and paid an undergraduate student hourly to conduct data analysis as a secondary coder

• Provided program with a robust description of evaluation findings, addressing needs and suggesting

### **Evaluation Planning**

- resources openly accessible to you.

### Conducting the Evaluation

- sample.

### Time Frame, Methodology & Population

### Conducting the Evaluation

- time than manual transcription.

### Reporting

- participation rate.



# this is simply not always true.

## \*Unfunded

• Determine level of access to population – consider how many participants you will need to conduct a comprehensive evaluation.

• Develop timeframe – consider the amount of time you can invest in the evaluation process. • Develop a methodology to address stakeholder needs,. while balancing methodological

• Funded evaluations are often tied to their proposed budget and evaluation plan – *unfunded* evaluations can more easily adjust timeframes, methodologies, etc. • Strategically employ data collection methods & incentivizing participation for a larger

• Social Incentives via Solicitations: Outline privacy, relevancy, gratitude for participation • Development of Distribution Schedules: Set a schedule for sending reminders or following-up with participants to increase recruitment and retention • Prepare for any situational or logistic issues that may impede the evaluation process. Adjust

as you are able, given the resources you have access to.

• Conducted several interview and Needs Assessment with stakeholder to address areas of interest and evaluation timeframe. Was provided limited access to population through primary stakeholder • Developed an in-person interview protocol to address stakeholder's interests and meet set timeframe.

Solicitations sent to 20 sample requesting participation in interview. Deployed two follow-up emails requesting participation. Three participants agreed to be interviewed.

• Participants were located outside of evaluation area. Interview protocol were transitioned to online interviews as in-person interviews would incur travel expenses.

• Conducted three interviews with participants via Zoom, using cellphone audio recording application. • Audio recordings were uploaded to Youtube. Using the caption function, recordings were transcribed and converted to text. While accuracy was limited, this form of transcription took considerably less

• Analysis of data revealed a somewhat limited description of evaluation findings as a result of low

• An Evaluation Report was provided to the stakeholder in which initially outlined programmatic needs were addressed and suggestions for program improvement were outlined.

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\*Based on experiences noted by peer evaluator Joseph M. McNeill West Virginia University. COLLEGE OF EDUCATION AND HUMAN SERVICES