

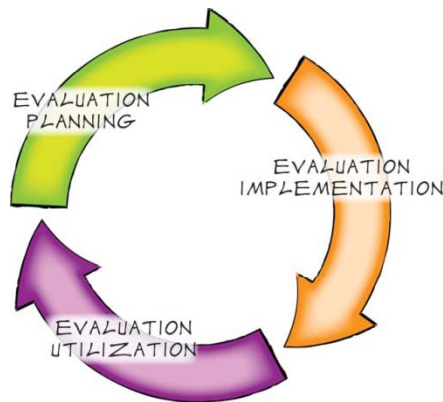


Cornell University  
Cornell Office for Research on Evaluation

# Building and Evaluating a Systems-Based Approach to Evaluation Capacity Building

AEA 2009 Panel Presentation

Cornell Office for Research on Evaluation  
November 12, 2009





Cornell University  
Cornell Office for Research on Evaluation

# I. Evaluation Planning Using the Systems Evaluation Protocol

Jane Earle

MRSEC Evaluation Facilitation Manager for CORE

Cornell University

[jce6@cornell.edu](mailto:jce6@cornell.edu)

Tom Archibald

Graduate Research Assistant

Cornell University

[tga4@cornell.edu](mailto:tga4@cornell.edu)



# The Systems Evaluation Protocol

- The Systems Evaluation Protocol (SEP) is a series of steps which if followed will help:
  - Develop and implement **evaluation plans**
  - Build **evaluation capacity**
  - Improve evaluation practices
  - Use evaluation to improve programs
- **Evaluation capacity building** involves the design and implementation of teaching and learning strategies to help individuals, groups, and organizations, learn about what constitutes effective, useful, and professional evaluation practice (Preskill & Boyle, 2008)



# The Systems Evaluation Protocol

- **Systems** are complex wholes comprised of related parts which are:

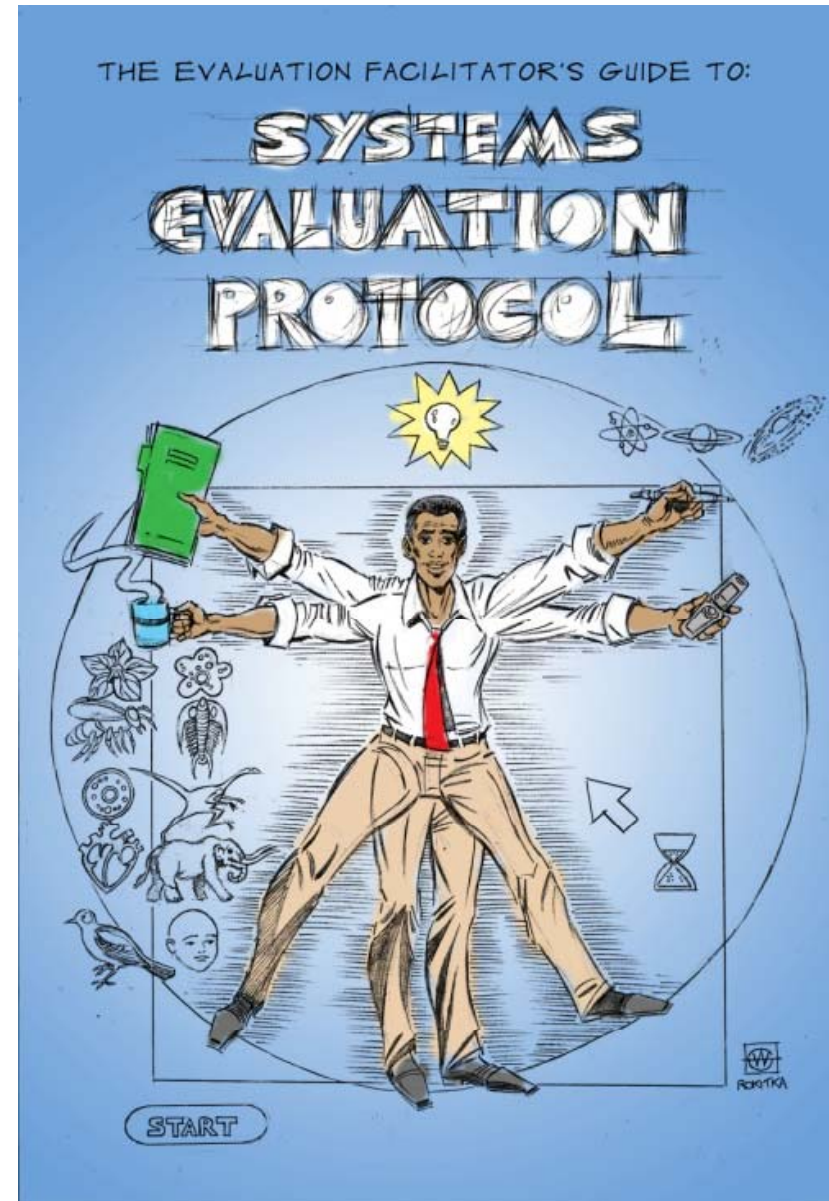
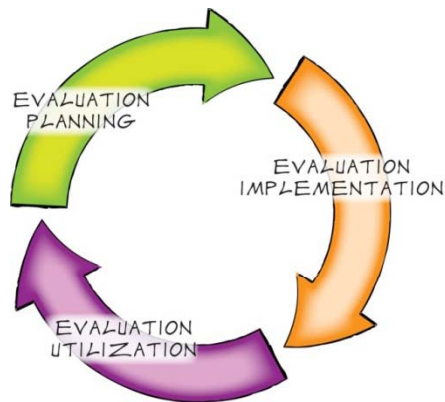
- nested
- dynamic
- networked



- **Systems evaluation** involves the application of systems theories, methods or approaches in the design, implementation or utilization of high-quality evaluations.

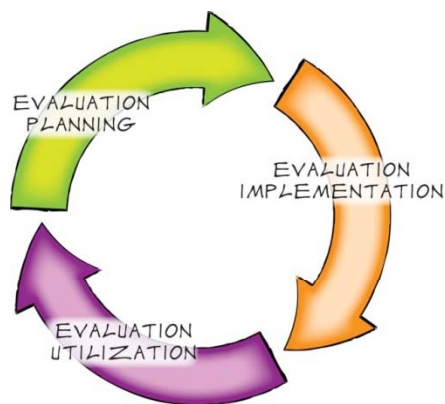


# The Systems Evaluation Protocol





# The Systems Evaluation Protocol



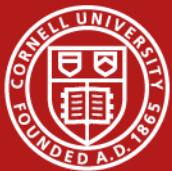
Phase 1: Evaluation Planning	
Stage 1: Preparation	
1.01	Enter the System
1.02	Develop Memorandum of Understanding
1.03	Identify Internal Stakeholders
1.04	Identify the Working Group(s)
1.05	Assess Evaluation Capacity
1.06	Launch Evaluation Partnership
Stage 2: Program Model Development	
2.01	Stakeholder Analysis
2.02	Introduction to Program Model Development Process
2.03	Program Review
2.04	Program Boundary Analysis
2.05	Lifecycle Analysis
2.06	Logic Model
2.07	Pathway Model
2.08	Determining Evaluation Scope
2.09	Program-System Links
2.10	Program-Logic Model Synthesis
Stage 3: Evaluation Plan Creation	
3.01	Introduce the concept of an Evaluation Plan
3.02	Develop Evaluation Questions
3.03	Develop Sampling Plan
3.04	Identify or Develop Measures
3.05	Develop Evaluation Design
3.06	Develop Analysis Plan
3.07	Develop Evaluation Reporting Plan
3.08	Develop Implementation Plan and Schedule
3.09	Finalize Evaluation Plan



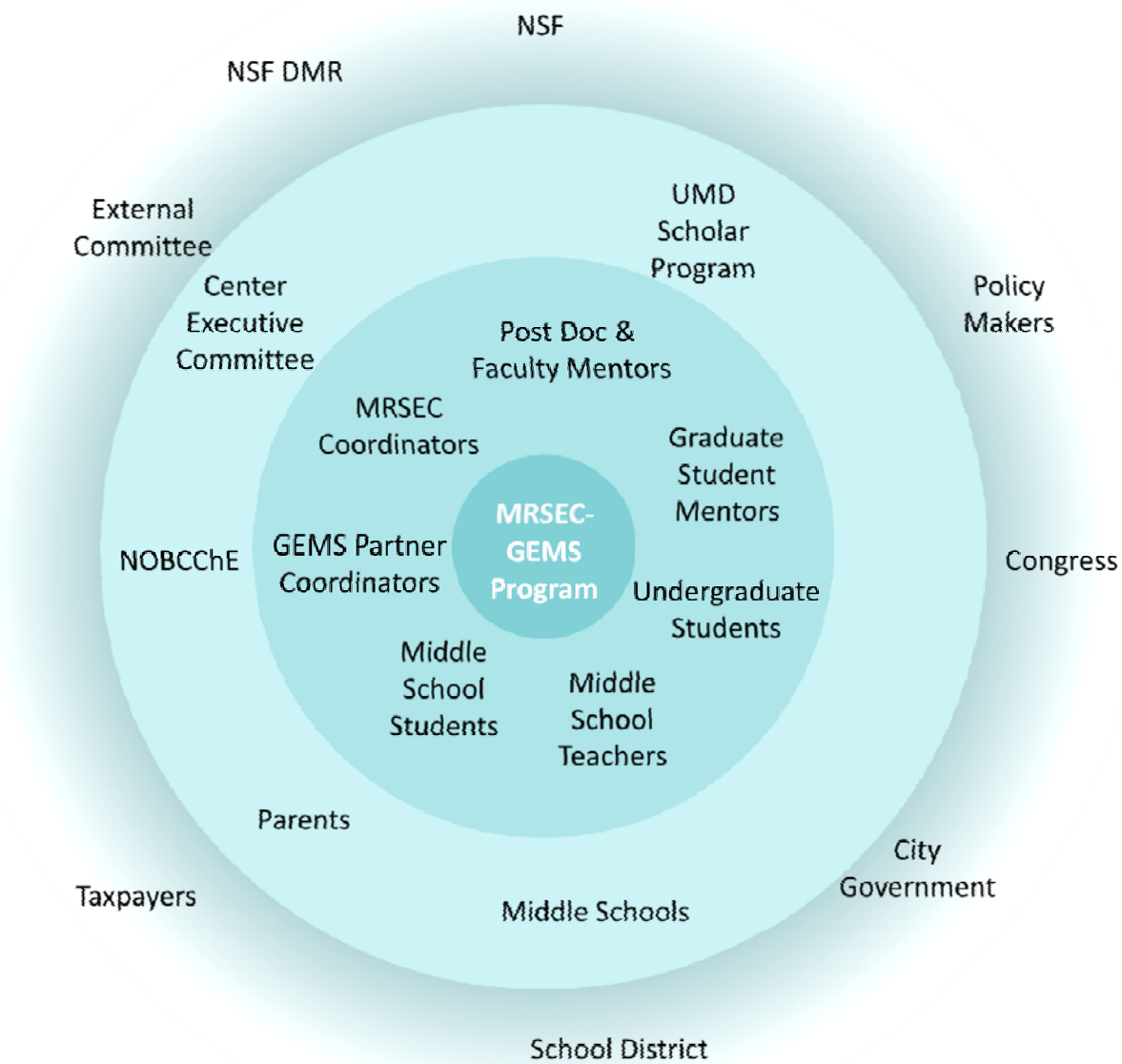
# The SEP: Highlights

## 1. Stakeholder analysis





# The SEP: Highlights







## The SEP: Highlights

1. Stakeholder analysis
2. Program boundary analysis



## The SEP: Highlights

What's *in* and what's *out*?



It's never as clear  
as it seems . . .

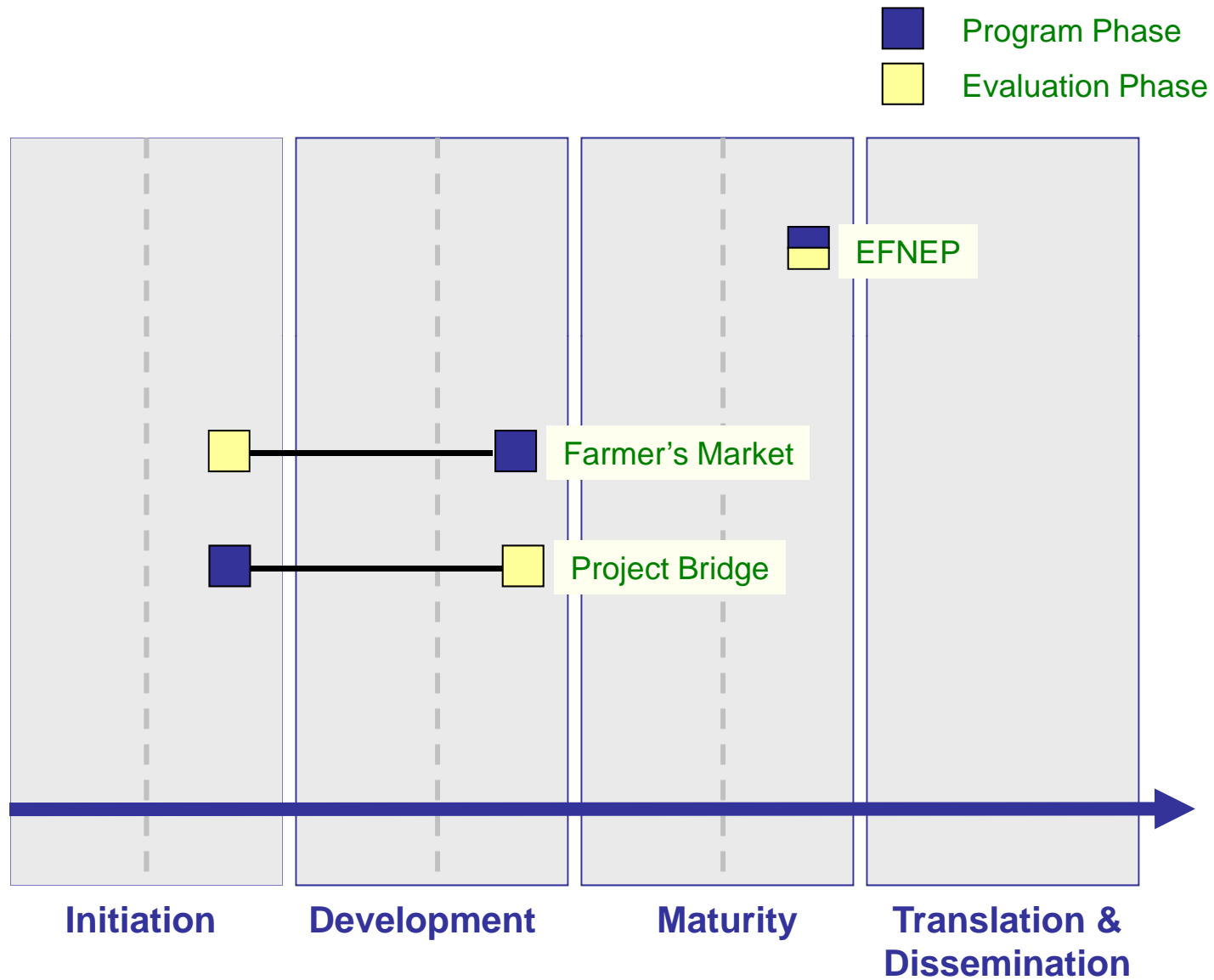


## The SEP: Highlights

1. Stakeholder analysis
2. Program boundary analysis
3. Lifecycle analysis



# The SEP: Highlights



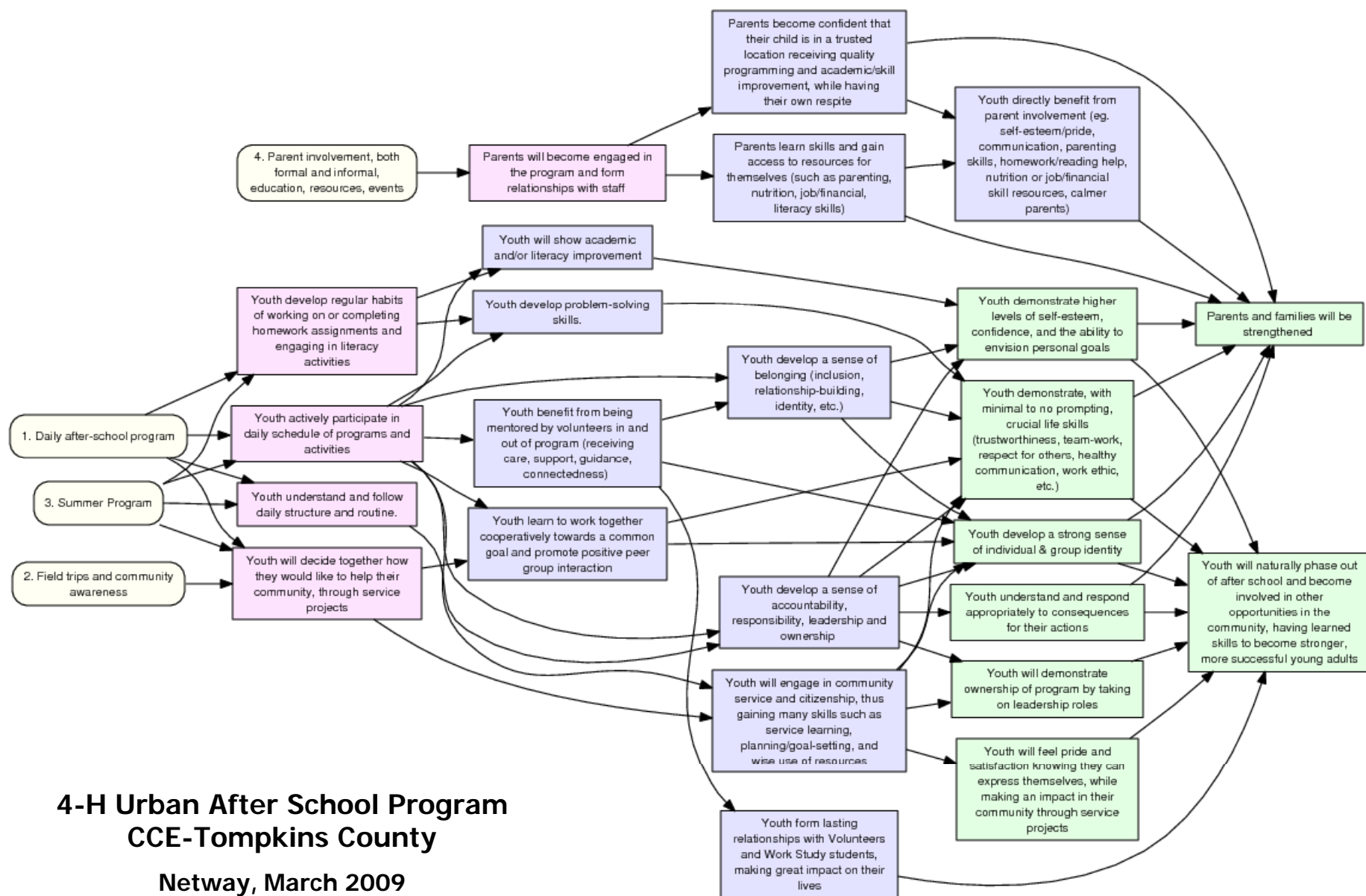


## The SEP: Highlights

1. Stakeholder analysis
2. Program boundary analysis
3. Lifecycle analysis
4. Logic and pathway modeling



# The SEP: Highlights





## The SEP: Highlights

1. Stakeholder analysis
2. Program boundary analysis
3. Lifecycle analysis
4. Logic and pathway modeling
5. Evaluation Plan creation





# The SEP: Highlights

- Program
  - Description
  - Questions
  - Activities
- Methods
  - Sampling
  - Measures
  - Design
  - Analysis
- Reporting

## Evaluation Plan

2007

Family and Youth Development  
Program Area

New York City  
Cornell Cooperative Extension

September 2006



Cornell University  
Cooperative Extension



# Facilitation Structure: Methods

- In-person meetings
- Phone conferencing
- On-going support



**EP - 4-H Cohort**

Home New since last time: 1 page, 3 files, 12 messages

Pages: 2 of 7 pages view all »

July 2009 EP Training Session #2  
Last updated by Monica Hargraves - Jul 30 - 1 author - 1 page long

July 2009 EP Training Session #1  
Last updated by Monica Hargraves - Jul 16 - 1 author - 2 pages long

Discussions: 7 of 54 messages view all »

Fast forward to attendees Meeting invitation: EP Session #2 (option 2): Measurement, Monday, August 3, 2009, 1:00 pm  
By Monica Hargraves - Aug 2 - 1 author - 0 replies

7:00 Introduction to Measurement, please give feedback  
By Margaret - Jul 30 - 1 author - 0 replies

View this page "July 2009 EP Training Session #2"  
By Monica Hargraves - Jul 30 - 1 author - 0 replies

Getting to Measure Worksheet - Blank.doc  
By Monica Hargraves - Jul 30 - 1 author - 0 replies

requesting your feedback on "Selecting and Developing Evaluation Questions" Webex  
By Margaret - Jul 29 - 1 author - 0 replies

next training sessions, and a request for  
By Monica Hargraves - Jul 29 - 1 author - 0 replies

Recordings of recent EP WebEx sessions available now  
By Monica Hargraves - Jul 27 - 1 author - 0 replies

Files: 1 of 60 files view all »

Introduction\_to\_Measurement.ppt  
Last updated by Monica Hargraves - Jul 30

Members: 67 members view all »

**WELCOME**

QUICK LINKS:

- Current Projects
- Systems Evaluation
- Resources for Extension Educators
- Systems Evaluation Protocol
- Contact Us

**LATEST NEWS**

**CCRE Partnership on Science and Education Evaluation Grants** (Feb 3, 2009)  
The CCRE Educational Programs Office (EPO) is working on a new project to facilitate the development of effective evaluations for education outreach programs across the mid-Atlantic. We are collaborating with Prof. William Trochim, Cornell Department of Policy Analysis and Management. Prof. Trochim was awarded a five-year \$2.3 million NSF Research and Evaluation on Education in Science and Engineering (REESE) grant.

**Trochim gets \$2.3 million from NSF to evaluate science-based education** (Dec 5, 2008)  
With a new \$2.3 million grant from the National Science Foundation (NSF), a College of Human Ecology professor will develop a web-based system that will help evaluate science-based education programs.

**FEATURED EVENTS**

**2009 ASACCC Summer Evaluation Institute** (June 14-17, 2009) Atlanta, Georgia, USA. [View calendar.](#)

**2009 The Evaluation Institute** (July 13-25, 2009) Washington, D.C. [View calendar.](#)

**ASA Conference on Evaluation** (November 12-14, 2009) [View calendar.](#)

[To view all events please visit our events calendar.](#)

You may also view the [ASA Events Directory.](#)

Web Conferencing and  
Collaboration Solutions

Reach the world with Cisco's  
WebEx web conferencing.

Communicate and collaborate with  
anyone, anywhere, any time.



# Facilitation Structure: Tools

- The Netway
- Paper resources
- Workshop activities



ExtensionNetWay - Logic Model Report - Windows Internet Explorer

https://www.extensionnetway.net/report\_logic.php?group=1&office=10&area=12&program=1

**The Netway**  
Program & Evaluation Planning

You are signed in as William Trochim | Sign Out

My Home My Profile Search **Reports** Contact No Help

Reports / Logic Model Report

Report Options ?

Rows per page: 100

AG Outreach Education  
Jefferson County

**CREATING A LOGIC MODEL ON THE NETWAY**

- 1) After you log in, click on your System Area, your Office, your Program Area, and then your Program.
- 2) When you are in your Program Area, click on the "Logic Model" link in the left-hand navigation pane.
- 3) When you are in the Logic Model page, click on the "New Logic Model" link in the left-hand navigation pane.
- 4) When you are in the "New Logic Model" page, click on the "Add New Logic Model" link in the left-hand navigation pane.
- 5) When you are in the "Add New Logic Model" page, click on the "Add New Logic Model" link in the left-hand navigation pane.

**Mid-Term Outcomes:**

- Adopt recommended practices
- Follow up with program needs
- Improved agricultural/horticultural business profitability
- Increase in knowledge and skill development
- Increased recognition and awareness of CCE resources

**Long-Term Outcomes:**

- Build trust and respect within the agricultural community towards CCE
- Sustainability and profitability for the agriculture community.

**Evaluation Capacity Checklist**

Program Area Name: \_\_\_\_\_

Program Name: \_\_\_\_\_

Staff Name(s) and Title(s): \_\_\_\_\_

**DESCRIPTION**

Is there a formal description of the program? ☐ Yes ☐ No

If yes, please include Program description in the space below. (A short paragraph from a proposal or your website is OK.)

Do you have formal goals/objectives for the program? ☐ Yes ☐ No

If yes, please include a description of the Program's goals/objectives in the space below.

**INPUTS**

Do you have the inputs or resources that go into the program? (Staff, volunteers, etc.) ☐ Yes ☐ No

If yes, please include a description of the Program's inputs in the space below.

**Evaluation Plan**

2008-2009