Formalizing Evaluation Strategies: The Development of an Evaluation Plan to Gauge Progress (Formative and Summative)

Ronald Head
Achieving the Dream Data Coach
Collect data
Analyze data
Identify gaps
Develop interventions
Implement interventions
Evaluate
What IS an evaluation plan?

How you will monitor and evaluate your student success interventions and how you will use the results to determine success and to modify the interventions as appropriate.
What IS included in an evaluation plan?

**WHAT?**
- Planning model
- Interventions
- Etc.

**HOW?**
- Logic Model
- Evaluation plan
- Etc.
What IS an evaluation plan?

**WHO?**
- Who is responsible for what?

**WHEN?**
- Timeline for evaluating interventions
Why develop an evaluation plan?

- Provides direction
- Let’s us know whether our interventions are successful
- Allows for mid-course corrections
- Creates a shared sense of responsibility
How do you develop an evaluation plan?

1. Describe your intervention
2. Identify evaluation questions
3. Complete the evaluation plan
4. Monitor the evaluation plan
5. Use results for improvement

**Inputs**
- Resources needed: human, financial, organizational, etc.

**Activities**
- Tasks that use your resources in order to produce an output

**Outputs**
- Results or products generated by the completion of your activities

**Outcomes**
- Effects or changes the intervention makes on participants

Help developing an evaluation plan

http://www.ccsse.org:center/SSBTN/docs/Publications/Evaluating_Student_Success_Interventions.pdf
3. Complete an evaluation plan

- Evaluation Questions
- Expected Outcomes
- Tasks
- Personnel
- Timeline
- Data source(s)
- Analysis
- Reporting
Intervention #1

**Intervention:** Improve the intake process for students.

**Success Indicator:** Number of student completing matriculation components.

**Baseline Data:** Number and % of students completing matriculation during previous terms.

**Target:** An increased number and/or % of students completing matriculation.

Success = meeting target
## Evaluating Data Elements

<table>
<thead>
<tr>
<th>Improved matriculation services</th>
<th>Baseline (% using services)</th>
<th>Target</th>
<th>2013-14</th>
<th>2014-15</th>
<th>2015-16</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>50%</td>
<td>60%</td>
<td>52%</td>
<td>56%</td>
<td>60%</td>
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## 5 AtD KPI’s

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</thead>
<tbody>
<tr>
<td>1. Developmental Completion (English)</td>
<td>20.60%</td>
<td>25%</td>
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<tr>
<td>Developmental Completion (Math)</td>
<td>18.90%</td>
<td>25%</td>
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<tr>
<td>2. Gateway Course Completion</td>
<td>62.20%</td>
<td>70%</td>
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<td>3. Successful Course Completion</td>
<td>60.20%</td>
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<td>4. Persistence (Fall-to-Spring)</td>
<td>72.90%</td>
<td>80%</td>
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<tr>
<td>Persistence (Fall-to-Fall)</td>
<td>55.60%</td>
<td>60%</td>
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<tr>
<td>5. Certificate/Degree/Transfer</td>
<td>14.70%</td>
<td>18%</td>
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**Summative assessment** = conducted at the end to determine the success of an intervention.

**Formative assessment** = used mid-stream to improve processes, products, etc.
Examples of **Formative Assessment**:

- Focus groups
- Questionnaires
- Interviews
- Etc.
5. Use results for improvement

Learn

Share

Communicate

Improve student success
Some final thoughts …

Evaluation plans come in many different shapes and forms …

Feel free to be creative!
Questions and Discussion