

HRE 585 – Program Evaluation

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Course Description

This introductory course to evaluation examines models and methods of evaluating programs, processes, and products in education, business, healthcare, the military, non-profit and government organizations. Particular emphasis is given to topics of formative and summative evaluation, frameworks for program evaluation, quantitative and qualitative methods of data collection and analysis, communicating and reporting evaluation findings, and the ethics and standards of evaluation practice. The underlying philosophy of the course is that evaluation can be the catalyst for organizational learning, especially when initiated by those in training and organization development positions.

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Course Objectives

As a result of lectures, discussions, group process activities, and independent projects, students will be able to:

- Understand the language and terminology of program evaluation and to identify major elements of conducting an evaluation.
- Identify major conceptual models currently being used to conduct evaluations.
- Analyze the various research methodologies used in evaluation plans.
- Construct and administer various data collection instruments.
- Experiment with a variety of ways of reporting evaluation results.
- Design and implement an evaluation design.
- Appreciate the difficulties in conducting an evaluation within a political context.
- Establish a working relationship with a client as an evaluator and be exposed to some of the situational problems in being in the "action world."
- Apply course learnings to enhance client use of an evaluation.
- Be familiar with current evaluation issues.

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Course Content

1. Background & Context of Program Evaluation
 1. Defining Program Evaluation
 2. Evaluation Purposes
 3. Challenges to Effective Evaluation
 4. History of Program Evaluation
 5. Approaches & Models
2. Focusing the Evaluation
 1. Developing and Implementing the Evaluation
 2. Identifying Audiences & Key Questions
3. Designing the Evaluation
 1. Basic Design Issues
 2. Commonly Used Designs
 3. Sampling a Population
4. Data Collection Methods
 1. What Kind of Information Should Be Collected?
 2. Observations and Archival Data
 3. Using Questionnaires and Surveys
 4. Interviews and Focus Groups
 5. Using Naturalistic Inquiry
5. Data Analysis & Interpretation
 1. Qualitative Data Analysis
 2. Quantitative Data Analysis
6. Maximizing Evaluation Use
 1. Planning, Managing, and Budgeting
 2. Communicating Results

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Grading Criteria

Criteria	Grade
97-100	A+
93-96	A
90-92	A-
86-89	B+
83-85	B
80-82	B-
76-79	C+
73-75	C
70-72	C-

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Course Requirements

Assignments	% of Course Grade
Thought Paper	15%
Meta Evaluation	15%
Final Project: Evaluation Plan	55%
Assignments & Participation <ul style="list-style-type: none">• Individual and Team Assignments• Synchronous Participation• Asynchronous Participation	15%
TOTAL	100%

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