AUBURN UNIVERSITY
SYLLABUS

I. **Course Number:** ERMA 8100
    Course Name: Program Evaluation
    Credit Hours: 3 Semester Credit Hours
    Professor: David M. Shannon
    4028 Haley Center, 4-3071, 4-3072 (FAX)
    shanndm@auburn.edu
    Office Hours: Wed 9-12, 3-4, and by appointment

2. **Date Syllabus Revised:** **August 2015**

3. **Required Text**

    Fitzpatrick, J. L., Sanders, J.R., &. Worthen, B.R. (2011). Program Evaluation: Alternative Approaches and Practical Guidelines (4th Edition). New York: Longman. ISBN 0-205-57935-3

    The third edition can also be used:
    Fitzpatrick, J. L., Sanders, J.R., &. Worthen, B.R. (2004). Program Evaluation: Alternative Approaches and Practical Guidelines (3rd Edition). New York: Longman. ISBN 0-321-07706-7

Other Resources are posted on the Canvas course site.

4. **Course Description:**

    This course is intended to provide an introduction to program evaluation, examine factors which influence evaluation planning, and explore a variety of methods used in program evaluation. You will be involved in several phases of ongoing evaluation projects and will plan an evaluation for a program of your choice.

5.   Course Content and Readings

Fall 2014 Meeting Dates
August 19, 26
Sept 2, 9, 16, 23, 30
Oct. 7, 14, 21, 28
Nov 4, 11, 18
Dec. 2

Topic(s)	Readings	Assignment(s)
Introduction -Role of Program Evaluation -Purposes of Program Evaluation -History of Program Evaluation -Evaluation Standards	Chapters 1-2 (3rd or 4th edition) Chapter 18 (4rd edition) Appendix A (4th edition)	Assignment # 1 – Faculty and Graduate Student Interviews
Planning Evaluations -Clarifying Evaluation Requests/Responsibilities -Setting Boundaries and Analyzing the Evaluation Context -Identifying Evaluation Questions and Criteria	Chapters 10-12 (3rd edition) Chapters 11-13 (4th edition) Reading/handouts	Assignment # 2 – Program Background and Evaluation Planning
More Planning Logic models Program Goals, objectives and performance measures	Chapter 6 – logic models (4th Ed.) Chapter 4 – logic models (3rd Ed.) Handouts, readings, examples	Assignment # 3 – Program Logic Model Assignment # 4 – Goals, Objectives and Performance Measures
Approaches to Evaluation -Overview of the Program Evaluation Process -Approaches/Models used in Program Evaluation	Handouts and Readings Chapters 3-9 (3rd edition) Chapters 4-10 (4th edition)	Group presentations of each evaluation approach
Conducting Evaluations -Design and Sampling Issues -Data Collection Methods -Reporting and Using Evaluation Information -Dealing with Political, Ethical, and Interpersonal Issues	Chapters 13-17 (3rd edition) Chapters 14-17 (4th edition)	Assignment #5 – Evaluation Management Plan Assignment # 6 - Budget

6.   Course Requirements:

Readings
Participation in Class Discussions and Work Sessions
Class Assignments

7.   Grading and Evaluation Procedures:

Students missing more than 20% of course meetings will have their final grade reduced by <u>one</u> letter grade.

The following grading scale will be used:

        90% B 100%   = A
        80% B 89.99%   = B
        70% B 79.99%   = C
        60% B 69.99%   = D
        Below 60%   = F

Group Presentations

Read Chapters 4-9. Please read all chapters as we will discuss these approaches in class. However, focus more attention of your assigned chapter and be prepared to serve as a resource/expert for that chapter when discussed in class.

Evaluation Approach	Chapter		Resources /Experts	Date
	3rd. Ed.	4th Ed.		
Objectives-Oriented Evaluation	4	6		
Management-Oriented Evaluation	5	7		
Consumer-Oriented Evaluation	6	5		
Expertise-Oriented Evaluation	7	5		
Participant-Oriented Evaluation	8	8		

Assignments

Class Assignments. Assignments are included throughout the course schedule. These assignments are summarized in the table below. They pertain to specific components of program evaluation (e.g., construction an evaluation plan, logic models, budgets, etc.). Each assignment will be expected when due (Due dates will be posted in CANVAS). Any assignment presented or turned in late will be penalized 5% for each day past the assignment deadline. Assignments more than 1 week overdue will not be accepted.

Assignment	Points	Description
How is Evaluation Used in your field?	10	Interviews with faculty advisor or other professional in the field to help determine the need for evaluation, how it is used, what skills are needed….
Research the Program - Program Background and Evaluation Planning	25	Review and analysis of available program materials (e.g. description, mission, goals, previous reports). Plan the first meeting with the client. Include sample questions you have for the client (based on program research), how you will establish rapport with the client, how you will maintain communication.
Logic Model	25	Construct a logic model to illustrate the connections between program resources, activities, outputs, and outcomes.
Program Goals, Objectives, Expected Outcomes and Evaluation Questions	15	Based on your research and meeting with the client, describe the program goals, objectives and expected outcomes. Share and discuss these with the client to refine these. Once agreed upon, construct evaluation questions that you pan to address.
Evaluation Plan	25	Describe the sampling plan, proposed data collection, Describe how data will be analyzed and reported
Budget and Justification	25	Construct a budget for the evaluation based on the realistic resources available.
Small group project	25	These projects vary, but are focused on a real, ongoing evaluation. In the past, these have included projects focused on accreditation, summer camps, professional development workshops, alumni surveys.

8.   Class Policy Statements:

- Students are referred to the Electronic eHandbook for an overview of University policies - iswww.auburn.edu/studentpolicies.
- Students who need special accommodations should make an appointment to discuss the Accommodation Memo If you do not have an Accommodation Memo, please contact the Office of Accessibility - https://fp.auburn.edu/disability/
- Many computer classrooms have a no food and drink policy.   There is an exception for bottled water, which should remain sealed when not being consumed. If laptops are present, bottled water should be kept away from laptops