

Course Objectives:

1. To develop an understanding of the relative value and limitations of the different designs that can be applied to evaluation research.
2. To critically evaluate the range of evaluative practices and techniques to better understand their situational applicability.
3. To share practical resources that may be useful in future application of the principals of program evaluation.

Plagiarism:

Students must write their essays and assignments in their own words. Whenever students take an idea, or a passage from another author, they must acknowledge their debt both by using quotation marks where appropriate and by proper referencing such as footnotes or citations. Plagiarism is a major academic offence (see Scholastic Offence Policy Section 10 in the Faculty of Graduate Studies Academic Calendar at

<http://www.uwo.ca/grad/calendar.htm>

Plagiarism checking: The University of Western Ontario uses software for plagiarism checking. Students may be required to submit their written work in electronic form for plagiarism checking.

Resource Materials:

Texts

Mc David, J. and Hawthorn, L. (2006) *Program Evaluation and Performance Measurement: an introduction to the practice*. Thousand Oaks, California: Sage

Pal, L. (2010) *Beyond Policy Analysis: public issue management in turbulent times* (4th ed.). Toronto: Nelson

Treasury Board of Canada, Secretariat (1998) *Program Evaluation Methods: Measurement and Attribution of Program Results. Third Edition* downloadable file: http://www.tbs-sct.gc.ca/eval/pubs/meth/pem-map_e.pdf (**Broken link**)

Try “new” Treasury Board evaluation policy
<http://www.tbs-sct.gc.ca/pol/doc-eng.aspx?id=12309§ion=text>

And Treasury Board evaluation standards
<http://www.tbs-sct.gc.ca/eval/pubs/pubs-to-1995/stand-normes-e.asp>

W.K. Kellogg Foundation Logic Model Development Guide
<http://www.wkkf.org/Pubs/Tools/Evaluation/Pub3669.pdf>

Case Studies

Report of the Auditor General of Canada (2002) *Costs of Implementing the Canadian Firearms Program*. Chapter Ten which can be accessed at:

<http://www.oag-bvg.gc.ca/domino/reports.nsf/html/20021210ce.html> (broken link)

Try “new” Costs of implementing the Canadian Firearms program

http://www.oag-bvg.gc.ca/internet/English/osh_20030224_e_23380.html

Resource Network

http://national.unitedway.org/outcomes/resources/What/OM_What.cfm

[Best Practices - Treatment and Rehabilitation for Driving While Impaired Offenders](#)

(Broken link)  2004, 109 pages, Cat. H46-2/04-321E, ISBN 0-662-37448-7

Try “new” Best practices treatment of drunk drivers

http://www.hc-sc.gc.ca/hc-ps/pubs/adp-apd/bp_treatment-mp_traitement/index-eng.php

Supplemental references

Other downloadable references

Literature Review - Study on the Function of Evaluation Focusing on Results: A Guide to Performance Measurement)

http://www.tbs-sct.gc.ca/eval/stud_etud/func-fonc-02_e.asp

Evaluation Standards for the Government of Canada – Appendix B

http://www.tbs-sct.gc.ca/pubs_pol/dcgpubs/tbm_161/ep-pe1_e.asp

User-Friendly Handbook for Mixed Method Evaluation

<http://www.ehr.nsf.gov/EHR/REC/pubs/NSF97-153/start.htm> (broken link)

Try “new” handbook for mixed used evaluations

<http://www.nsf.gov/pubs/1997/nsf97153/start.htm>

Basic Guide to Program Evaluation by Carter McNamara

http://www.managementhelp.org/evaluatn/fnl_eval.htm

Evaluation – A Beginners Guide

<http://web.amnesty.org/802568F7005C4453/0/2173DDD1E48C37BA802569A500545572?Open&Highlight=2,evaluation>

Evaluation Journal of Australasia – Brian English, Lisette Kaleveld

[The politics of program logic](#)

Evaluation:

Topic	Mark (%)
Program Logic Model – case study application	20
Review of an evaluation	30
Program evaluation proposal	30
Program evaluation proposal presentation (poster session)	10
Class participation	10
TOTAL	100

- 1. Program Logic Model – case study application.** Each student will be provided with a program case study at end of class on Saturday September 12th. Your assignment will be to evaluate the overall design and effectiveness of the evaluation using the techniques inherent in the Program Logic Model.
- 2. Review of an evaluation.** Each student will be provided with a published evaluation at the conclusion of class on Saturday, October 17th. Your assignment is to critique the evaluation on the basis of design, validity threats, conclusions and recommendations.

This is a take home assignment which is due on Friday, November 20th. Please submit your assignment by e-mail to birwin6@uwo.ca in either Word format. Your answer should be clear and concise. Answers should not be more than 1500 words of text.

- 3. Program evaluation proposal.** Each student will develop a proposal to evaluate a program of the student's choice. Students are encouraged to use this as an opportunity to link their efforts in this course with the development and completion of the MPA Research Paper.
- 4. Program evaluation proposal presentation.** Each student will be allotted time during the November classes for a presentation on their program evaluation proposal in the form of a poster session. It is intended that the presentations provide an opportunity for feedback, constructive criticism and peer input.
- 5. Class participation.** At the graduate level the basic expectations in any course include attendance, completion in advance of all assigned readings, and participation in classroom discussions.

As a guide to grading the instructor uses the following measurement: Consistent Top Quality Contributions - 85 % or above; Good Level of Participation - 75 to 84 %; Spoke But Contributed Little - 65 to 74 %; Spoke Sporadically - 50 to 64 %;

Rarely Participated - 0 to 49 %.

Class Schedule:

September 17 – 18

Readings:

- Mc David and Hawthorn (2006), Chapters 1 – 3
- Pal (2010), Chapters 1 - 4
- W.K. Kellogg Foundation Logic Model Development Guide

Topics to be covered:

Introduction

- Course Outline
- What is evaluation research and how do we apply it to programs and policies?

Key Concepts and Issues in Program Evaluation

- Key Concepts
- Program Evaluation Process
- Policy Cycles

Program Logic Model

- Introduction to Logic models
- Design and Use
- Limitations

Research Designs for Program Evaluation

- What is Research Design?
- Validity
- Performance Measure
- Key issues in Evaluation

Other:

- The Canadian Firearms Program: a case study
- United Way of America, Outcome Measurement: a case study
- Guest Presenter: Jim Madden, MSc, Middlesex- London Health Unit program Evaluator, Topic: Program Evaluation at the Local Level

October 29 - 30

Readings:

- Mc David and Hawthorn (2006), Chapters 4 – 8
- Pal (2010), Chapters 5 - 7
- Treasury Board of Canada, Secretariat (1998) *Program Evaluation Methods*
- Evaluation Standards for the Government of Canada – Appendix B

Topics to be covered:

Measurements in Program Evaluation

- Measurement: procedures, terminology, and validity
- Units of analysis & sources of data
- Survey & Research Design

Criteria, Standards and Measures

- Approaches to qualitative evaluation
- Connecting qualitative evaluation to performance method
- Benchmarking
- Needs assessments

Economic Evaluation

- Types
- In Performance Measure
- Cost - Effectiveness, Utility, Benefit - Analysis

Performance Measures

- Introduction
- Growth of Performance Measure
- Comparison with performance evaluation

Other:

- Best Practices - Treatment and Rehabilitation for Driving While Impaired – Case Study
- Class discussion of assignment: *Review of an evaluation*. Each student should prepare a one-page synopsis and a five minute presentation on their selected evaluation subject.
- Guest Presenter, T.B.A., Topic: Cost-Benefit Analysis – a keystone to program and policy evaluation

November 19 – 20

Readings:

- Mc David and Hawthorn (2006), Chapters 9 – 12
- Pal (2010) Chapters 8 & 9
- Evaluation Journal of Australasia – *The Politics of Program Logic*

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Topics to be discussed:

Performance Measures – continued

- Design and implementation
- Intended vs. actual uses
- Problems and issues in implementation and sustaining

Joining Theory and Practice

Cultures that Support Evaluation

Ethics and evaluation practice

- Professional judgment
- The political factor

Other:

- Program evaluation proposal presentations. The presentations will provide an opportunity for feedback, constructive criticism and peer input.