COURSE SYLLABUS

Introduction to Program Evaluation Course

Learn to evaluate federal programs using systematic tools to describe purpose, collect data, and analyze effectiveness.

> Group classes (Live Online) and onsite training are available for this course. For more information, email onsite@graduateschool.edu or visit: https://sdfm.graduateschool.edu/courses/introduction-to-program-evaluation



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Course Outline

Module 1: Introduction to Program Evaluation

- Understand the definition, purpose, and scope of program evaluation.
- Differentiate between formative, process, and summative evaluations.
- Identify stakeholders, evaluation questions, and intended uses of evaluation results.
- Review ethical considerations and professional standards in evaluation practice.

Module 2: Data Collection

- Explore various data sources, including qualitative and quantitative methods.
- Understand the strengths and limitations of surveys, interviews, focus groups, and observation.
- Plan data collection strategies that align with evaluation objectives.
- Address issues of data quality, reliability, and validity.

Module 3: Evaluation Design

- Examine experimental, quasi-experimental, and non-experimental designs.
- Select designs appropriate for program context and resources.
- Understand threats to internal and external validity.
- Plan for feasible, rigorous, and ethical evaluation implementation.

Module 4: Sampling

- Understand probability and non-probability sampling methods.
- Determine appropriate sample size for evaluation purposes.
- Address representativeness, bias, and sampling error.
- Apply sampling strategies to various evaluation scenarios.

Module 5: Data Analysis

- Apply descriptive statistics to summarize data (measures of central tendency and dispersion).

- Use inferential statistics to test hypotheses and determine significance.
- Interpret findings in the context of evaluation questions and program goals.
- Communicate results effectively to stakeholders.

Module 6: Cost-Benefit Analysis

- Understand the principles and steps of cost-benefit analysis in program evaluation.
- Identify and quantify program costs and benefits.
- Calculate cost-benefit ratios and interpret results for decision-making.
- Recognize the limitations and challenges of applying cost-benefit analysis.