Introduction to Program Evaluation Course

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

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

CustomerRelations@graduateschool.edu • (888) 744-4723

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.