Evaluating Educational Innovation Projects

Purposes of Assessment & Evaluation

- Identify strengths and weaknesses of an innovation
- Identify and address issues of implementation
- Determine effectiveness of the activity or program
- Make improvements in the field
Evaluating Process and Outcomes

- **Formative or Process Assessment**
  - Focuses on the implementation
  - Helps to make mid-course corrections
  - Can help explain outcomes

- **Summative or Impact Evaluation**
  - Assesses the outcome of the program or project
  - Focus on whether or not stated goals were achieved
  - Often requires pre-post measures and/or a control group

Assessment Question Domains

- Knowledge and Learning
- Engagement and Behavior
- Attitudes and Opinions
Writing Useful Evaluation Questions

• Relevant and Realistic

• Specific

• “Measurable”

Some Sample Questions

**FORMATIVE**

• Are students actively engaged in the experimental activities?
• How are students using the new online resources we have created?
• Are students enjoying the activities?
• Do students

**SUMMATIVE**

• Did students learn the course content? (better than when it is taught the old way?)
• Did X % of students complete the activities?
• Are students able to apply new skills or ways of thinking...?
• Are students more likely to pursue this major/field of study?
So How Do We Answer The Questions?

With DATA

Possible Data Sources/Measures

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<thead>
<tr>
<th>Data Source</th>
<th>Attitudes/Opinions</th>
<th>Engagement/Behavior</th>
<th>Knowledge/Learning</th>
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<tr>
<td>Surveys</td>
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