



*Program Evaluation & Educational
Research Group (PEER)*

**College of Education
University of Central Florida**

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Program Evaluation & Educational Research Group (PEER)

Goals

- **The PEER Group's goals are to provide program evaluation and related research and reporting services to support:**
 - ⇒ **UCF College of Education grants and other projects.**
 - ⇒ **UCF research projects in other Colleges.**
 - ⇒ **central Florida community projects.**



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Services Provided Include:

- **Formative and summative evaluations.**
- **Implementation analysis.**
- **Qualitative and quantitative data collection and analysis.**
- **Performance measurement.**
- **Needs Assessments.**



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Recent Grants & Clients

College of Education Affiliated:

- **FOR-PD**
- **Florida's Partnership for Character Education**
- **Lockheed Martin/UCF Academy**
- **Region III ACEE**
- **FLaRE Center**
- **Mathematics & Science Professional Development**

Others:

- **Mental Health Association of Central Florida**
- **UCF College of Engineering**
- **Florida Solar Energy Center**



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Program Evaluation

- **Two main types:**
 - **Process:**
 - Focus is on how a program is implemented, from planning phase through providing programs or services.
 - Measures success of the implementation process.
 - **Outcome:**
 - Focus is on program or service outcomes.
 - Measures the effect of the program or services on the target population.



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What Questions Do We Ask?

- **What do you want to learn?**
 - For process evaluations, the question(s) will be based on what is being done with the program.
 - For outcome evaluations, the question(s) are based on the objectives of the program.



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Evaluation Design Issues

- **What are the goals of the evaluation?**
- **What resources are available to conduct the evaluation?**
- **How many program participants will you select? How will they be sampled?**
- **How will you maintain the confidentiality of the clients?**
- **What data will be collected and when?**
- **What instruments will be used?**
- **What will be reported?**



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Effective Evaluations

- **Factors to consider in conducting successful evaluations:**
 - **Utility:** is the evaluation useful to the organization and its stakeholders?
 - **Feasibility:** is the evaluation feasible to conduct (e.g., resources, design)?
 - **Accuracy:** is the information obtained in the evaluation accurate and reliable?



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General Principles

- **Principles to consider in conducting successful evaluations:**
 - Evaluation should conform to the culture of the organization.
 - Uncollected data cannot be analyzed.
 - Data do not equal information.
 - Qualitative and quantitative approaches must complement each other.



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- **Phase I -- Process Tasks:**
 - **Establish advisory committee, writing and technology teams.**
 - **Establish local, regional and state agreements.**
 - **Develop course curriculum.**
 - **Evaluate curriculum quality (content, appropriateness).**
 - **Establish communications protocols.**
 - **Load modules on website.**
 - **Conduct statewide public awareness campaign.**
 - **Hire and train facilitators.**
 - **Offer course.**



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- **Phase II -- Desired Outcomes:**
 - **One third of Florida's teachers complete course modules (goal=43,000).**
 - **Positive teacher perceptions of the course.**
 - **Teachers use knowledge and skills learned in modules in their classrooms (improved reading instruction).**
 - **Improved student reading achievement in Florida's K-12 schools.**



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Challenges:

- **Reaching 43,000 teachers**
- **Monitoring impact of program on teacher knowledge and reading instruction in the classroom (what should this look like?)**
- **Monitoring changes in student achievement.**

We need your input!