
Basic Program Evaluation

US Army Logistics Management College

ORSA CEP 04-501

Often it is necessary that training programs and various programs designed to maximize military readiness and effectiveness be evaluated. This seminar provides training in conducting such evaluations. Attempts will be made to involve participants' on-going and planned program evaluations in the seminar. Participants are encouraged to bring questionnaires relevant to their project for review by the class. The seminar includes:

I. OVERVIEW OF PROGRAM EVALUATION: What is evaluation research? Types of evaluation research: Needs assessment research (sample needs assessment questions, types of needs assessments), formative evaluations (sample of formative evaluation research questions, factors considered in conducting formative evaluations), process evaluations (sample of process evaluation research questions, factors considered in conducting process evaluations), and outcome evaluations (sample of outcome evaluation research questions, factors considered in conducting outcome evaluations).

II. MAJOR STEPS IN CONDUCTING EVALUATION RESEARCH:

1. Delineate the research problem.
2. Construct models of program processes and outcomes.
3. Determine the type of evaluation design to be used: Non-experimental designs and experimental designs (true experimental designs and quasi-experimental designs).
4. Plan the data analysis design: Introduction to data analysis (types of statistics, types of data, relating statistics to the research questions and type of data analyses), data analysis phase one: preparing the data for analysis (creating a data file, cleaning the data, assessing data quality, recording and computing variables); data analysis phase two: describing program activities and participants (frequency and percentage distributions, measures of central tendency and dispersions, graphical techniques); data analysis phase three: analyzing program effects (using cross-tabulations and chi square, comparing means, analyzing the relationships among variables).
5. Plan the selection of data sources design: Type of selection of data sources design (types of selection of data sources design—census versus sample, non-probability sampling versus probability sampling, EPSEM versus Non-EPSEM sampling), and determination of sample size.
6. Plan the data collection design: Data collection modes, construction of the data collection instrument (instrument format, instrument content, item sequence).
7. Carry out the evaluation design.
8. Interpret, present, and apply findings.

TEXTS: Participants will receive copies of Practical Sampling, by Gary T. Henry; Your Statistical Consultant, by Rae R. Newton and Knell Erik Rudestam; Handbook of Practical Program Evaluation by Wholey, et. al.; Program Planning and Evaluation for the Public Manager by Sylvia, et al., and Measuring Program Outcomes by United Way of America.

DR. JOHN DANIEL

DR. JOHN DANIEL is an Associate Professor in the Department of Sociology and Anthropology at Howard University. He received a Ph.D. in sociology from the University of Michigan, and a JD from the Georgetown University Law Center. Dr. Daniel has taught Survey Research for over 30 years, has extensive research experience including managing research projects, developing sample designs, analyzing data, and writing reports. He has taught at Loyola University (Chicago), the University of Wisconsin-Milwaukee, Tuskegee Institute, and the University of Michigan. He has worked for the Division of Research and Statistics of the Social Security Administration and the Institute for Social Research at the University of Michigan; and has done consulting with private firms, including DuPont Chemicals and Martin Marietta, as well as various federal agencies, and the Washington DC Government.

ADMINISTRATIVE INFORMATION

PURPOSE: The ORSA CEP was initiated to support the OPMS Functional Area 49 Program and now supports the overall Department of Army analytical effort by providing instruction in highly demanded and used ORSA techniques in DOD.

PLACE: US Army Logistics Management College, Fort Lee, VA.

ELIGIBILITY: Military Officers who possess OPMS Functional Area 49 (ORSA) and civilian GS-1515 analysts. A graduate degree in ORSA or ORSA-related field is preferred. Other military or civilian personnel in ORSA-related positions may attend on a space available basis.

CLASSIFICATION: The course material is unclassified.

FUNDING: All costs for the course, to include registration and issue materials, have been paid. Travel and TDY payments for all personnel must be made by the attendee's parent organization.

APPLICATION: Personnel desiring to attend should apply via their Training Officer through the Army Training Requirements and Resources System (ATRRS), School Code 907, Course Code ALMC-SE offering 04-705.

POINT OF CONTACT: Further information may be obtained from the ORSA CEP Course Director, DSN 539-4249/Commercial (804) 765-4249 or the ORSA CEP Education Technician at DSN 539-4226/ Commercial (804) 765-4226. Contact the Education Technician to have your name placed on the ORSA CEP mailing list.
