

SOWK 460w

Social Service Program Evaluation

**Jacob Campbell, Ph.D. LICSW
Heritage University**

Spring 2025

Photo by [Scott Graham](#) on [Unsplash](#)

Agenda

Plan for Video

Introduce the course

Introduce myself



About Me and This Class

- Importance and resistance of research
- Experience with program evaluation

Reviewing Syllabus

The Document that Drives this Class

- Spend time this week reviewing the whole syllabus
- Some of the highlights



SOWK 460w (1): Social/Programs Evaluation (3 credits)

Spring 2025, Tri-Cities

Jacob Campbell, Ph.D., LICSW

Office Hours: [See Schedule](#)

Office Location: Tri-Cities and Toppenish Campus

Course Hours: Monday's 5:30 – 8:15 PM

Email: campbell_j@heritage.edu

Cell Phone: (509) 392-1056

Class Location: SWL 106

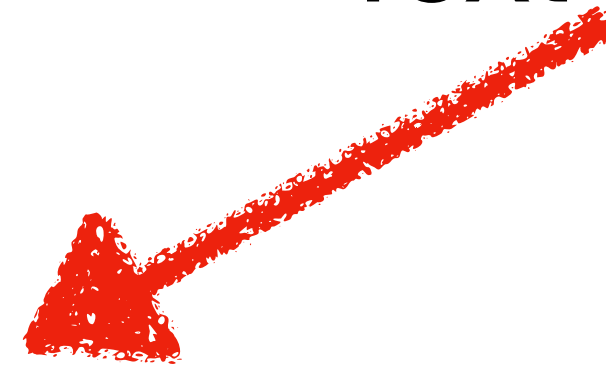
Course Description

Basic evaluation methodologies for social programs; analysis of public and private social programs' effectiveness; policy design, implementation, and evaluation. Basic practice evaluation skills. This course is offered in the spring semester with the prerequisite of students being of senior standing.

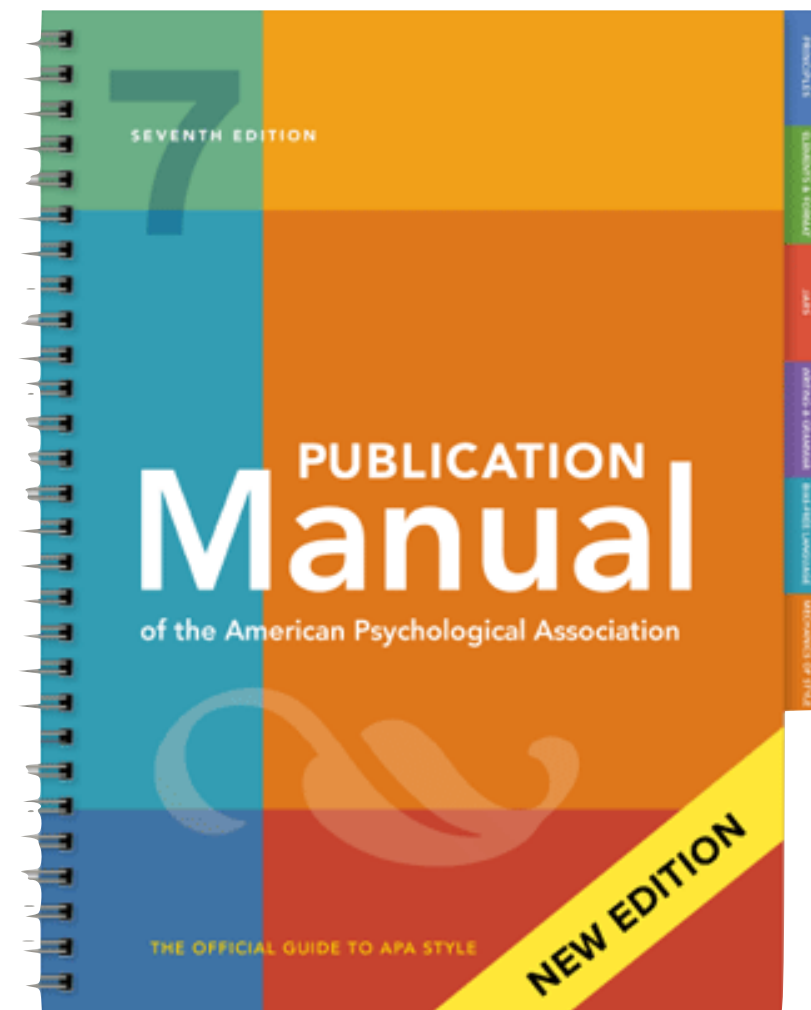
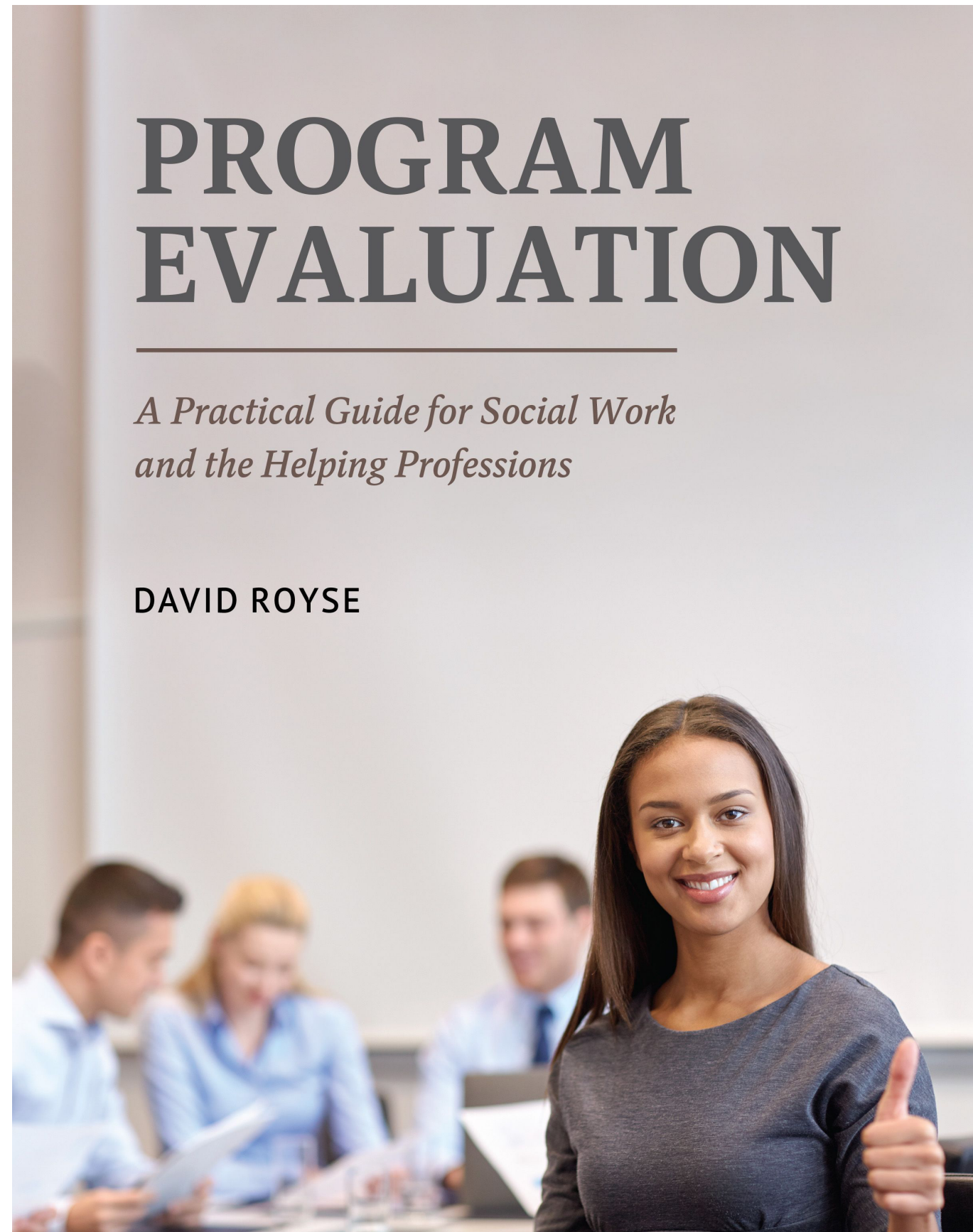
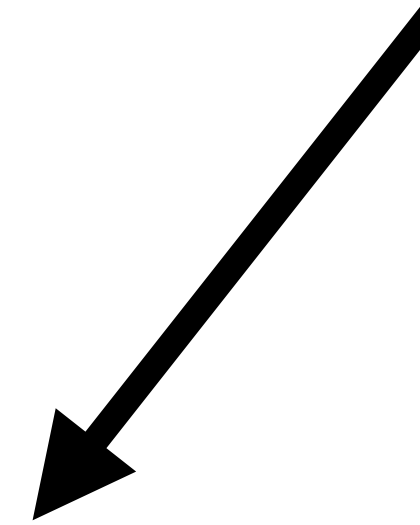
Course Purpose

This course introduces students to strategies used to conduct program and policy evaluation. Students learn methodologies for evaluating and analyzing public and private program effectiveness. Students apply their knowledge and skills to evaluate a program in the university community or their practicum placement.

Text Book



Helpful Resources



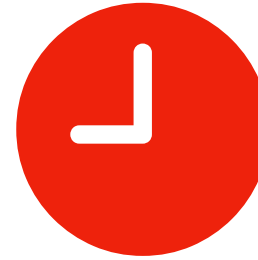
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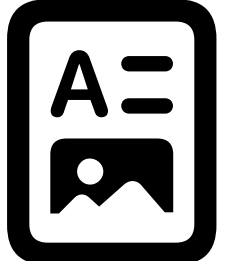
Format & Learning

In SOWK 460w

 Real World
Program
Evaluation

 Readings
and Other
Content

Asynchronous
Weeks and Class
time to Work on
Evaluation 

Academic
Writing &
Feedback 

 Group
Discussion
and Peer
Review

Group
Presentation

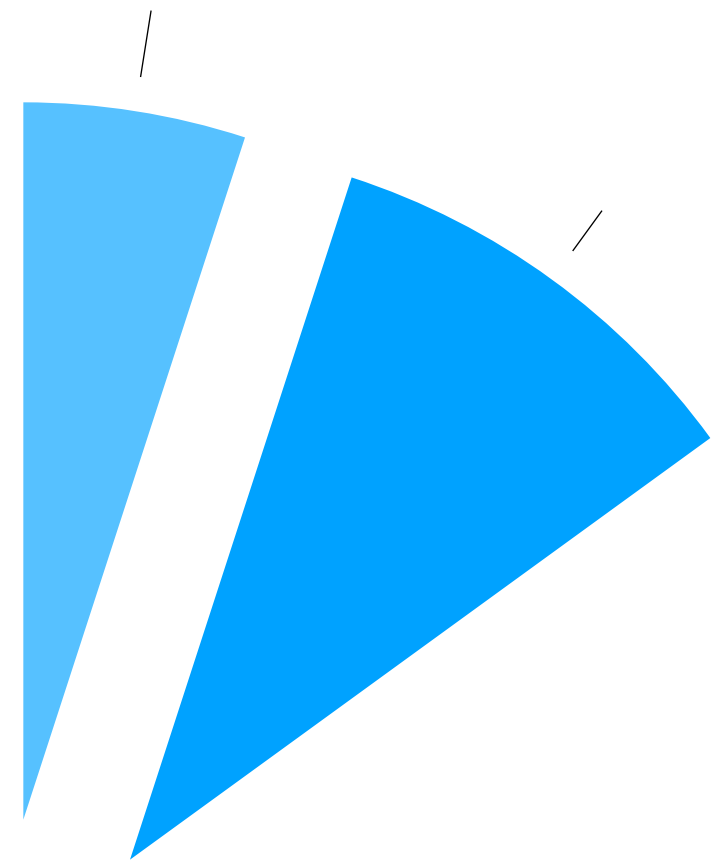



In-class
Lecture

Assignments Points

Break down of all the assignments
this semester

- A-01: Class Engagement and Attendance
- A-02: Chapter Reading Quizzes
- A-03: CITI Research Ethics and Compliance Training
- A-04a: Individual Weekly Journal Entries
- A-04b: Group Work Plan for the Program Evaluation
- A-04c: Agency Logic Model
- A-04d: Executive Summary for the Program Evaluation
- A-04e: Program Evaluation Group Presentation



- A-05a Extra Credit: Review of a Published Program Evaluation
- A-05b Extra Credit: Descriptive Review of Groups Program Evaluation

Appointments & Questions

I'm very reachable




Academic Honesty

Who's information is this?



Tentative Schedule



S	M	T	W	T	F	S
	😎					
	😎					
	😎					
	😎					

**What is
the plan
anyways?**

Rubrics

How Assignments are Graded

	Initial	Emerging	Developed	Highly Developed
Content Area			X	
Content Area				X
			1	1

Information Sections

- Attendance
- Library
- Credit Hour Requirements
- Campus Security & Safety
- Accommodation Policy

