

# Steps in Program Evaluation

Week 02

Jacob Campbell, Ph.D. LICSW at Heritage University

Spring 2024  
SOWK 460w

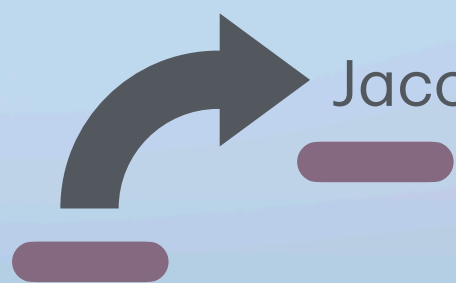
# SOWK 460w Week 02 Plan

What we will be covering today

Why program evaluation as a process

The steps involved in program evaluation

Getting settled with the program evaluation assignment



# 5. Social Workers' Ethical Responsibilities to the Social Work Profession

## 5.02 Evaluation and Research

### **Think, Pair, Share**

- What stands stands out to you from this section?
- What are ways that you imagine fulfilling this in your career?



Code of Ethics

(National Association of  
Social Workers, 2021)

# Why Program Evaluation

What it can mean for us and our agencies

(Kapp & Anderson, 2010)



Ethical  
Obligation

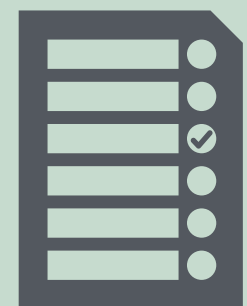
Improve  
Impact



Support  
Funding



Improve  
skills



Identify  
Needs



Clarify Program



Advocate for  
Program

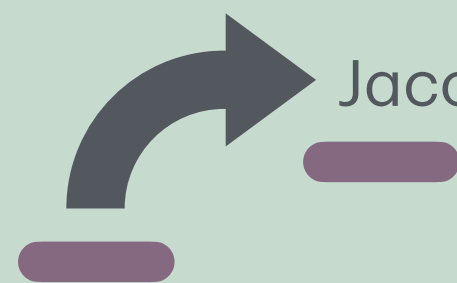


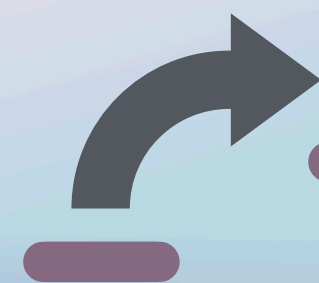


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# Social Justice and Program Evaluation

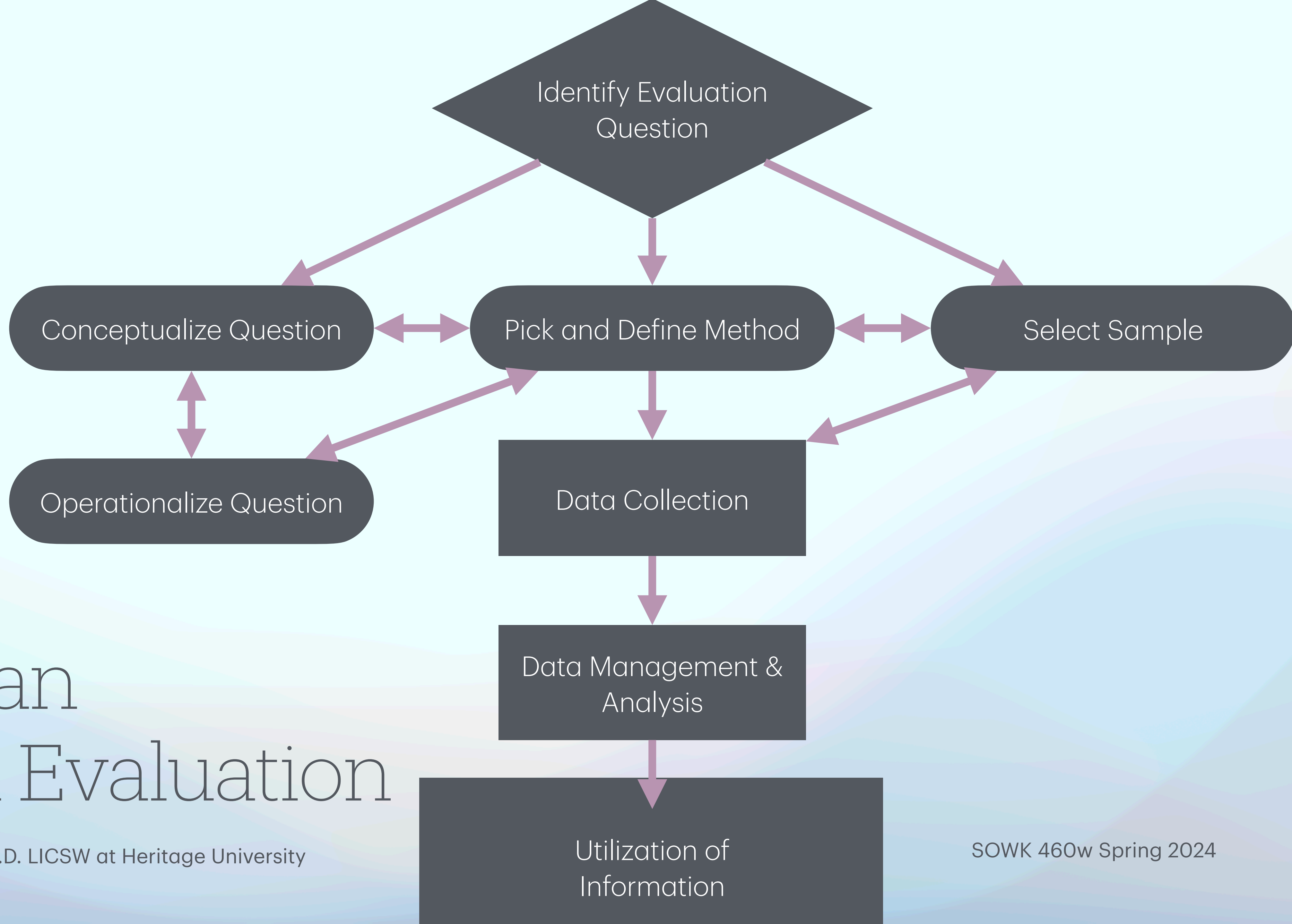
Is program evaluation an essential of taking a social justice approach?

Divide into groups of 5 or 6. Within this group determine about half of you to be in agreement and half to argue against Kapp and Anderson (2010) assertion that program evaluation is an essential element of social justice. Take 5 min to make a plan of potential arguments. Join back with your larger group and share your arguments.



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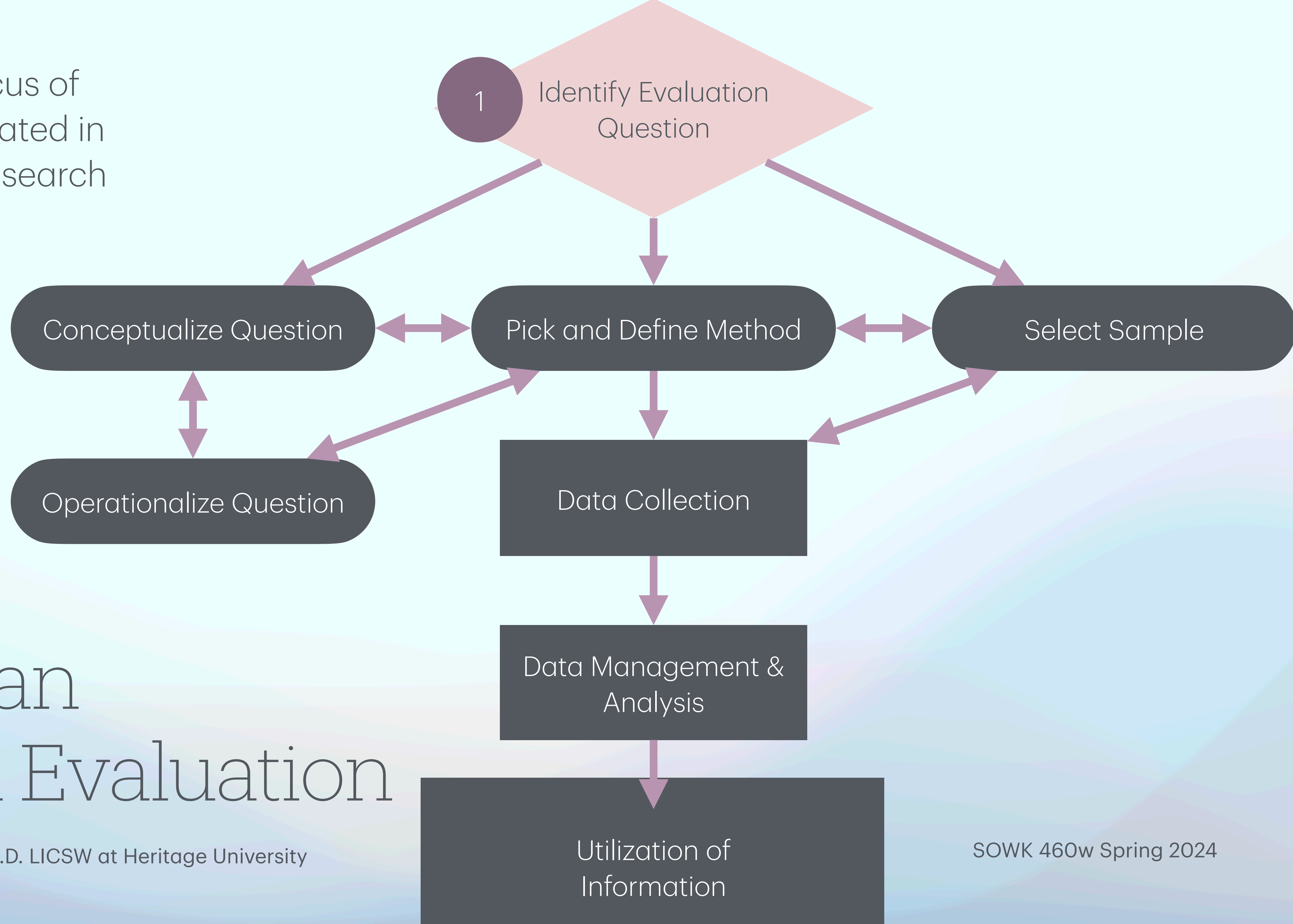
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(Kapp & Anderson, 2010)

# A Flow Chart Steps in an Program Evaluation

The general focus of the project is stated in the form of a research question.

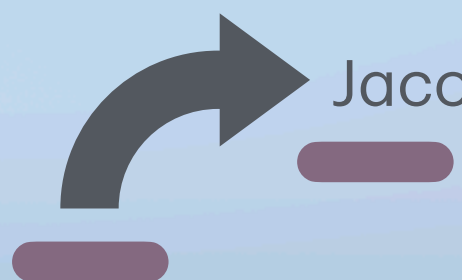


(Kapp & Anderson, 2010)

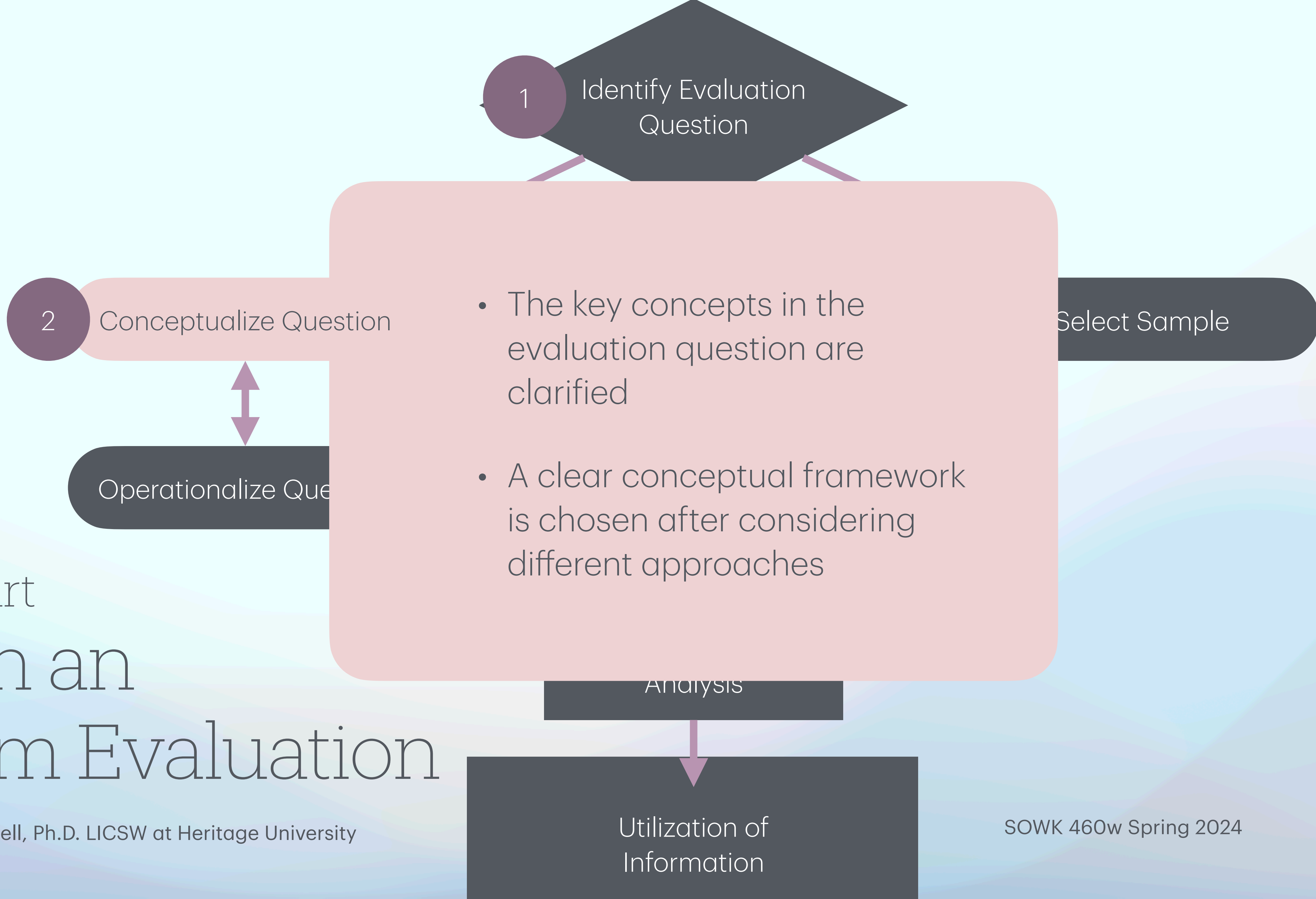
# A Flow Chart Steps in an Program Evaluation

(Kapp & Anderson, 2010)

# A Flow Chart Steps in an Program Evaluation



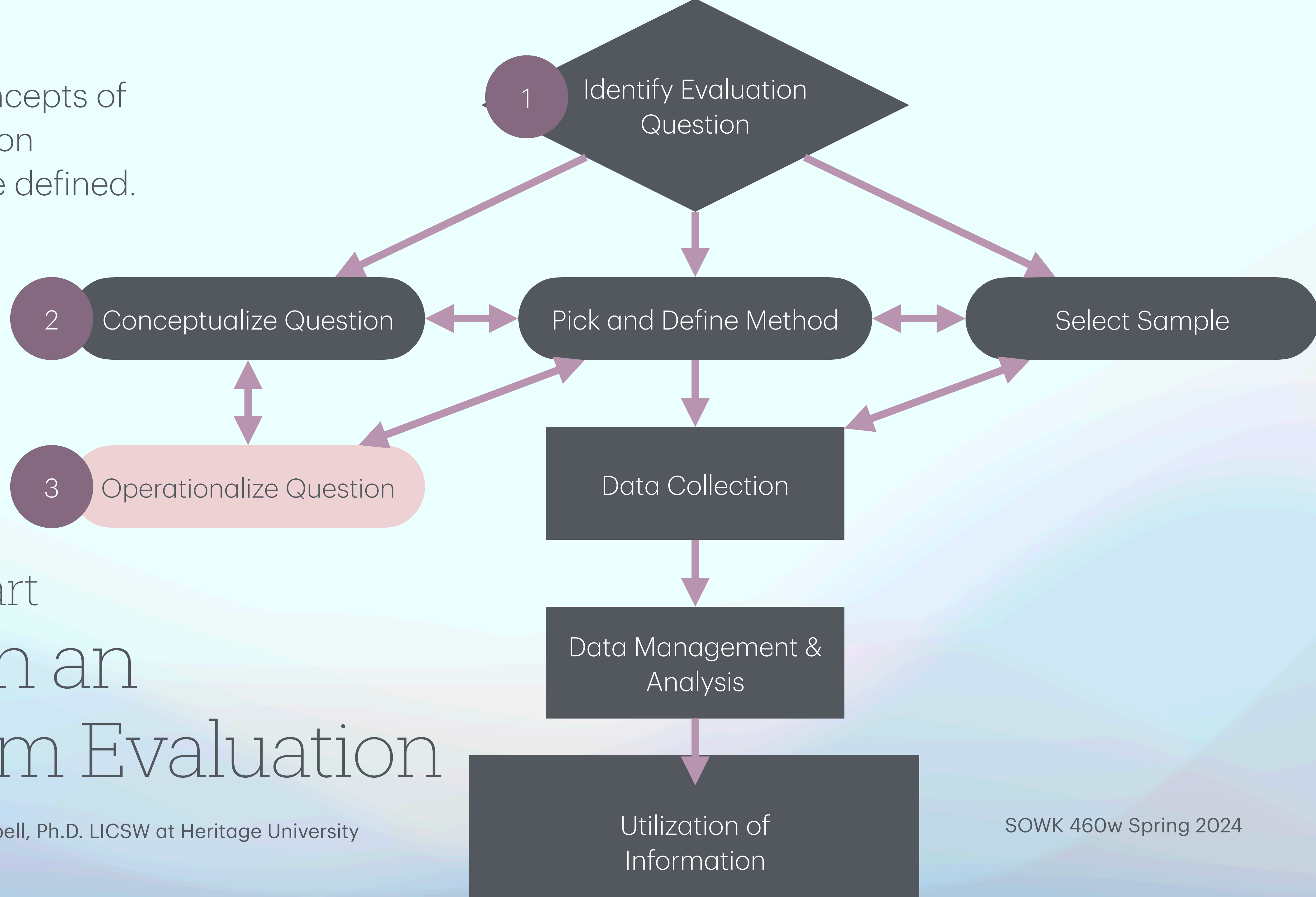
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Specific concepts of the evaluation question are defined.

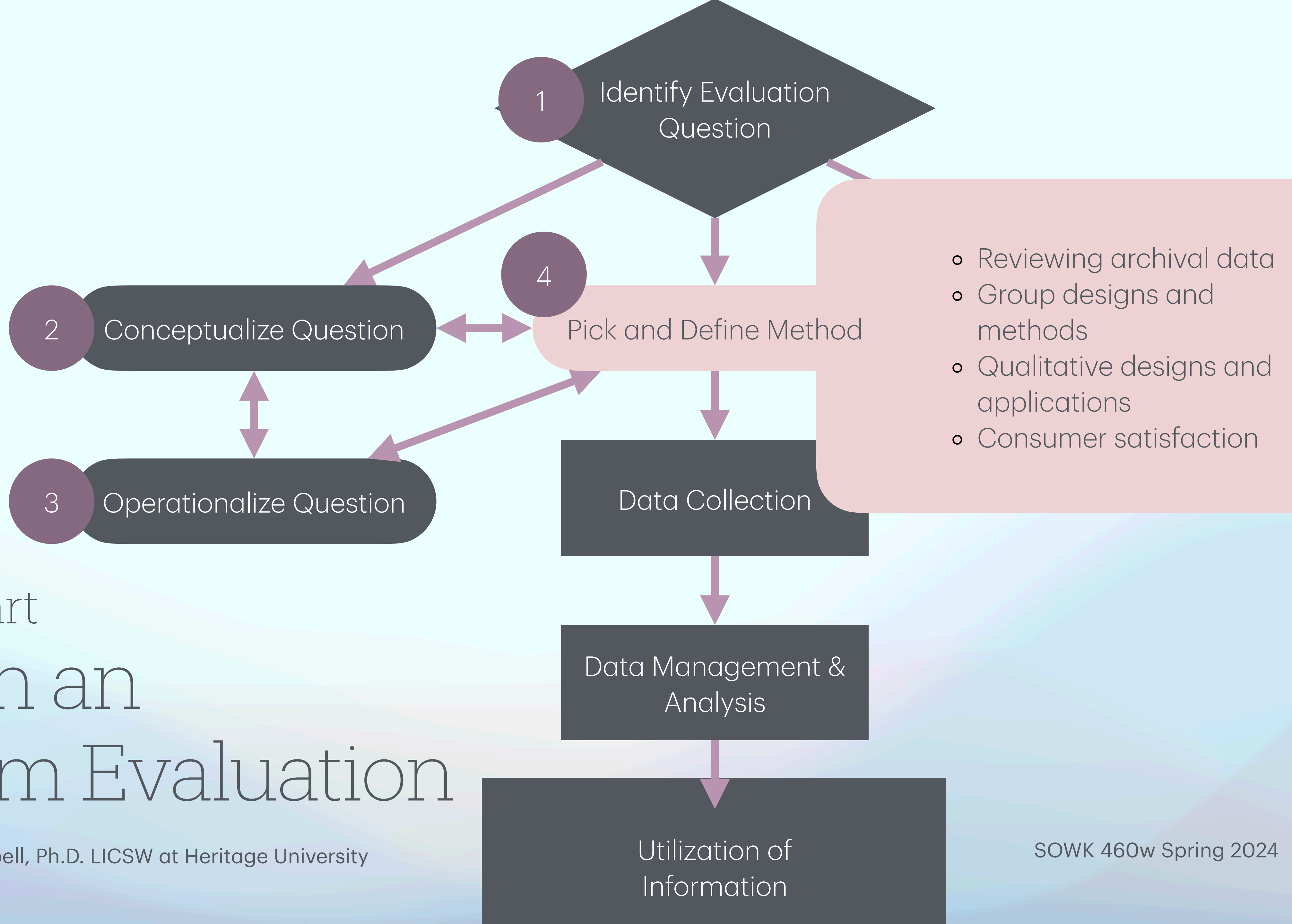


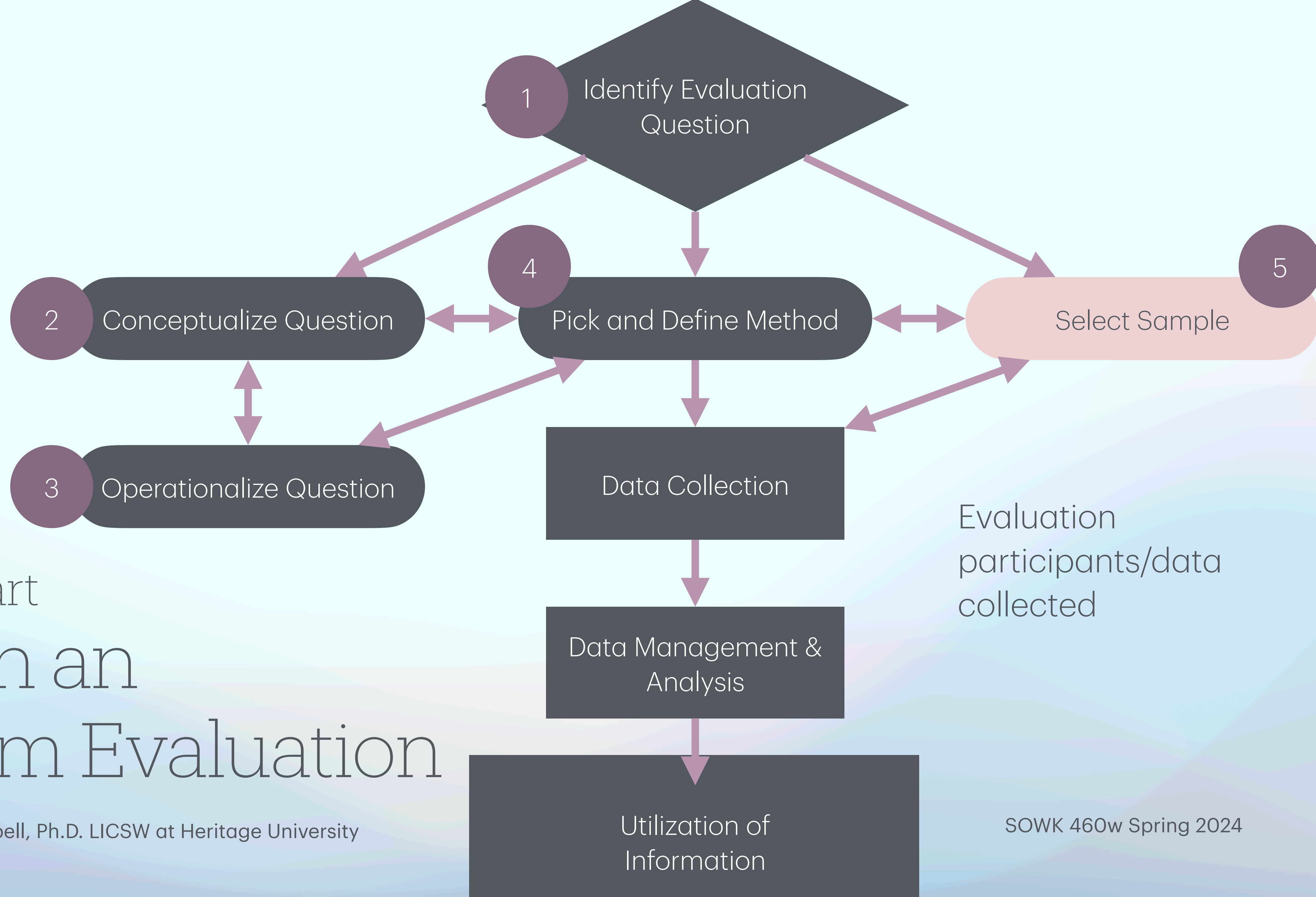
(Kapp & Anderson, 2010)

# A Flow Chart Steps in an Program Evaluation

(Kapp & Anderson, 2010)

# A Flow Chart Steps in an Program Evaluation





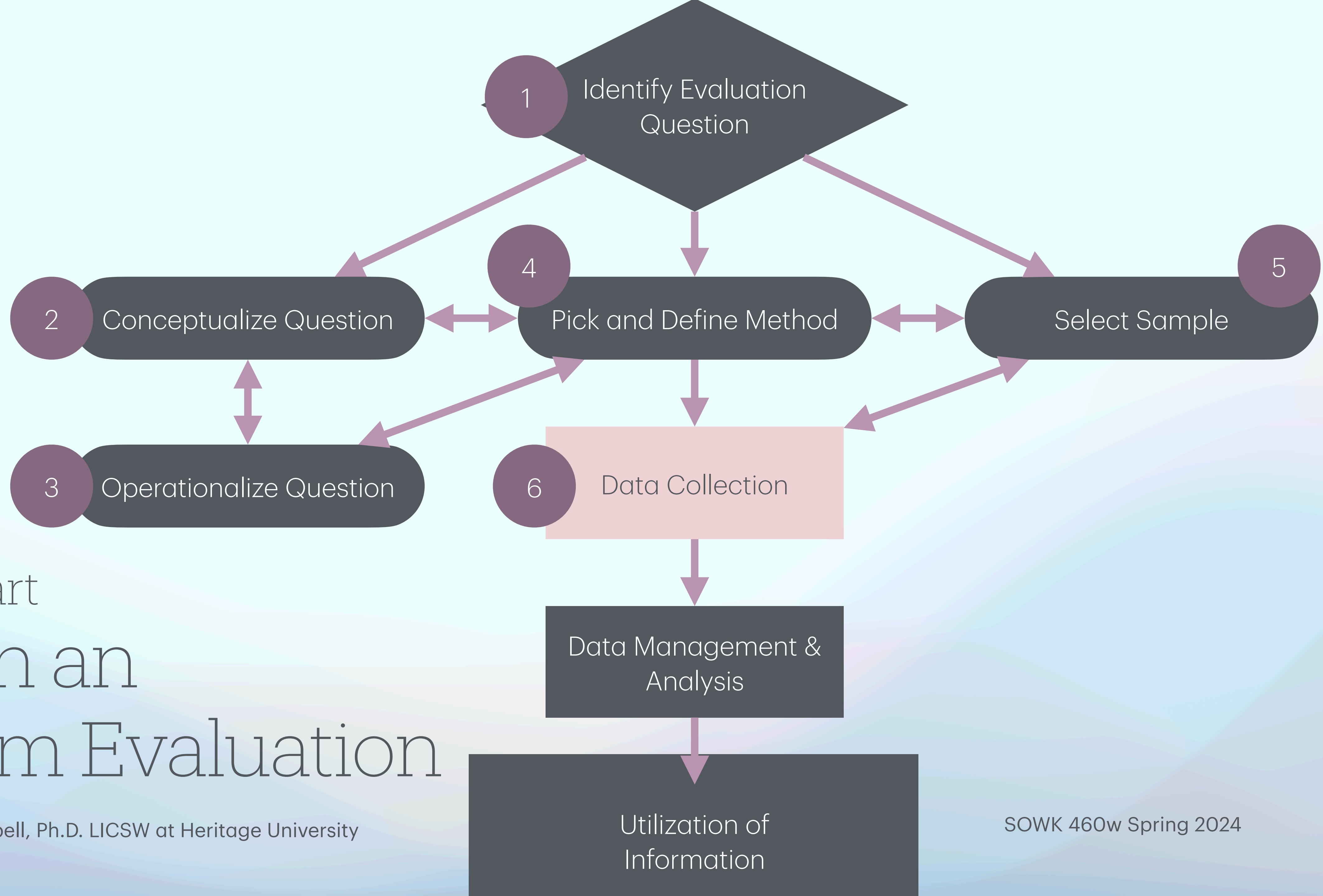
(Kapp & Anderson, 2010)

# A Flow Chart Steps in an Program Evaluation

Evaluation  
participants/data  
collected

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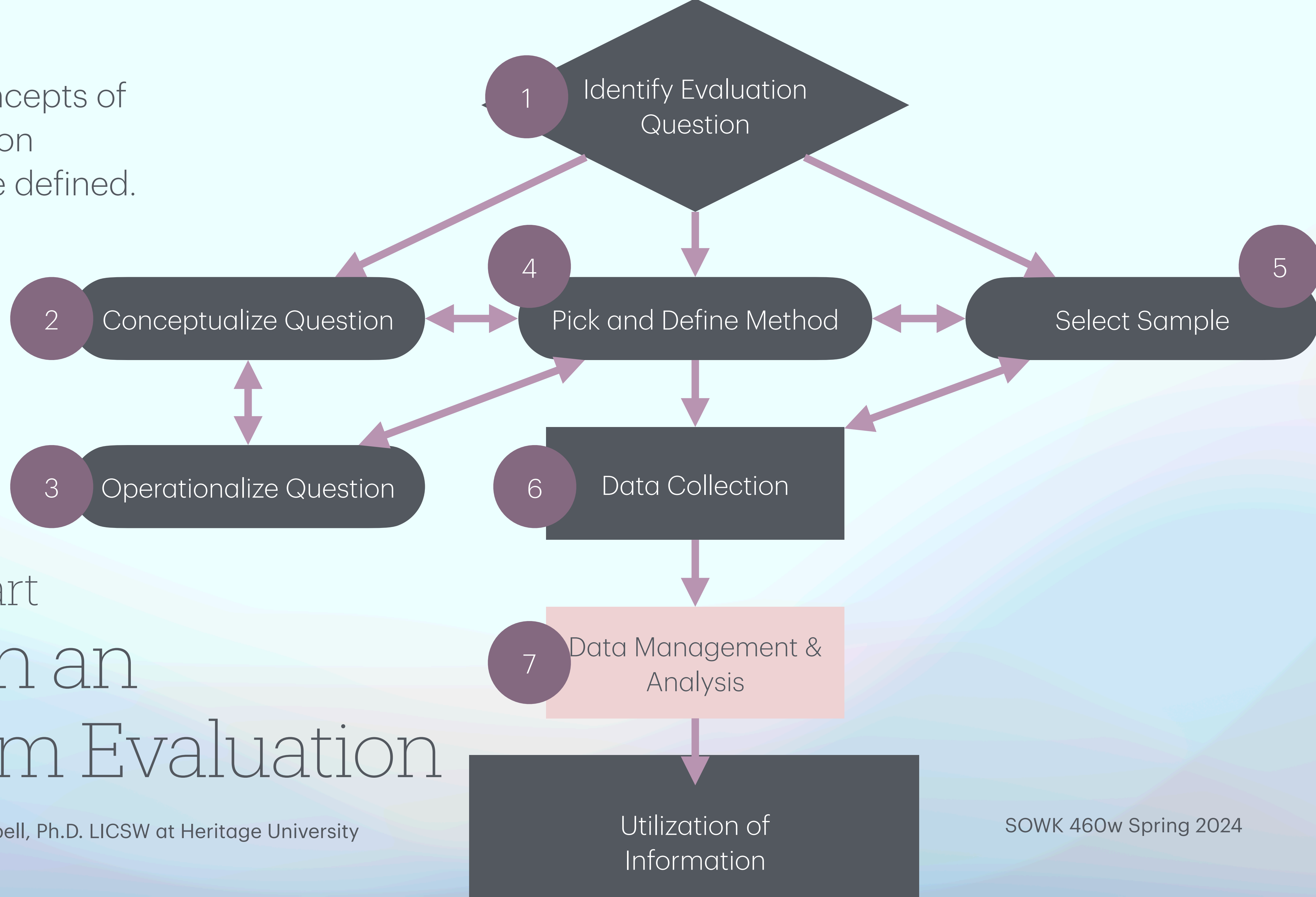
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(Kapp & Anderson, 2010)

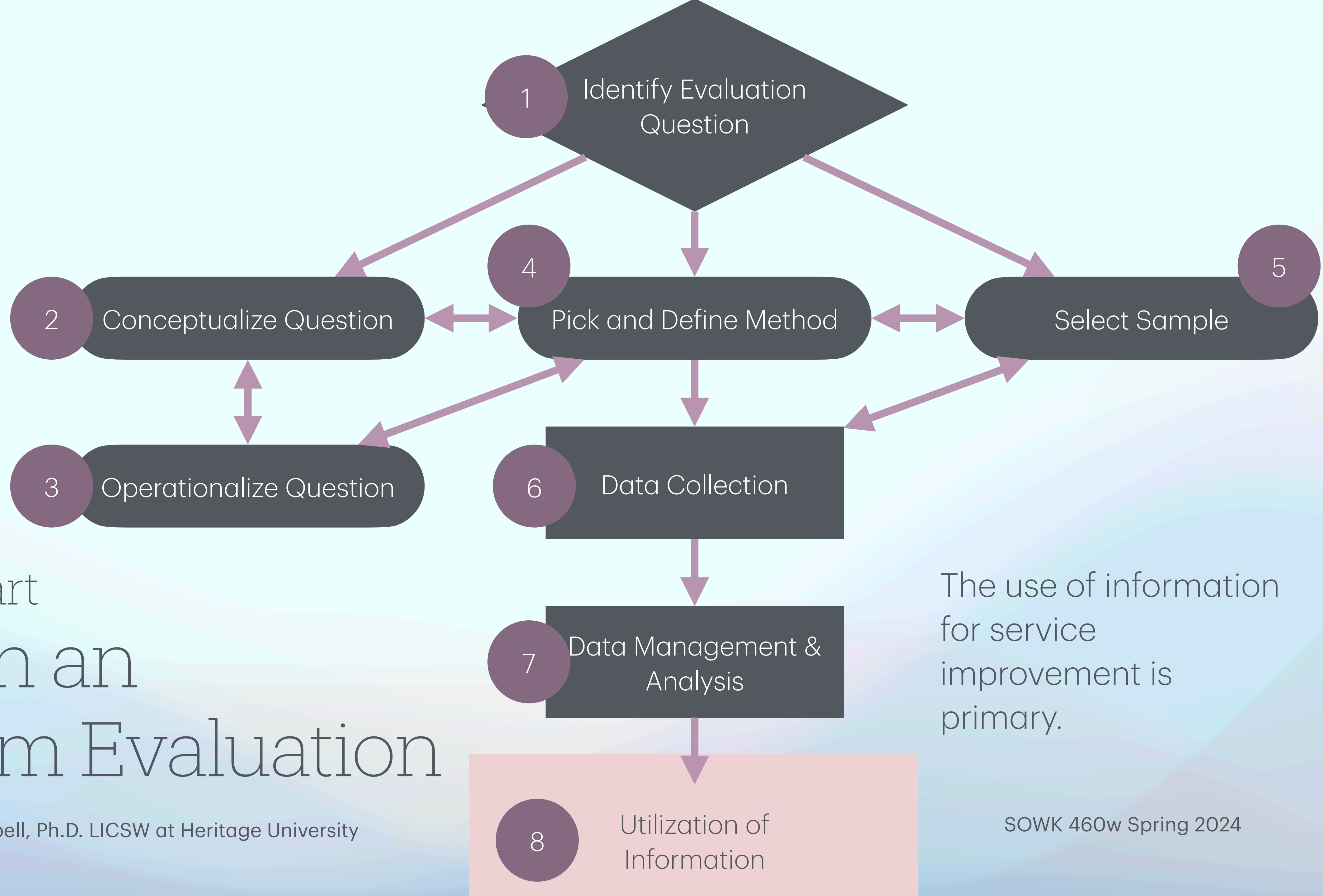
# A Flow Chart Steps in an Program Evaluation

Specific concepts of the evaluation question are defined.



(Kapp & Anderson, 2010)

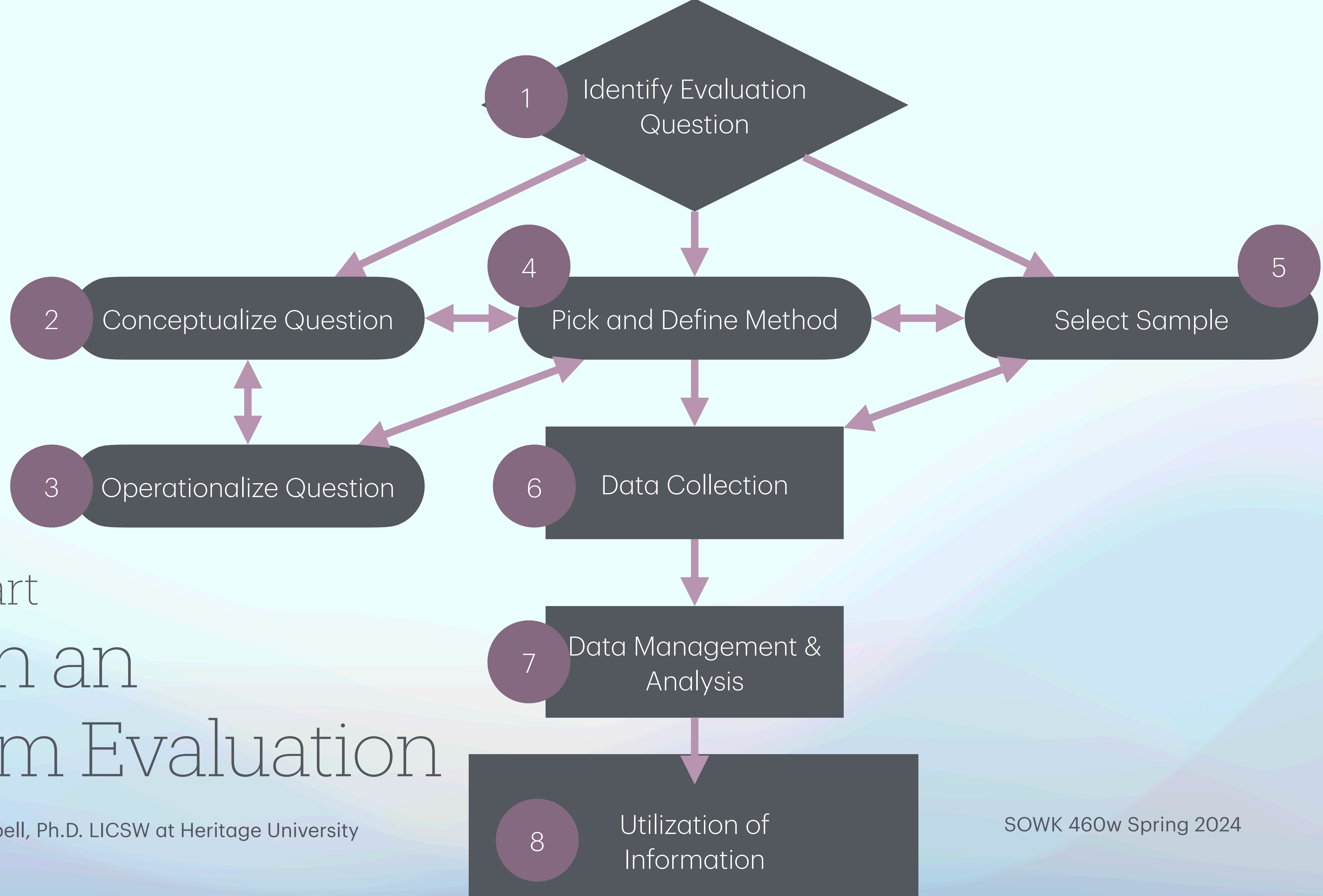
# A Flow Chart Steps in an Program Evaluation



(Kapp & Anderson, 2010)

# A Flow Chart Steps in an Program Evaluation

The use of information for service improvement is primary.

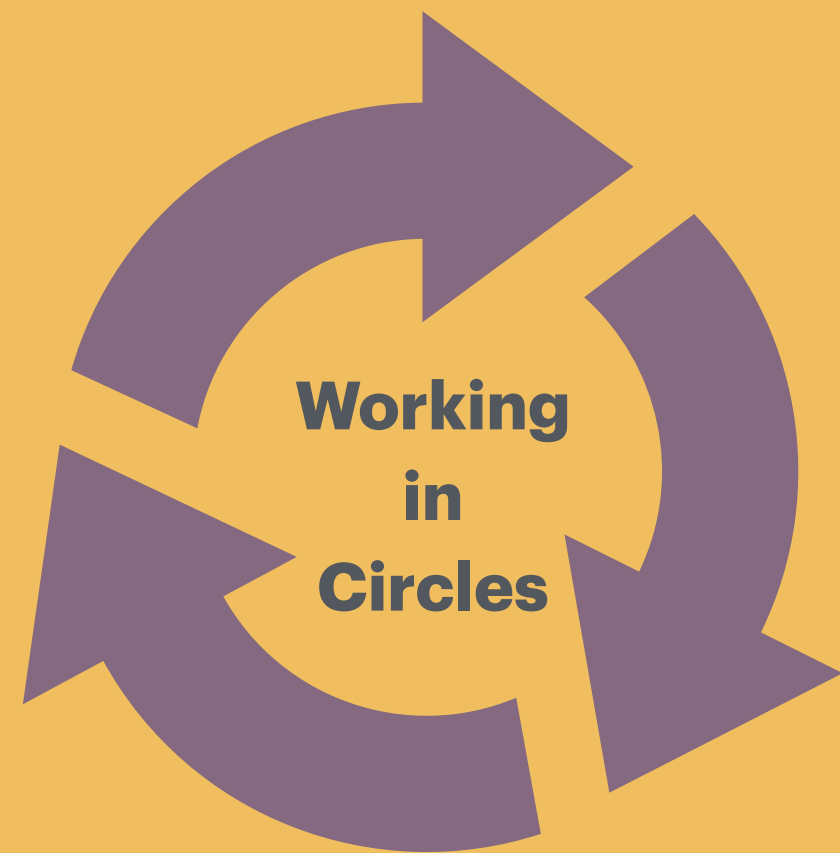


(Kapp & Anderson, 2010)

# A Flow Chart Steps in an Program Evaluation

# Practicums and Evaluation Ideas

## Thinking About Research Projects



Respect the talking piece  
Speak from the heart  
Listen from the heart  
Trust that you know what to say  
Say just enough

(Clifford, 2013)

Where is your practicum at? (Tell about agency and activities)

What are some of the things that you are doing and learning at your practicums?

What are ideas of potential program evaluations that you could imagine at your practicum placement



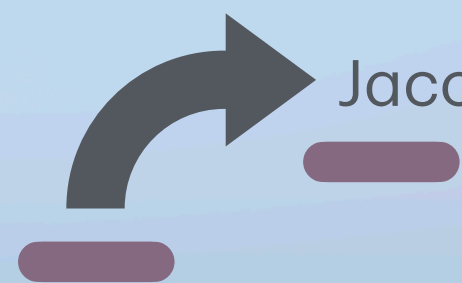
# Developing A Learning Team

- What kind of qualities would we be looking for or consider to have an effective learning team
- What is important for us all to do as a part of our team



It Takes  
Different  
Parts and  
Pieces

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# Program Evaluation

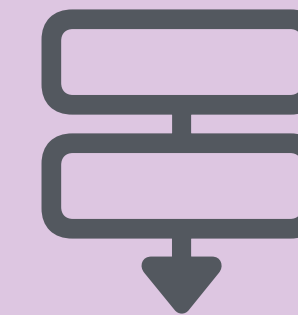
as an Assignment



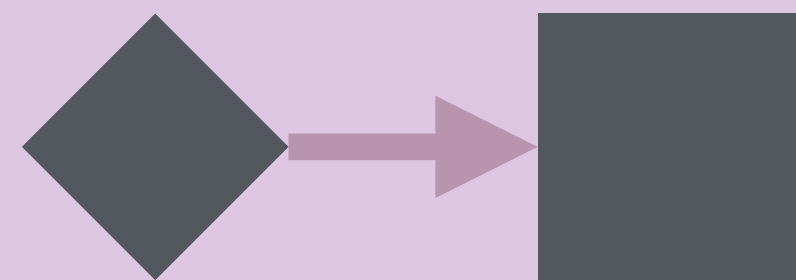
Starting week five

10 Individual Weekly Journal Entries

Group Work Plan for the Program Evaluation



Includes evaluation design and data collection with tasks and deadlines assigned to group members

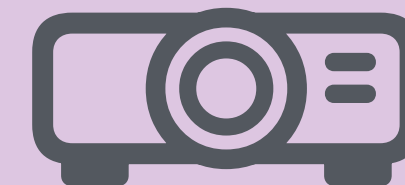


Agency Logic Model

The logic model looks at how a program is implemented through understanding the program's resources, staff activities, program processes, and outcomes (often framed as immediate, intermediate, and long-range)

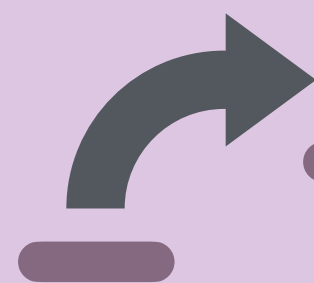
Executive Summary

Includes introduction, logic model, ethical framework, methods, data/findings, narrative/discussion, and references



Group Presentation

Inviting agency staff and university faculty



# Next Week is Asynchronous

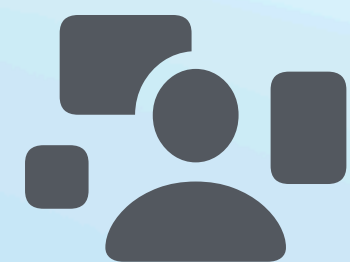
What to do for week three...



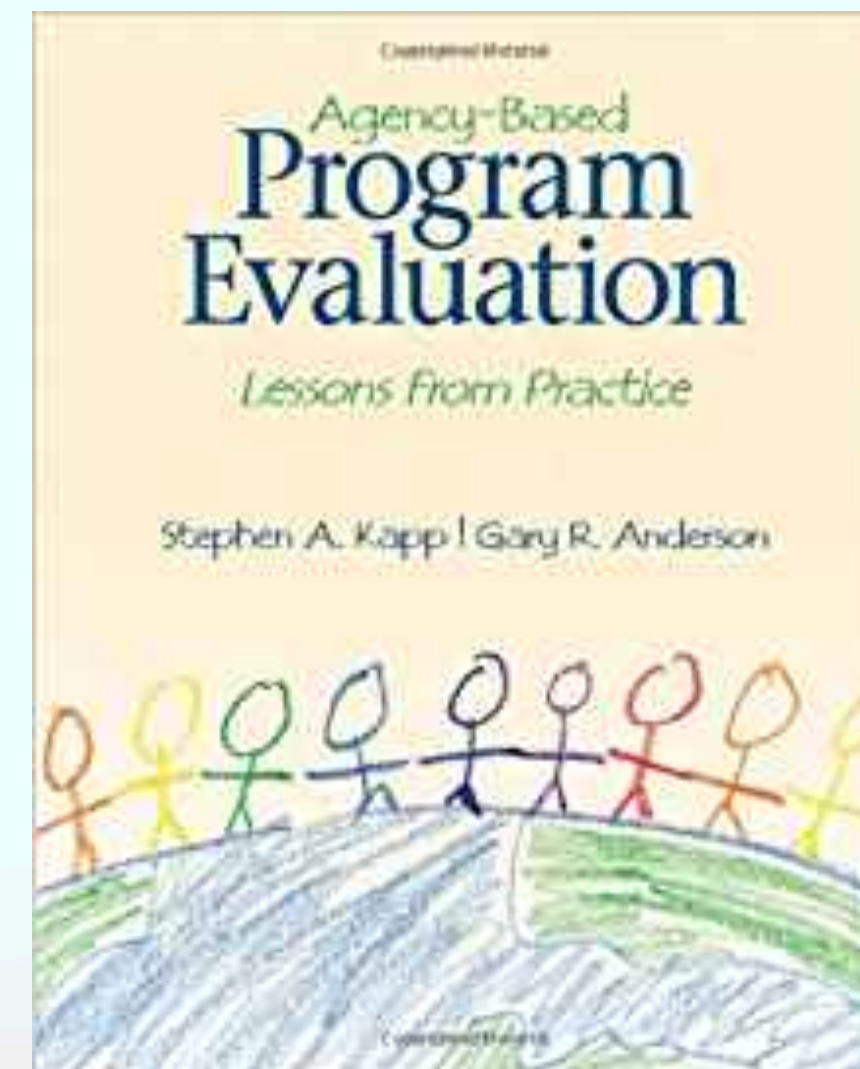
CITI Research Ethics and Compliance Training



Reading Quiz



Forum Questions



Read Kapp and Anderson (2010) Chapters 3 and 4