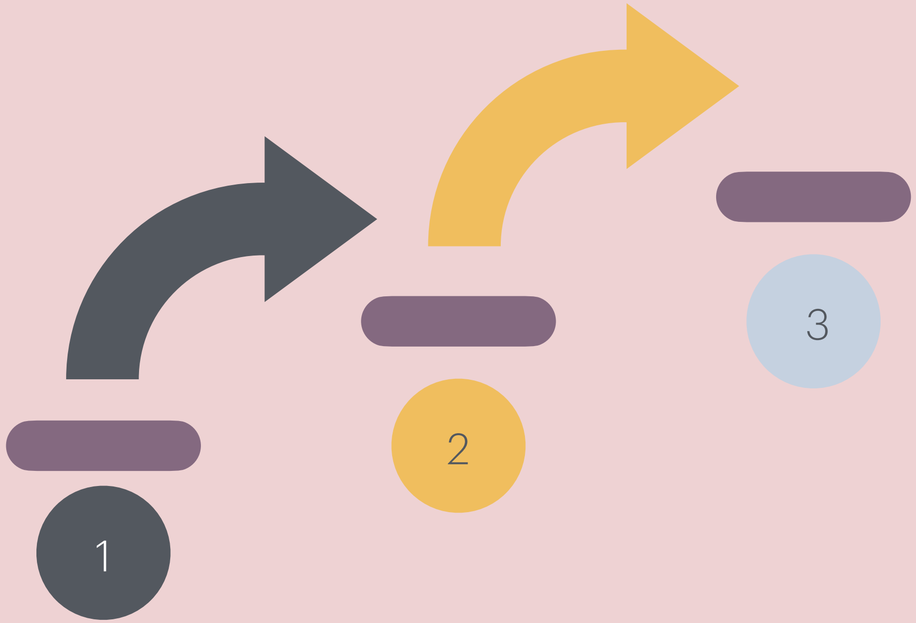


Steps in Program Evaluation

Week 02

Jacob Campbell, Ph.D. LICSW at Heritage University

Spring 2025
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

General Questions About the Class

We will talk more practically about the program evaluation later in class.

Heritage University

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.

Relationship to Other Sequences and Other Courses

Social work students take the SOWK 460w Social Program Evaluation course in the final semester of their senior year. It is considered a "w" class because it is writing-focused. It follows and builds on the SOWK 459 Social Science Research Methods course. Students take this course concurrently with SOWK 491 Field Practicum II to help facilitate the learning and application to program evaluation.

Land Acknowledgement

Heritage University occupies its home on the traditional lands of the Yakama People. These ancestral homelands are the Yakama, Palouse, Pisquouse, Wenatshapam, Klikatat, Klinquit, Kow- was-say-ee, Li-ay-was, Skin-pah, Wish-ham, Shyiks, Ochechotes, Kah-milt-pa, and Se-ap-cat, who today are represented by the Confederated Tribes and Bands of the Yakama Nation (Treaty of 1855) and, whose relationship with this land continues to this day. Heritage University, grounded in the vision of the two Yakama women founders, respects Indigenous peoples as traditional guardians of the lands and the enduring relationship that exists between Indigenous peoples and their traditional territories. We offer gratitude for the land itself, for those who have stewarded it for generations, and for the opportunity to study, learn, work, and be in community on this land. We acknowledge that our university's history, like many others, is fundamentally tied to the first colonial developments in the Yakima Valley. Finally, we respectfully acknowledge and honor past, present, and future Indigenous students who will journey through this home called Heritage University.

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?

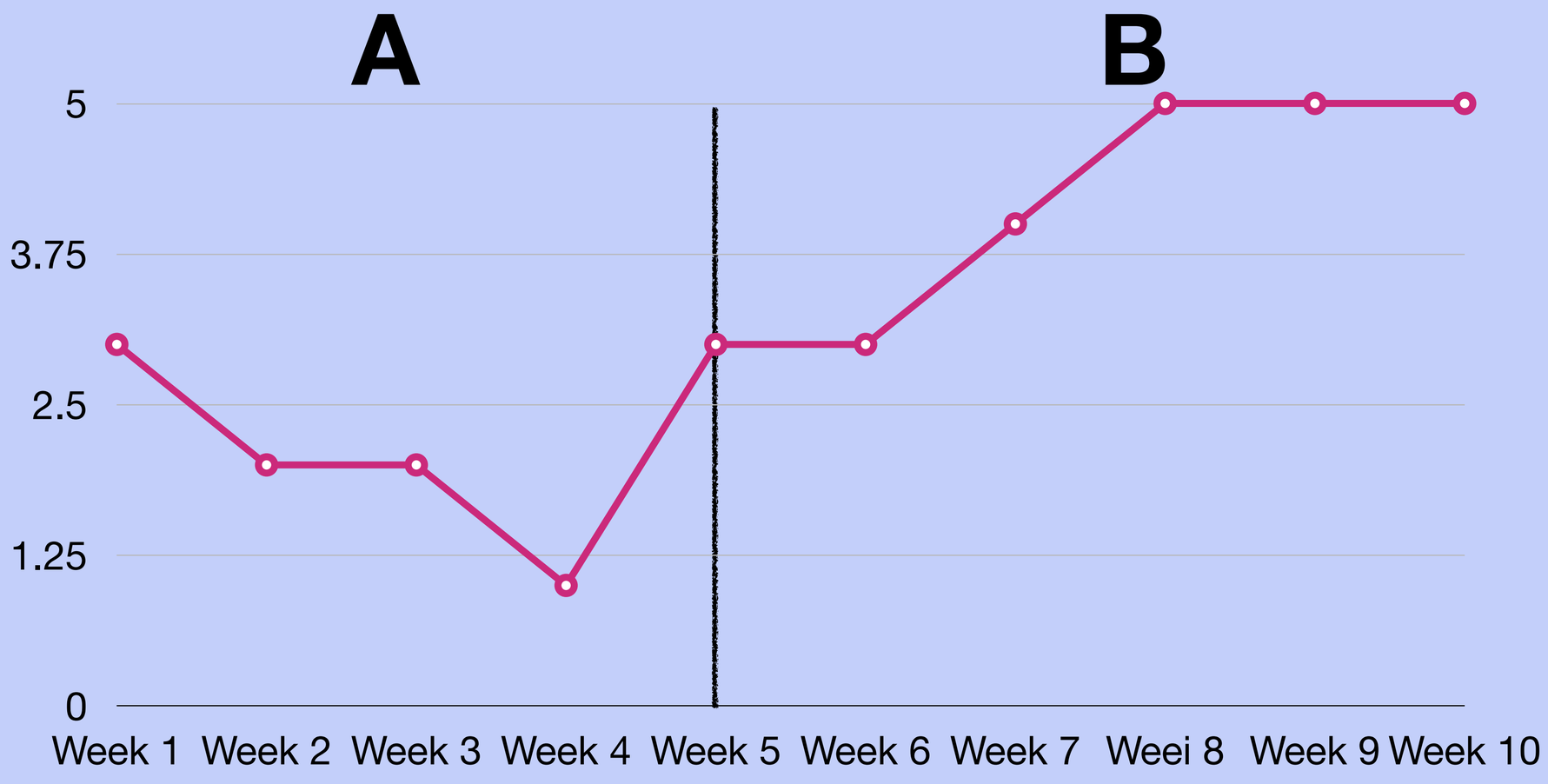
Code of Ethics

(National Association of Social Workers, 2021)

Jacob Campbell, Ph.D. LICSW at Heritage University

Single Case Design

A research design with one participant that uses repeated measures before, during, and after treatment to assess the effectiveness of an intervention.



Why Program Evaluation

What it can mean for us and our agencies

(Kapp & Anderson, 2010)

Ethical Obligation

Improve Impact

Support Funding

Improve skills

Advocate for Program

Identify Needs

Clarify Program

Characteristics of Strong Evaluation

Some of the Things We Should Consider

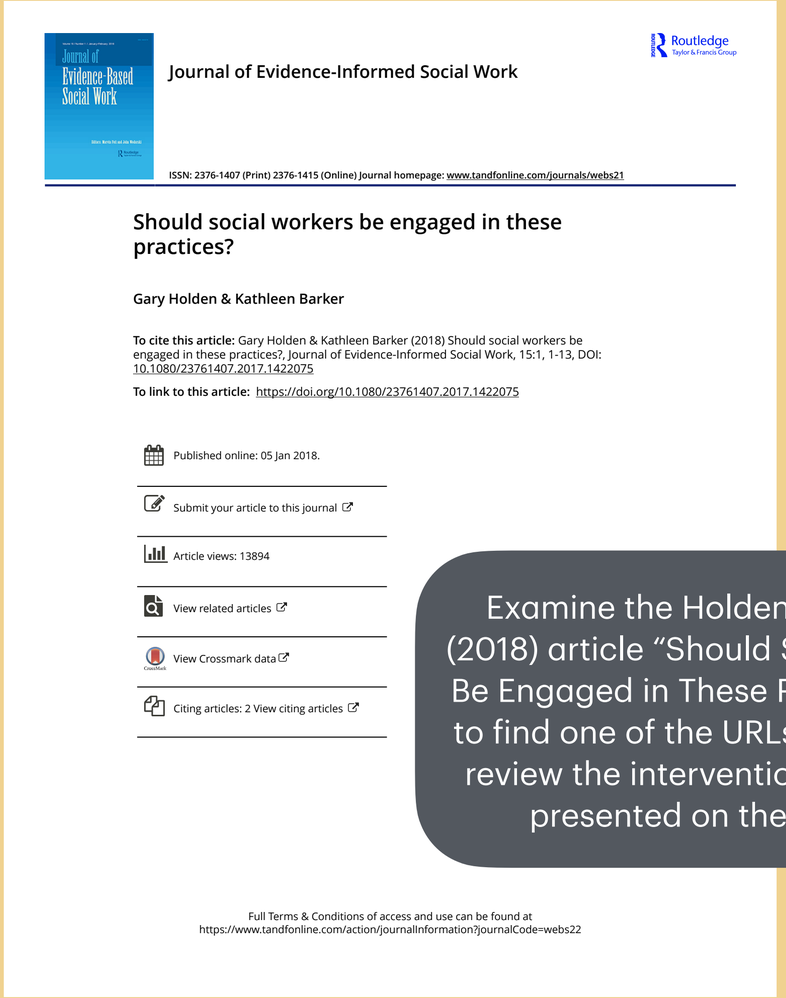
- Enough people in the sample size
- Objective data reported
- No unfounded claims
- Evaluation of intervention across different types of client
- Use of a valid/reliable standardized instrument for pre/post-test
- Sharing all data
- Reporting all limitations and challenges, along with the positive
- Provide details connecting the claims with what happened in the intervention

(Royse, 2022)

Looking for Evidence

In Social Worker Interventions

- What is the intervention, practice, or product that you examined
- Explore any objective evidence you found to support the intervention.
- Were any professional journal articles cited?
- Was any comparison made to a comparison or control group with the same problem?
- Estimate the benefits clients would receive from this intervention or product. Explain your response.



Journal of Evidence-Informed Social Work

Routledge
Taylor & Francis Group

ISSN: 2376-1407 (Print) 2376-1415 (Online) Journal homepage: www.tandfonline.com/journals/webs21

Should social workers be engaged in these practices?

Gary Holden & Kathleen Barker

To cite this article: Gary Holden & Kathleen Barker (2018) Should social workers be engaged in these practices?, Journal of Evidence-Informed Social Work, 15:1, 1-13, DOI: 10.1080/23761407.2017.1422075

To link to this article: https://doi.org/10.1080/23761407.2017.1422075

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Examine the Holden and Barker (2018) article “Should Social Workers Be Engaged in These Practices?” Try to find one of the URLs still active to review the intervention or practice presented on the website.

(Holden & Barker, 2018)

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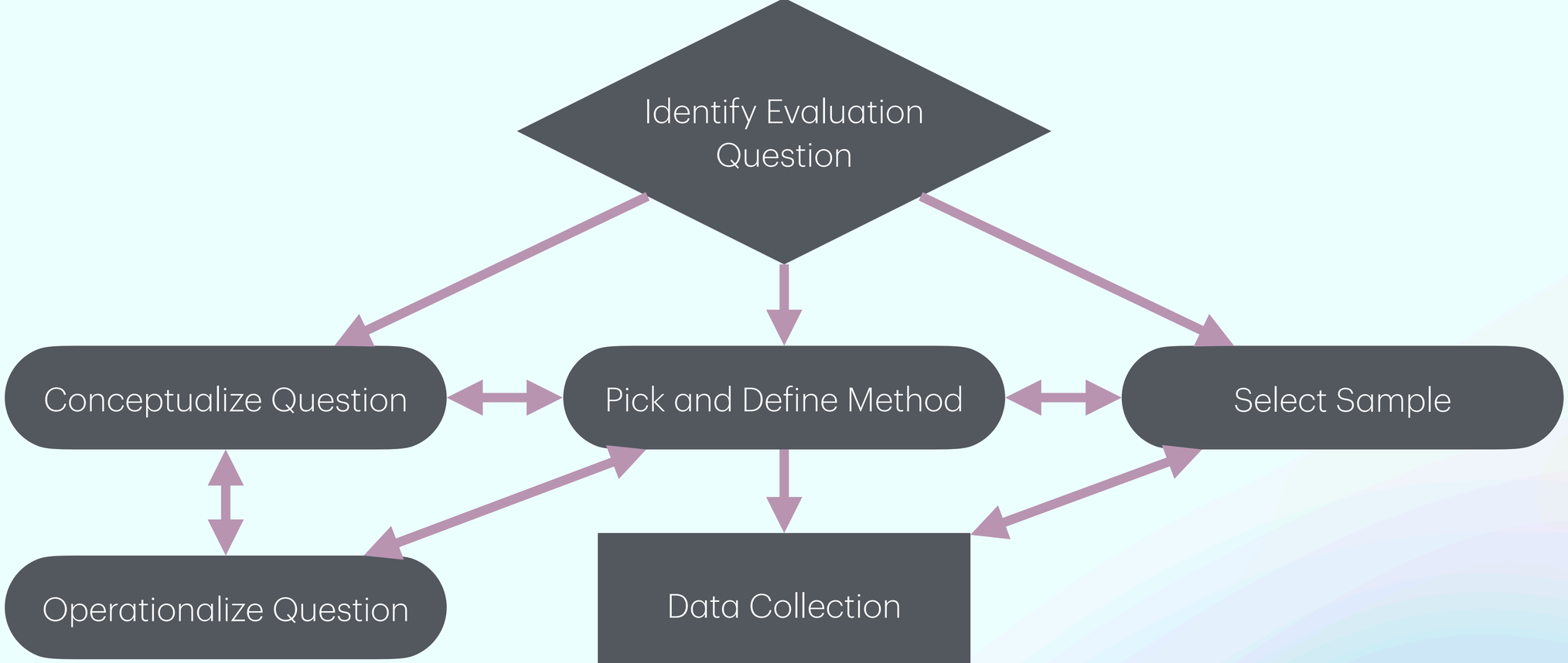


(Kapp & Anderson, 2010)

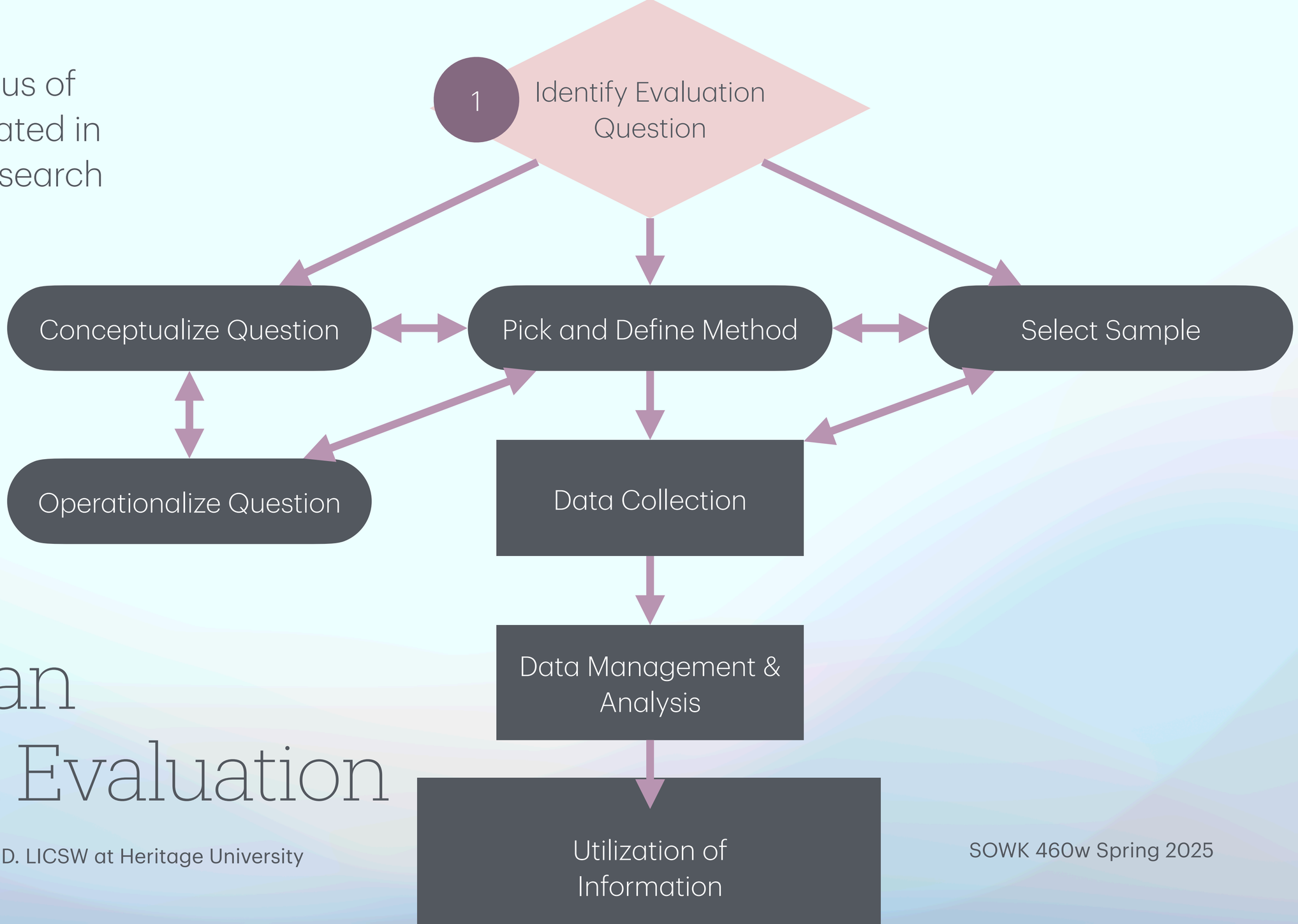
A Flow Chart

Steps in an Program Evaluation

Jacob Campbell, Ph.D. LICSW at Heritage University

SOWK 460w Spring 2025

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



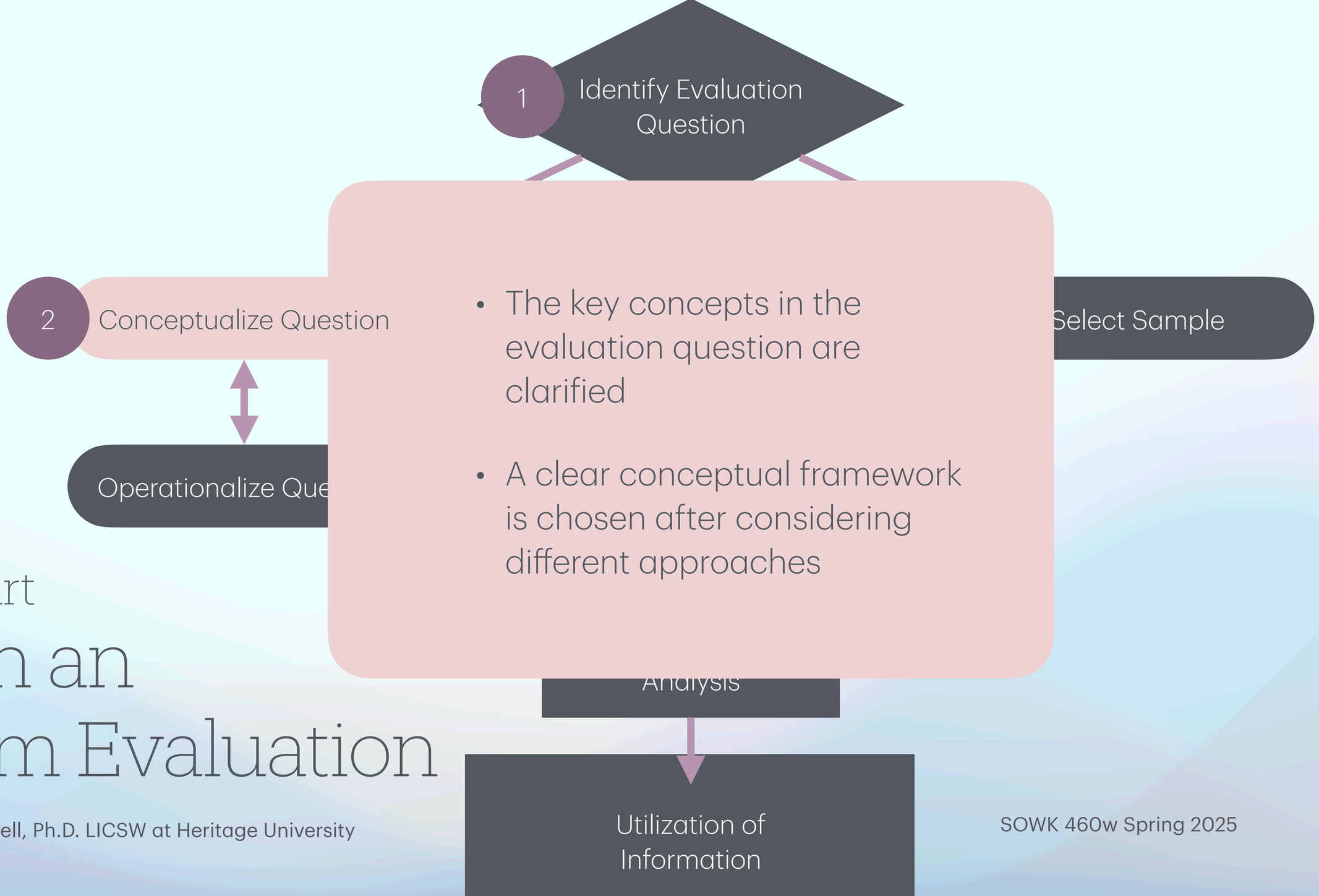
(Kapp & Anderson, 2010)

A Flow Chart

Steps in an Program Evaluation

Jacob Campbell, Ph.D. LICSW at Heritage University

SOWK 460w Spring 2025



(Kapp & Anderson, 2010)

A Flow Chart

Steps in an Program Evaluation

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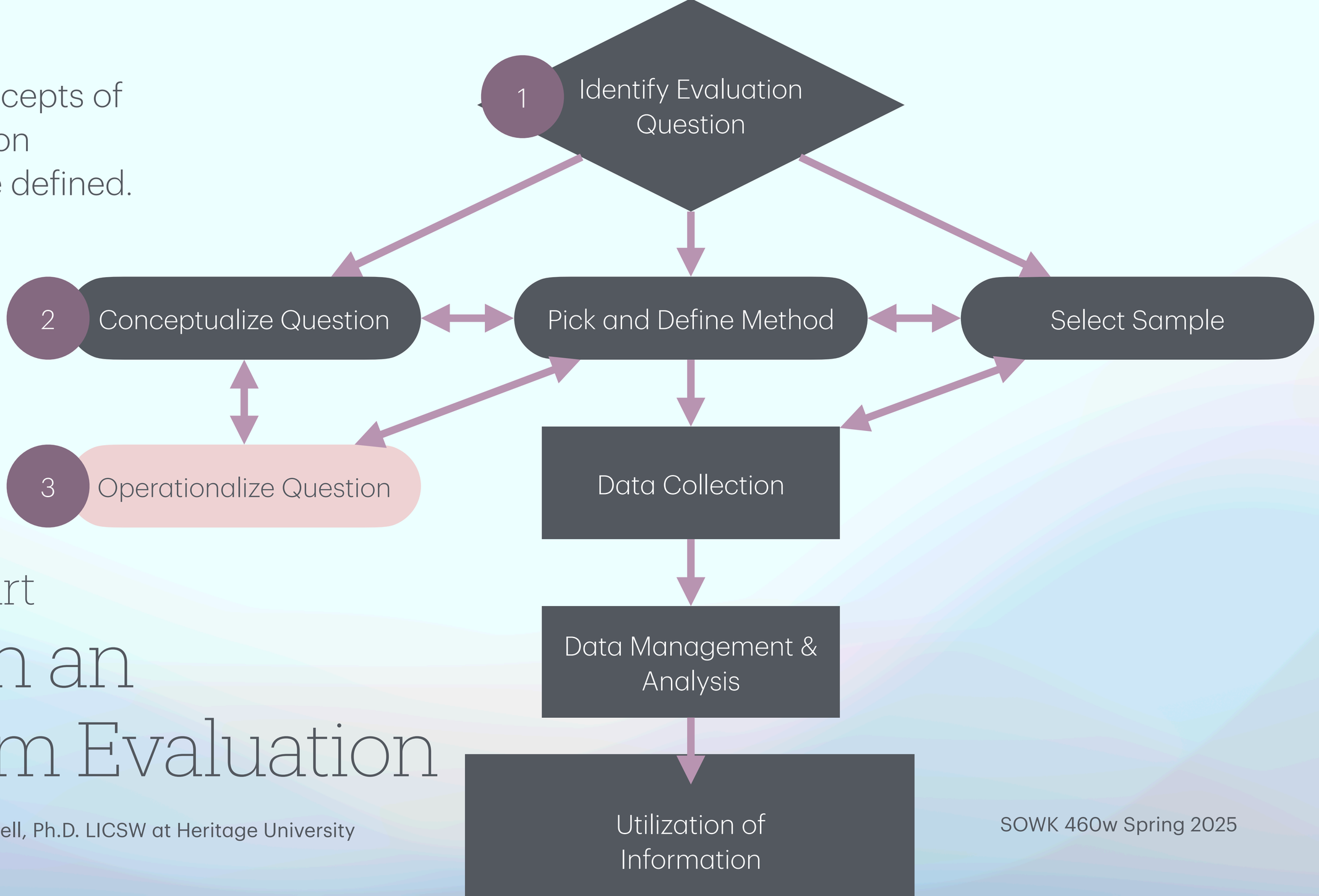
Specific concepts of the evaluation question are defined.



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A Flow Chart

Steps in an Program Evaluation

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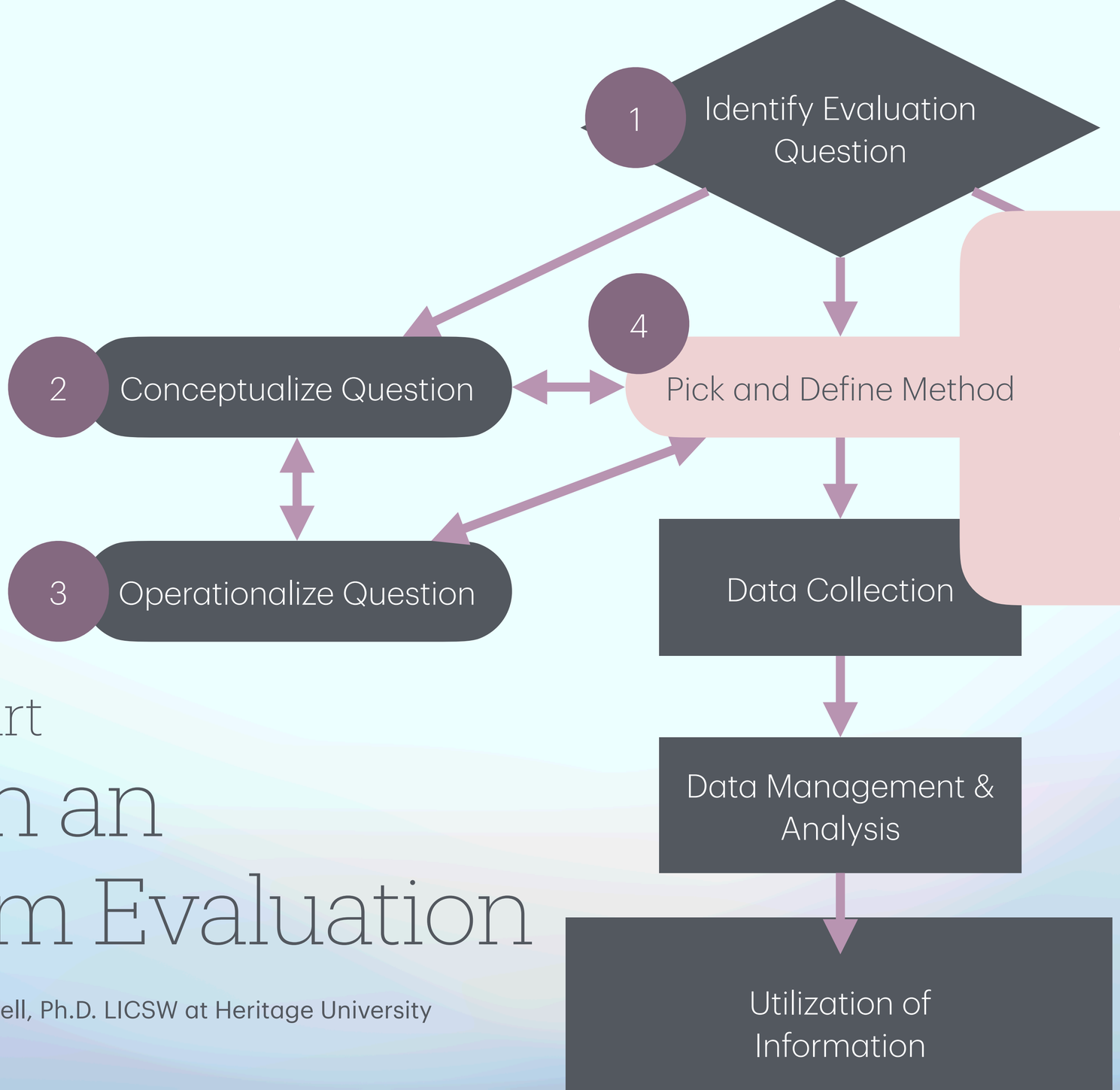
SOWK 460w Spring 2025



(Kapp & Anderson, 2010)

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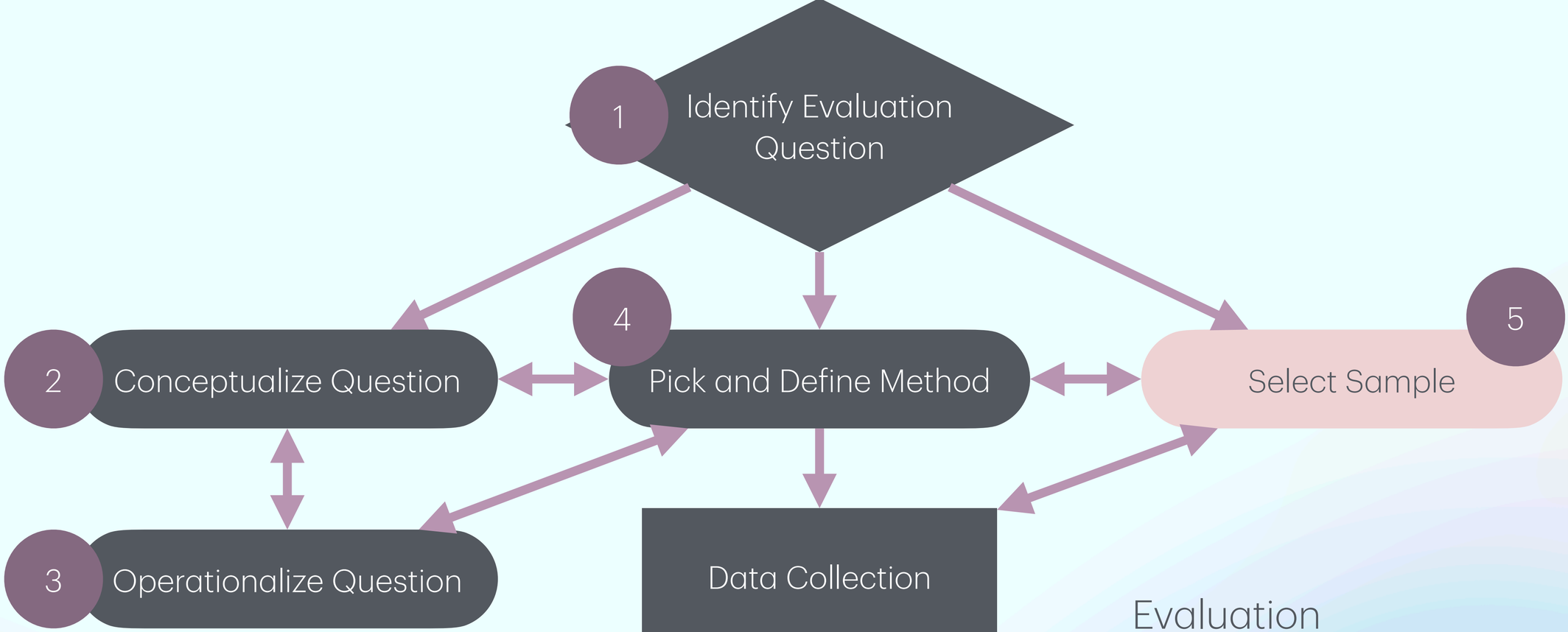

(Kapp & Anderson, 2010)

Evaluation participants/data collected

A Flow Chart

Steps in an Program Evaluation

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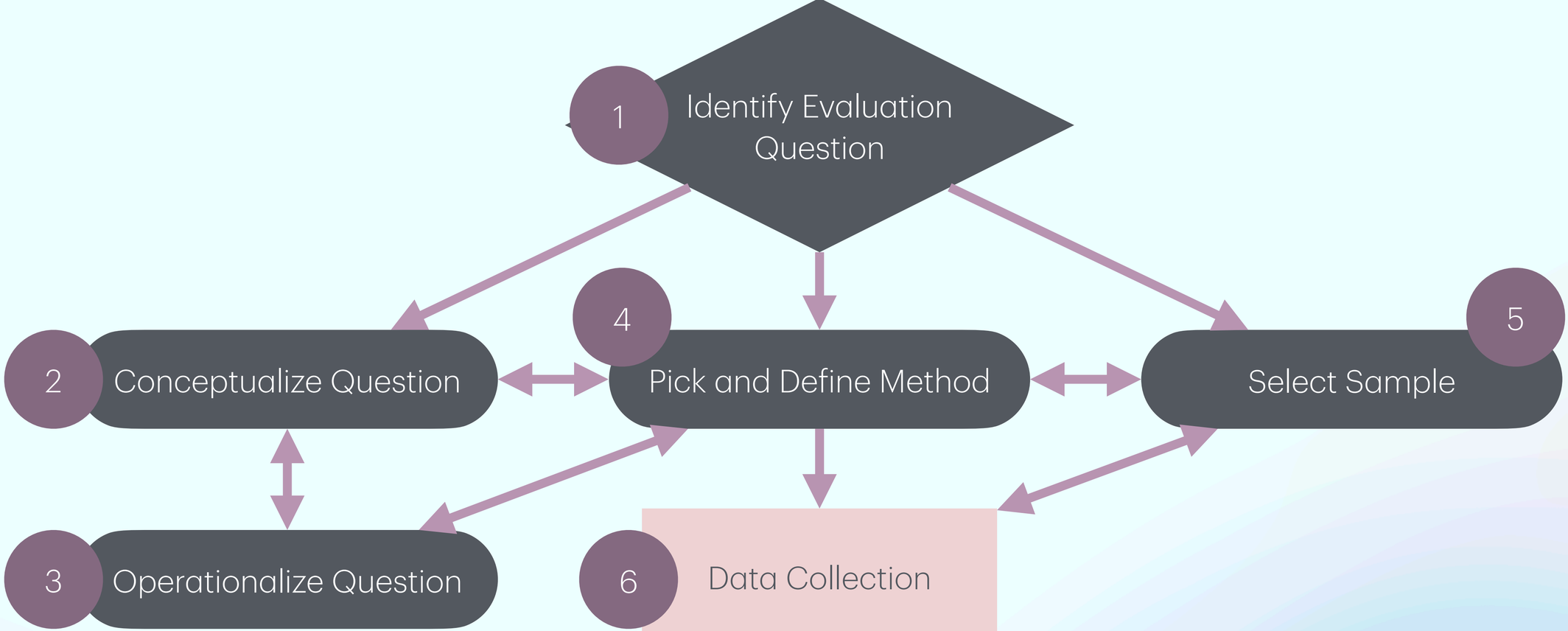
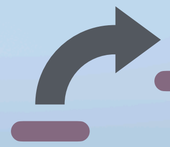


(Kapp & Anderson, 2010)

A Flow Chart

Steps in an Program Evaluation

Jacob Campbell, Ph.D. LICSW at Heritage University

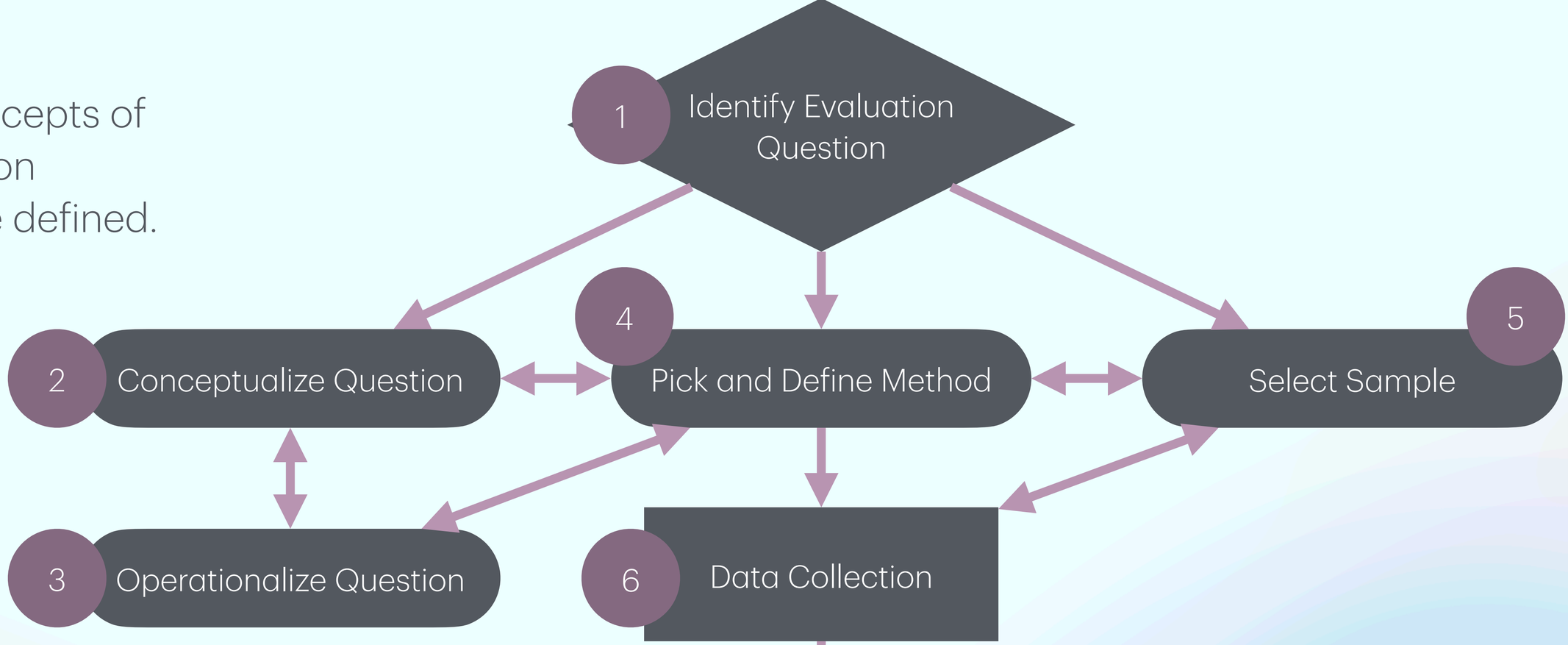


Data Management & Analysis

Utilization of Information

SOWK 460w Spring 2025

Specific concepts of the evaluation question are defined.



(Kapp & Anderson, 2010)

A Flow Chart

Steps in an Program Evaluation

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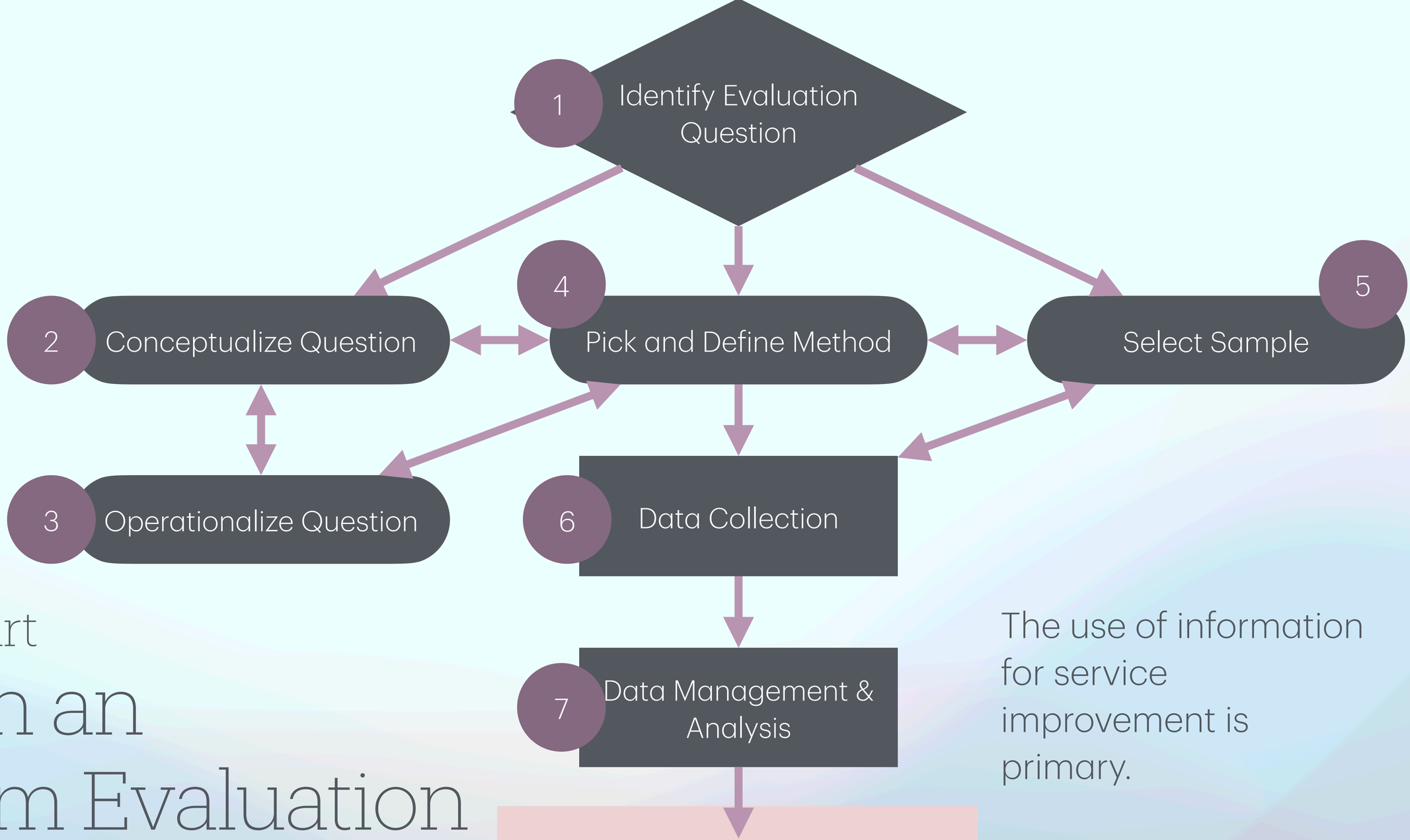

(Kapp & Anderson, 2010)

A Flow Chart

Steps in an Program Evaluation

The use of information for service improvement is primary.

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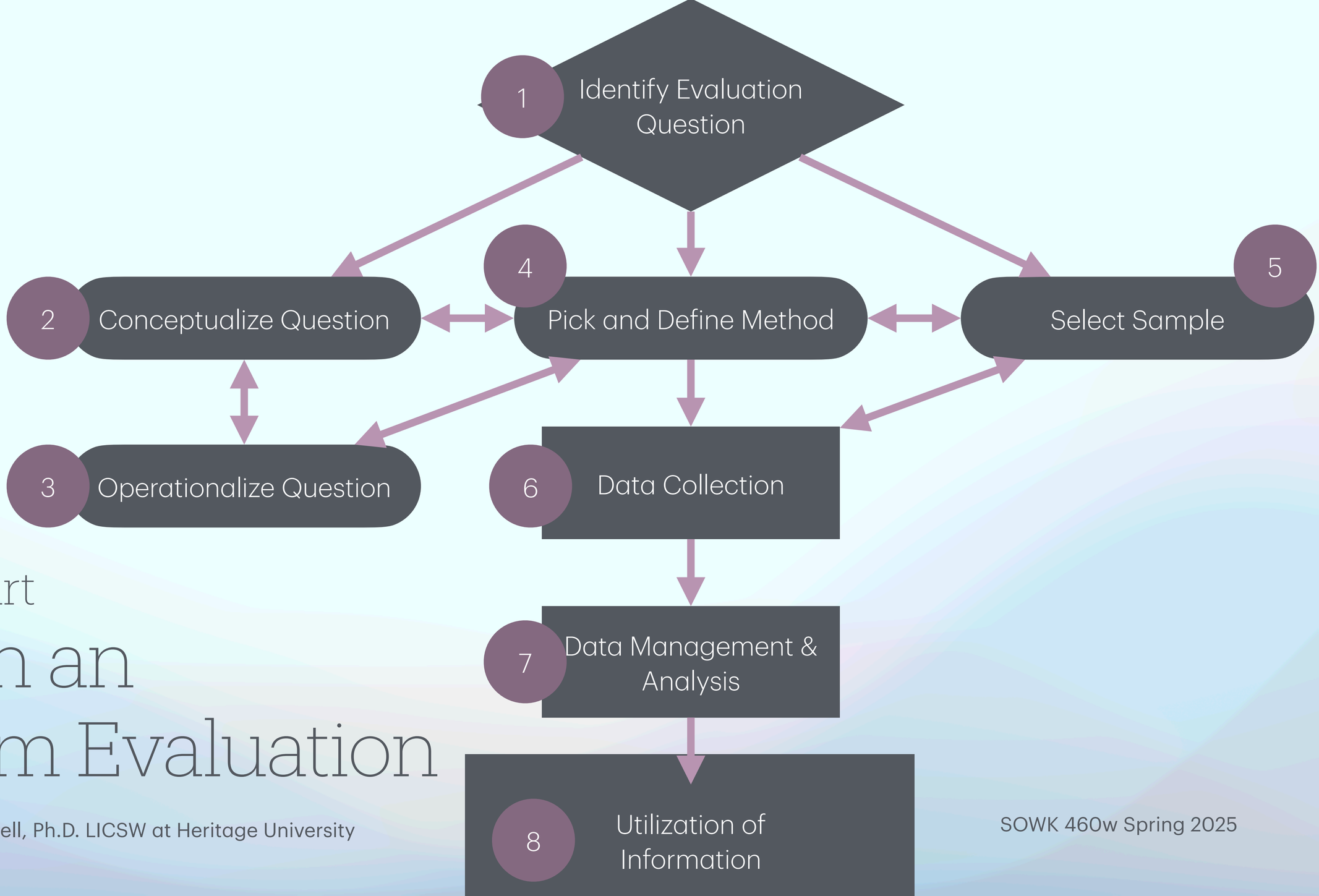

(Kapp & Anderson, 2010)

A Flow Chart

Steps in an Program Evaluation

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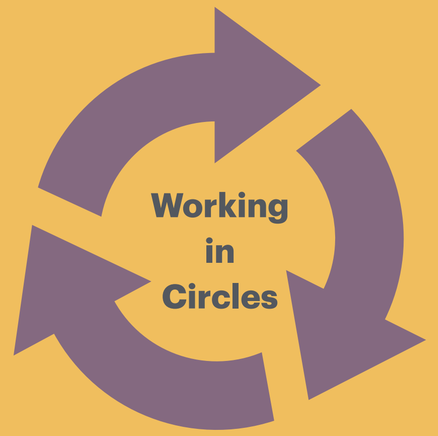
SOWK 460w Spring 2025

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

Photo by Mourizal Zativa on Unsplash

Program Evaluation

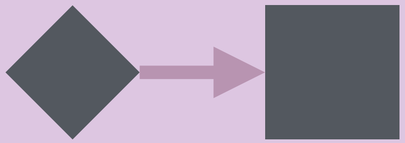
as an Assignment

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

Jacob Campbell, Ph.D. LICSW at Heritage University

Next Week is Asynchronous

What to do for week three...

CITI Research Ethics and Compliance Training

Forum Questions