

Steps in Program Evaluation

Week 02

Jacob Campbell, Ph.D. LICSW at Heritage University

Spring 2026
SOWK 460w

SOWK 460w Week 02 Plan

Agenda

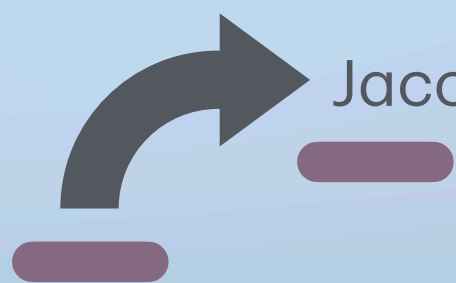
Why program evaluation as a process

The steps involved in program evaluation

Getting settled with the program evaluation assignment

Learning Objectives

- Explain the purpose and importance of program evaluation in social work practice.
- Describe the key steps involved in the program evaluation process and how they guide evaluation design and implementation.
- Identify and evaluate characteristics of strong, evidence-informed program evaluations.
- Apply ethical standards from the NASW Code of Ethics related to evaluation and research.
- Generate initial ideas for program evaluation projects connected to their practicum settings.



General Questions About the Class

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



Jacob Campbell, Ph.D. LICSW at Heritage University

SOWK 460w Spring 2026



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

Spring 2026, Heritage at CBC

Instructor	Dr. Jacob Campbell, Ph.D., LICSW		
Office Hours	Toppenish Campus Office: Simpkins Hall, Office 2124 Drop-in: Tuesdays 2-3 PM		Tri-Cities Regional Site Office: 2 nd Floor Office 4209 Drop-in: Wednesdays 2-3 PM
	Weekly office hours are available for drop-in via Zoom or in-person. Other times available by arrangement. Schedule available at https://vsp.ink/now .		
	Phone	(509) 392-1056	Email
Dates	Mondays from 5:30 PM to 8:15 PM in RM SWL-212		

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.

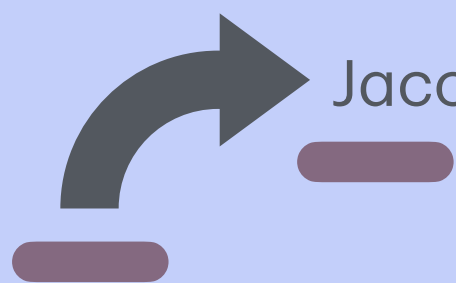
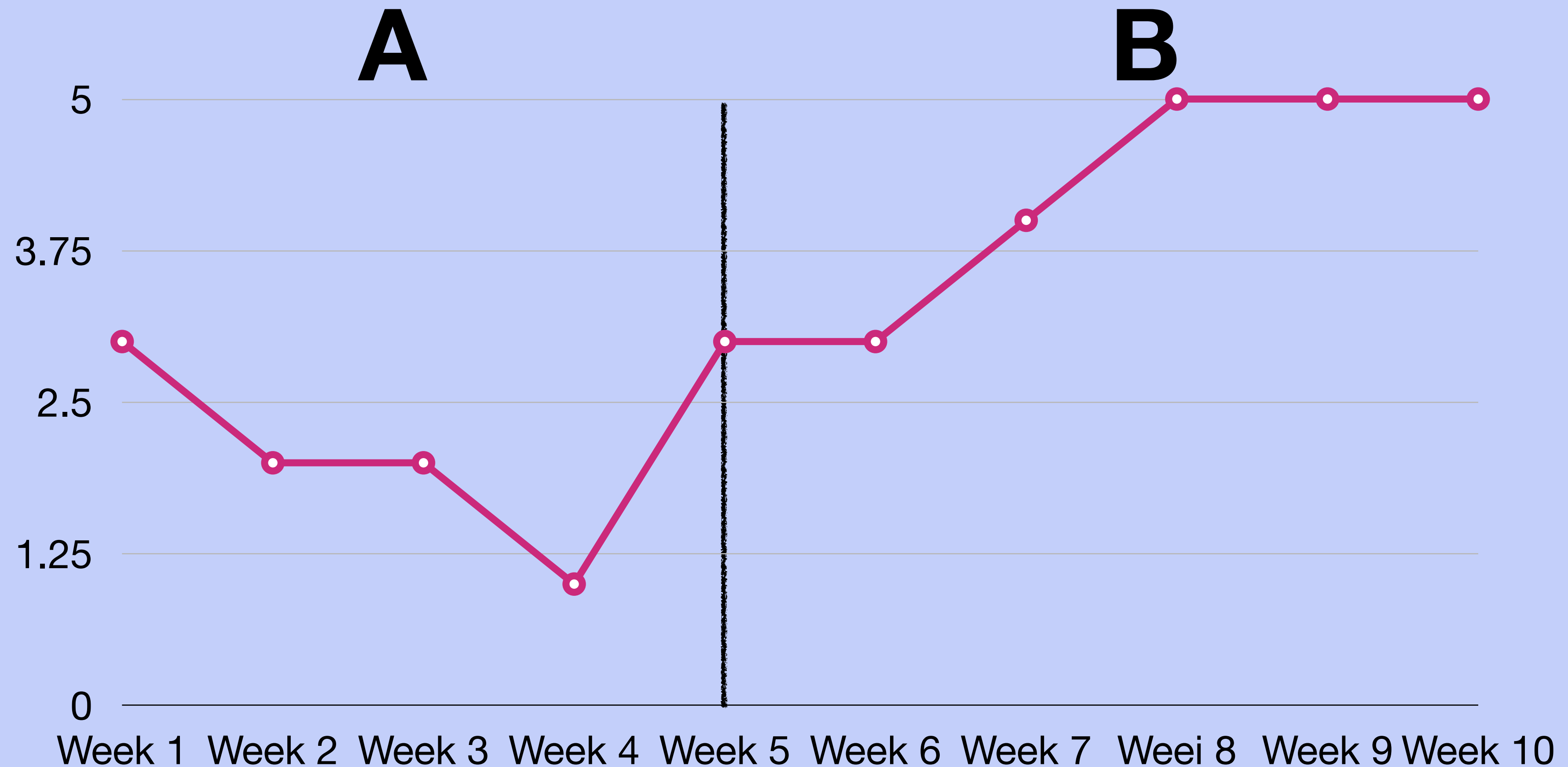
This course is based at the Heritage at CBC campus. This campus is located in Pasco and is on the ancestral homelands of the Cayuse, Umatilla, Walla Walla, Yakama, and Palouse peoples. I also desire to honor and acknowledge them as well.

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.

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.



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

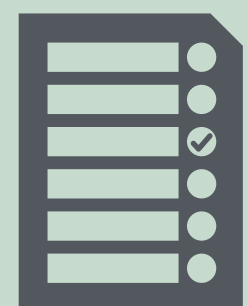
Improve
Impact



Support
Funding



Improve
skills



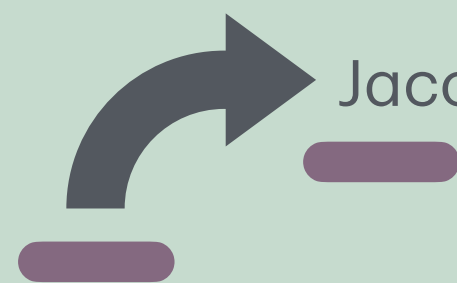
Identify
Needs



Clarify Program



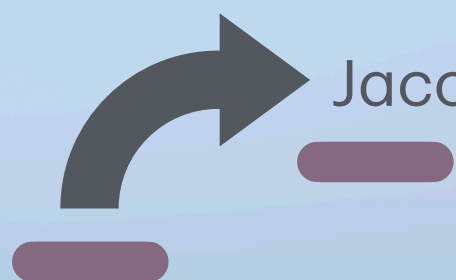
Advocate for
Program



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 clients
- 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

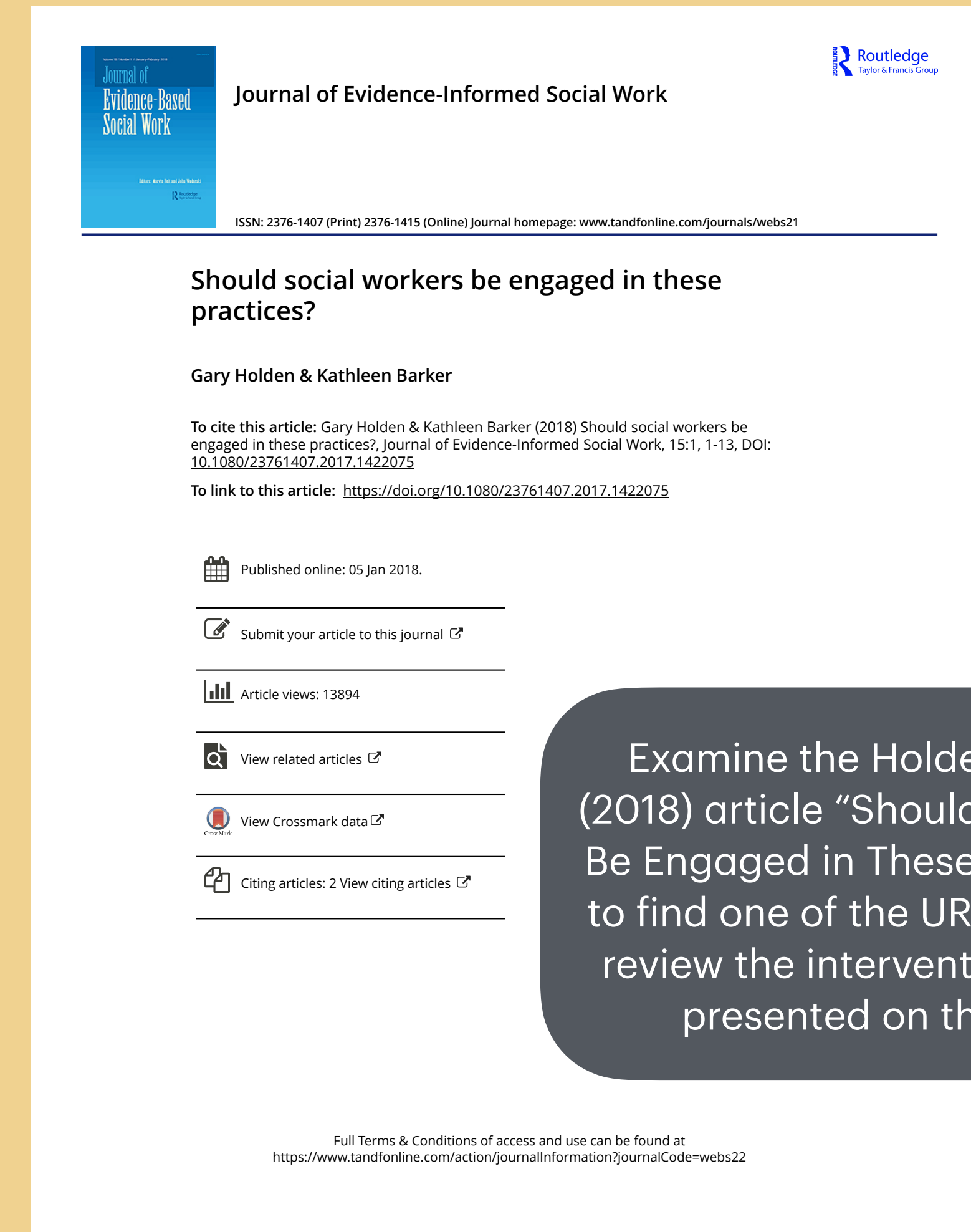


Looking for Evidence

In Social Worker Interventions

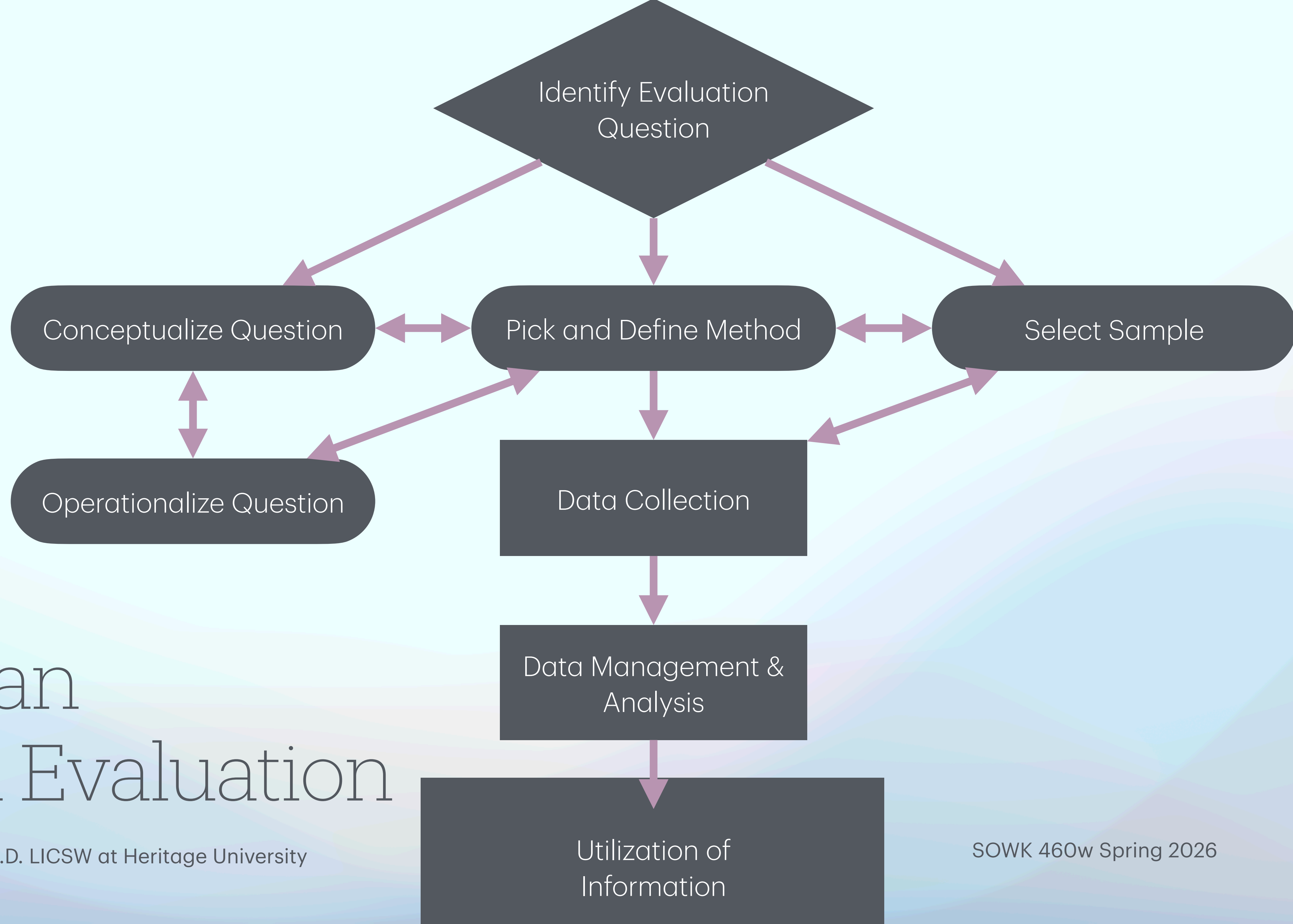
(Royse, 2022)

- 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.



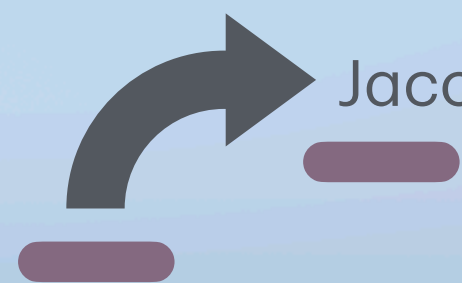
(Holden & Barker, 2018)

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.



(Kapp & Anderson, 2010)

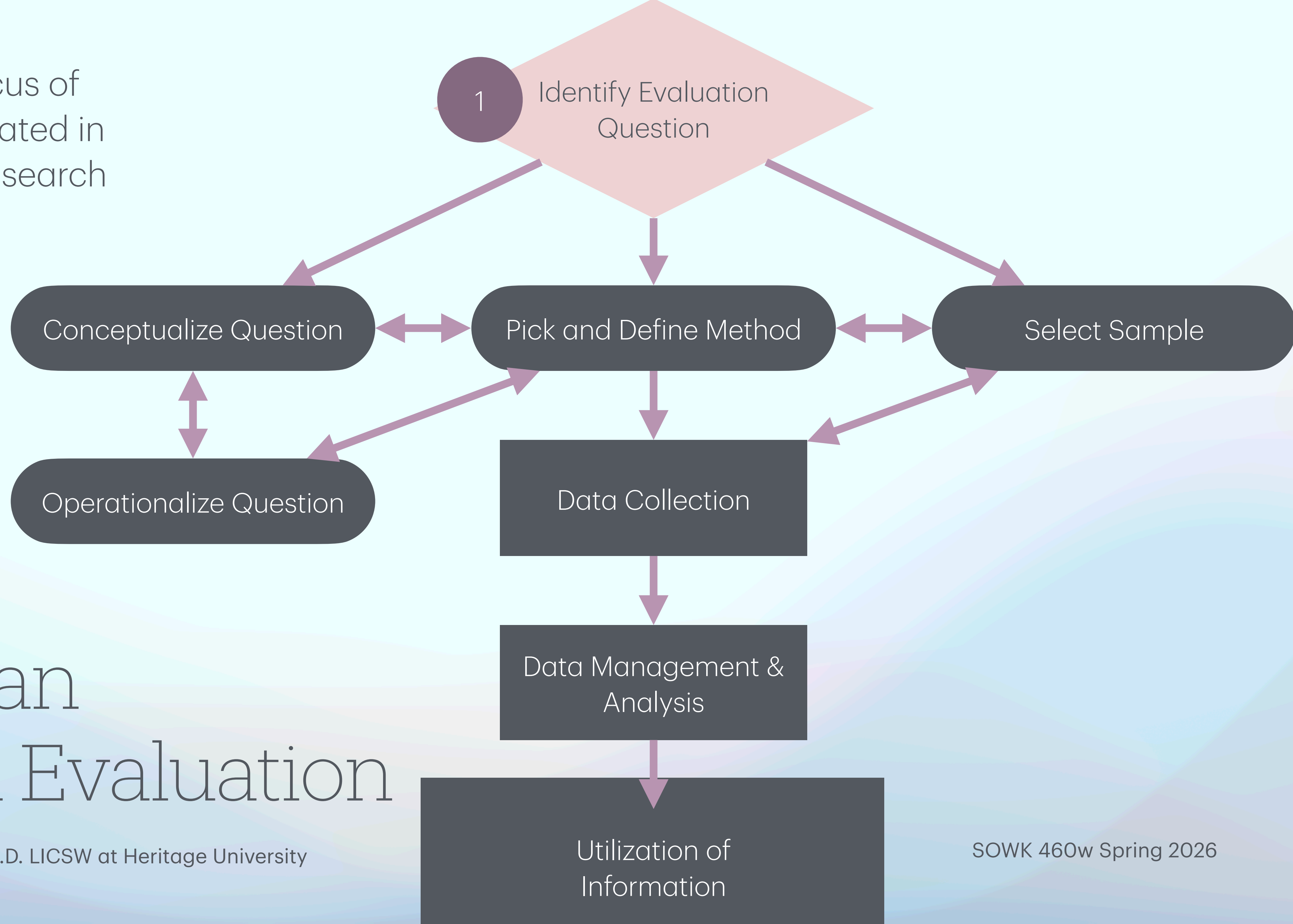
A Flow Chart Steps in an Program Evaluation



Jacob Campbell, Ph.D. LICSW at Heritage University

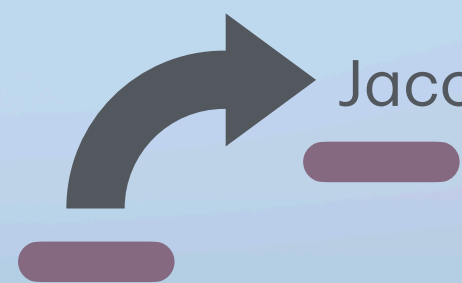
SOWK 460w Spring 2026

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

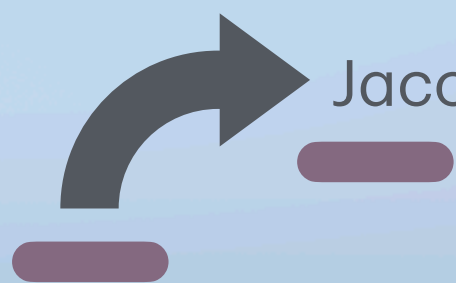


Jacob Campbell, Ph.D. LICSW at Heritage University

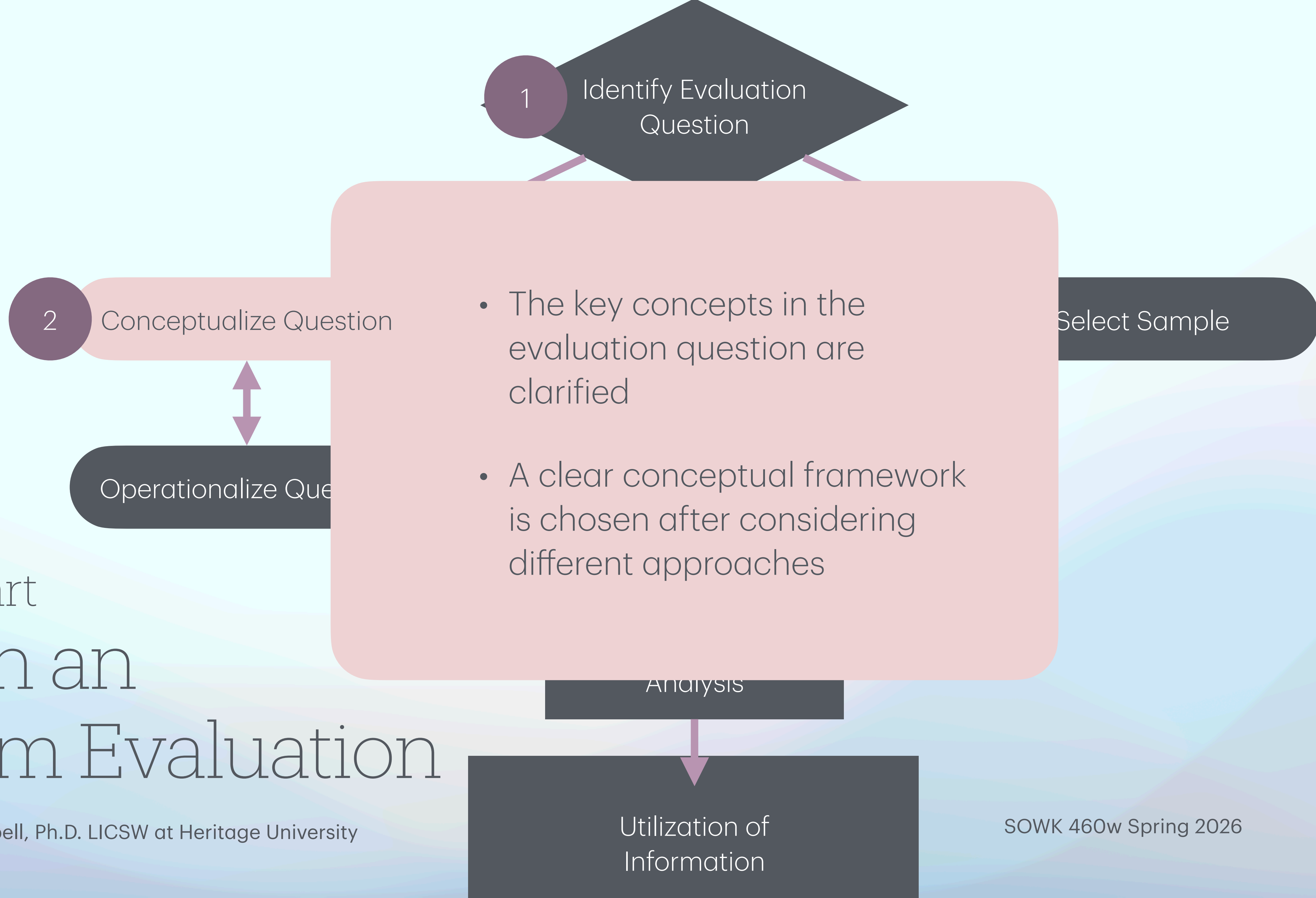
SOWK 460w Spring 2026

(Kapp & Anderson, 2010)

A Flow Chart Steps in an Program Evaluation

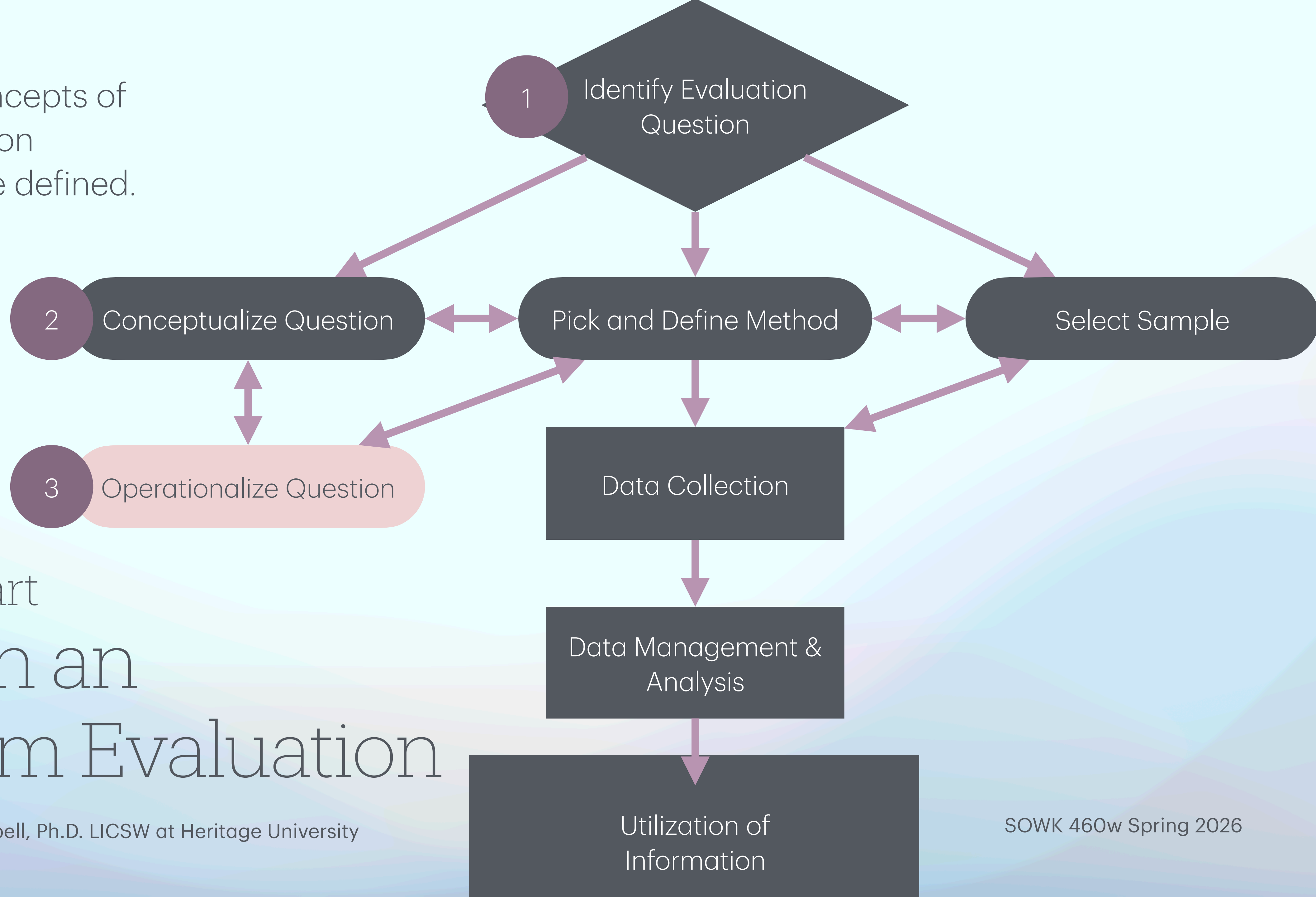


Jacob Campbell, Ph.D. LICSW at Heritage University



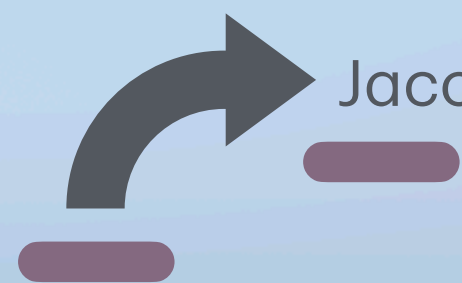
SOWK 460w Spring 2026

Specific concepts of the evaluation question are defined.



(Kapp & Anderson, 2010)

A Flow Chart Steps in an Program Evaluation

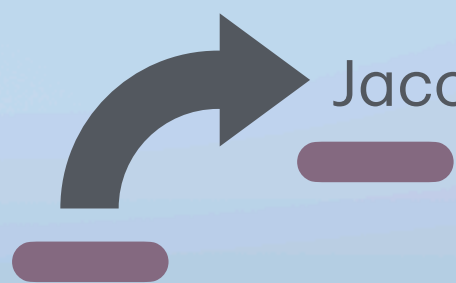


Jacob Campbell, Ph.D. LICSW at Heritage University

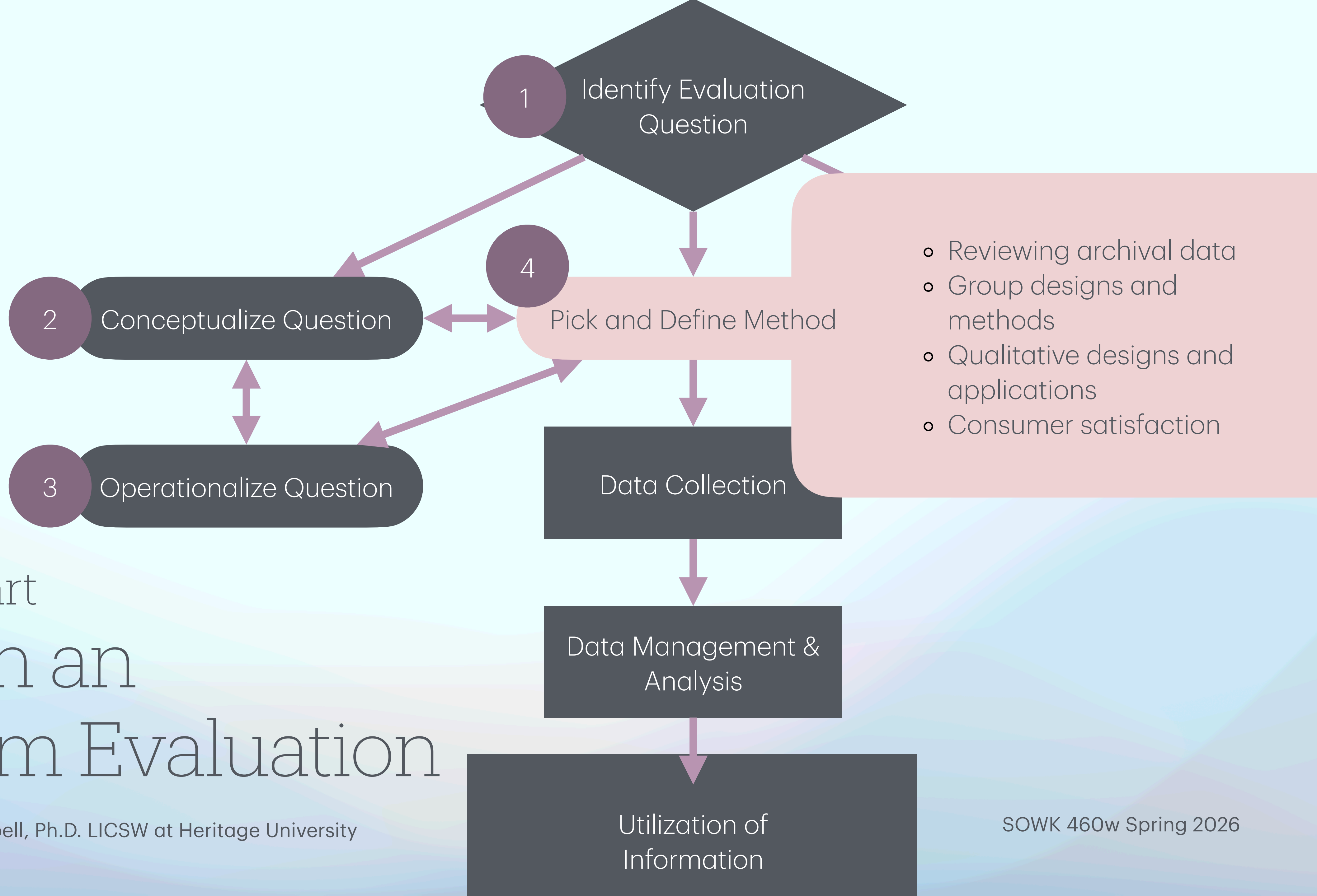
SOWK 460w Spring 2026

(Kapp & Anderson, 2010)

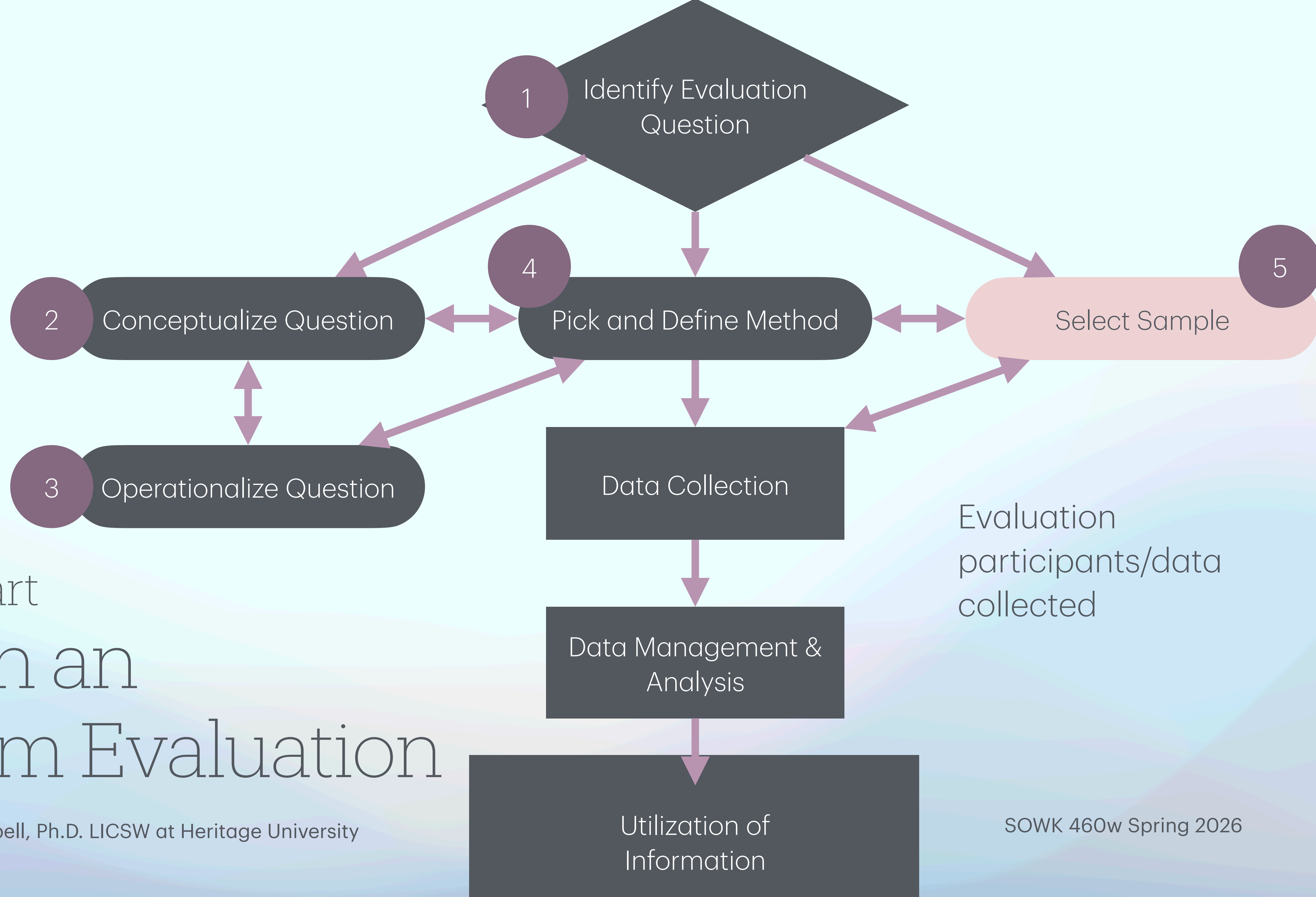
A Flow Chart Steps in an Program Evaluation



Jacob Campbell, Ph.D. LICSW at Heritage University

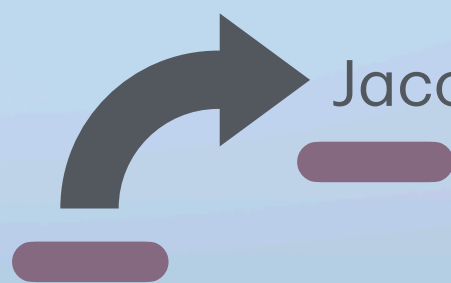


SOWK 460w Spring 2026



(Kapp & Anderson, 2010)

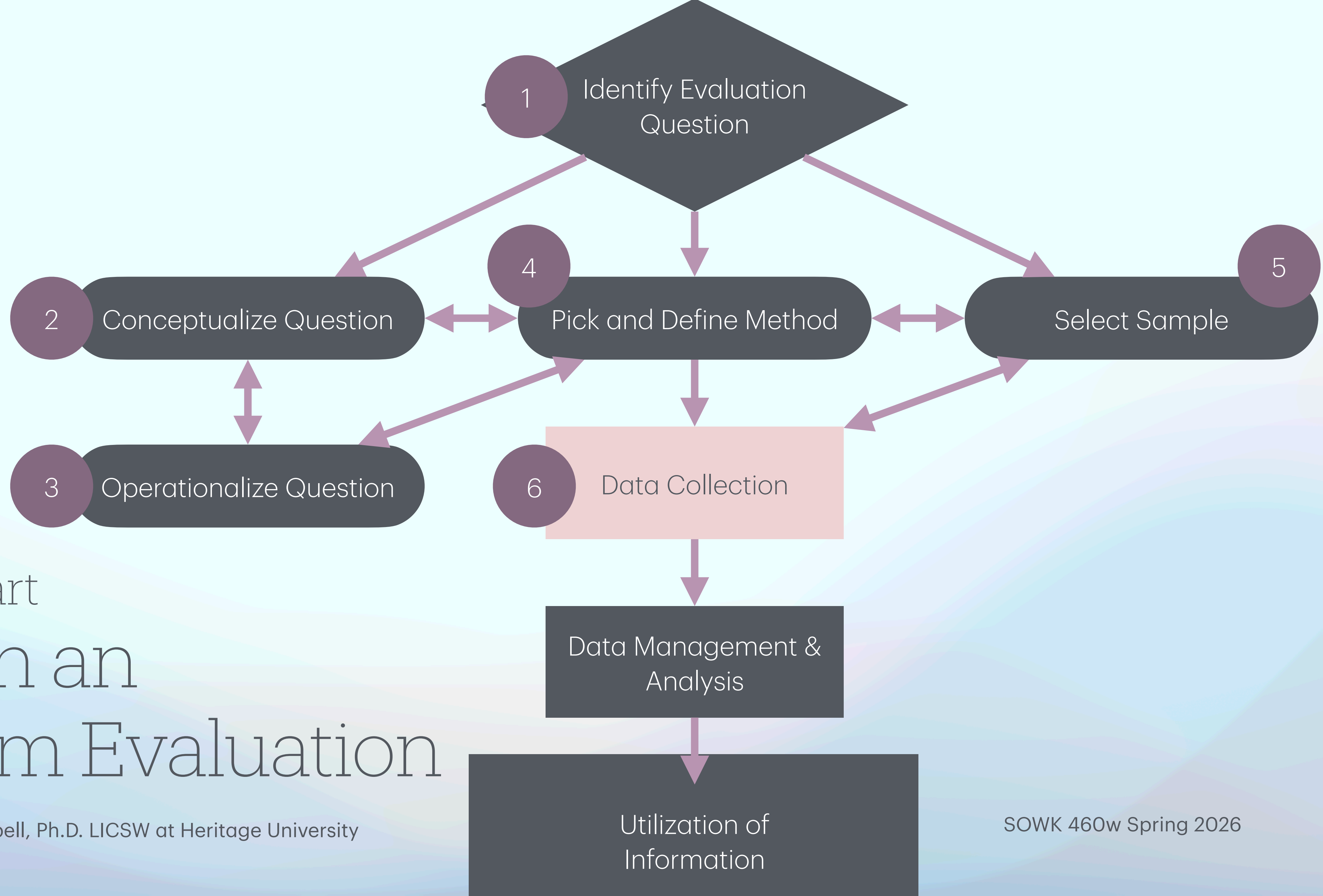
A Flow Chart Steps in an Program Evaluation



Jacob Campbell, Ph.D. LICSW at Heritage University

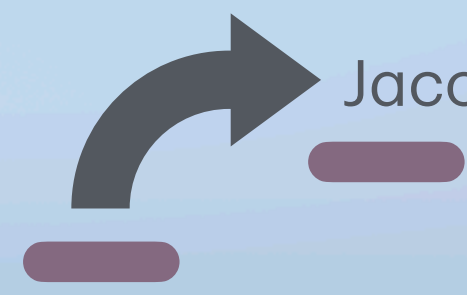
Evaluation
participants/data
collected

SOWK 460w Spring 2026



(Kapp & Anderson, 2010)

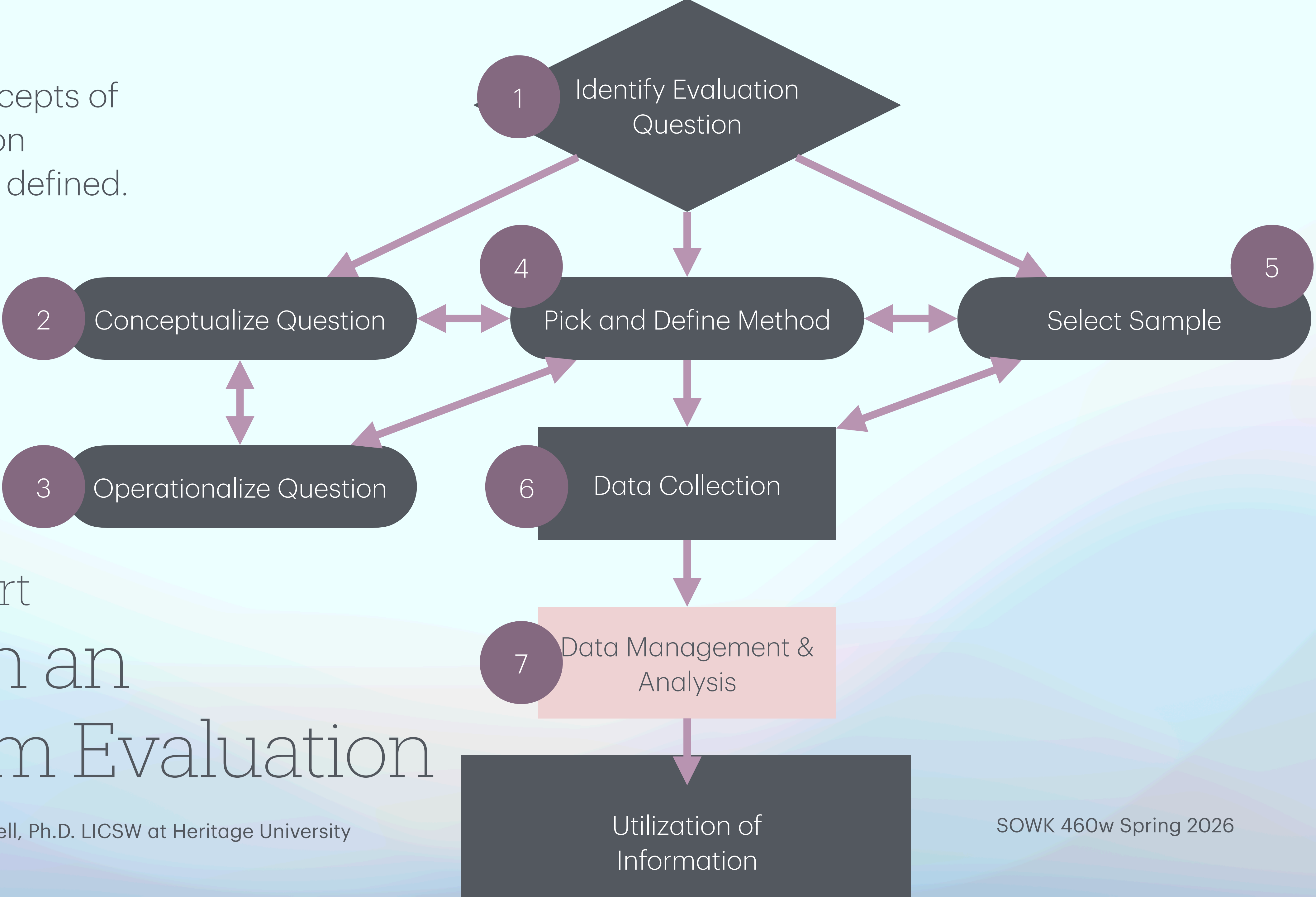
A Flow Chart Steps in an Program Evaluation



Jacob Campbell, Ph.D. LICSW at Heritage University

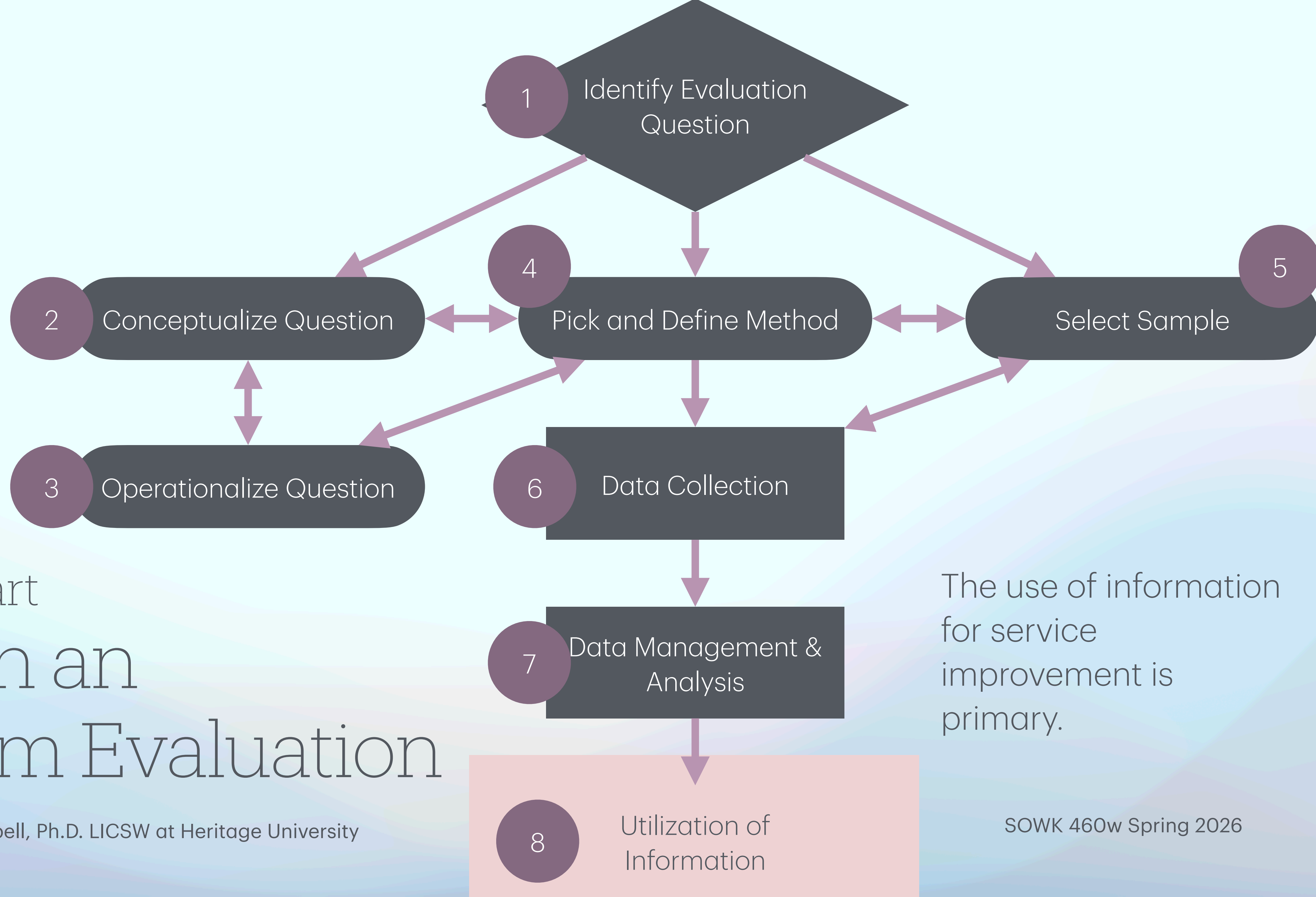
SOWK 460w Spring 2026

Specific concepts of the evaluation question are defined.



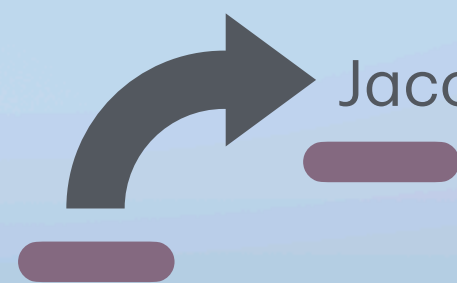
(Kapp & Anderson, 2010)

A Flow Chart
Steps in an
Program Evaluation



(Kapp & Anderson, 2010)

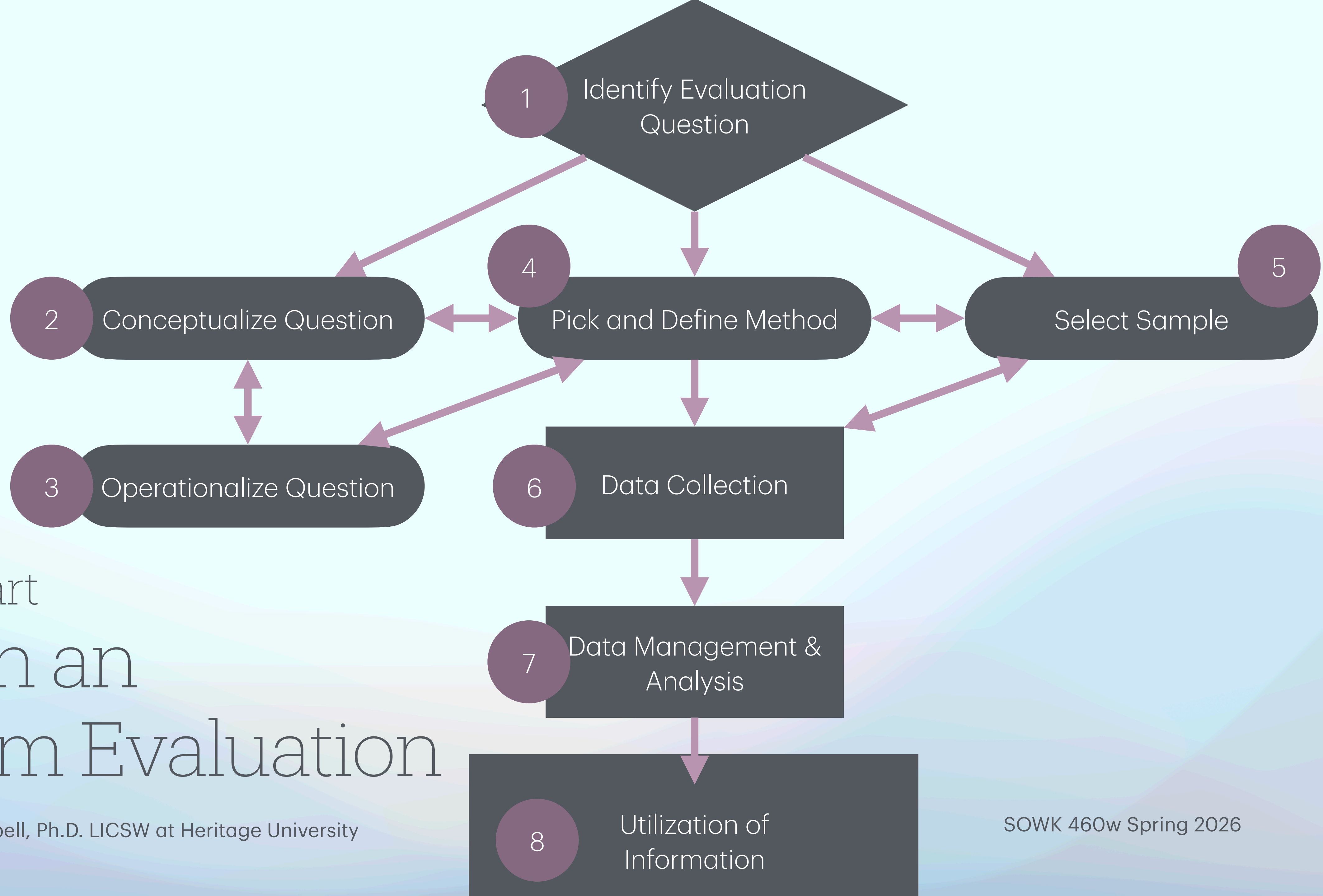
A Flow Chart Steps in an Program Evaluation



Jacob Campbell, Ph.D. LICSW at Heritage University

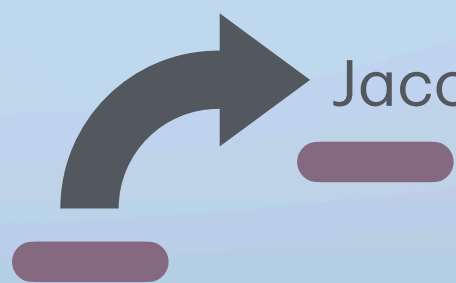
The use of information
for service
improvement is
primary.

SOWK 460w Spring 2026



(Kapp & Anderson, 2010)

A Flow Chart Steps in an Program Evaluation

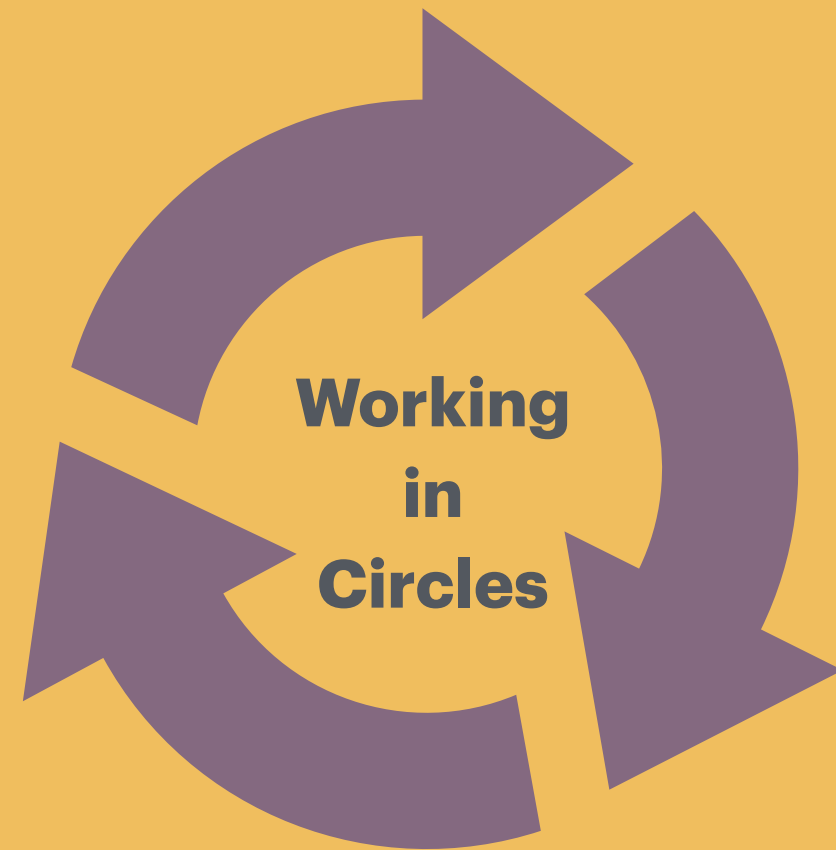


Jacob Campbell, Ph.D. LICSW at Heritage University

SOWK 460w Spring 2026

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 practicum?

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

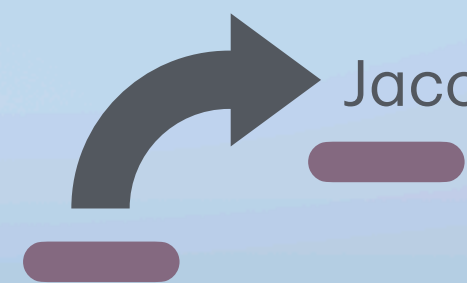
Developing A Learning Team

- 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

Photo by [Mourizal Zativa](#) on [Unsplash](#)



Program Evaluation

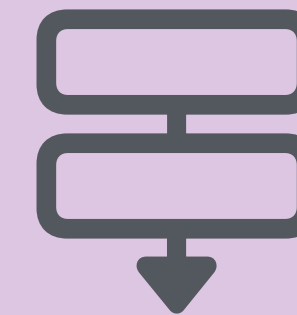
as an Assignment



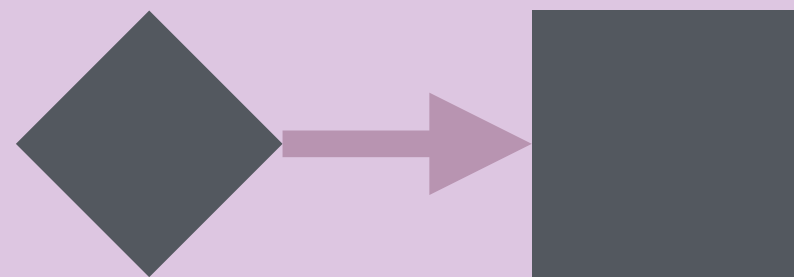
Starting week five

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

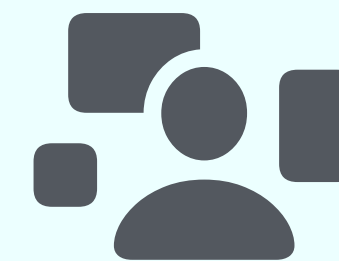
SOWK 460w Spring 2026

Next Week is Asynchronous

What to do for week three...



CITI Research Ethics and
Compliance Training



Forum Questions

