

Creating Conditions For Global Competitiveness
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Effectiveness: Measuring And Improving Partnerships

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General Types of Evaluation

- Process – theory of change, program administration and implementation
- Outcome – what happens as a result of the program



Why a Process Evaluation?

- Assess implementation
- Evaluate sustainability
- Recommend future directions
- Process evaluations are rare, commonly not funded but are important



Process Considerations

- Intensity – what and how are the participants exposed to the theory of change?
(group/individual, active/passive, participant investment, confounding activities)
- Duration – how often and for how long are participants exposed to the program? (one-time/multiple, time of exposure, duration between exposure)

From Goals to Outcomes

□ Goals – aspirational



□ Operationalize – observational terms



□ Outcomes – measurable variables

(metrics and benchmark)



On Comparisons

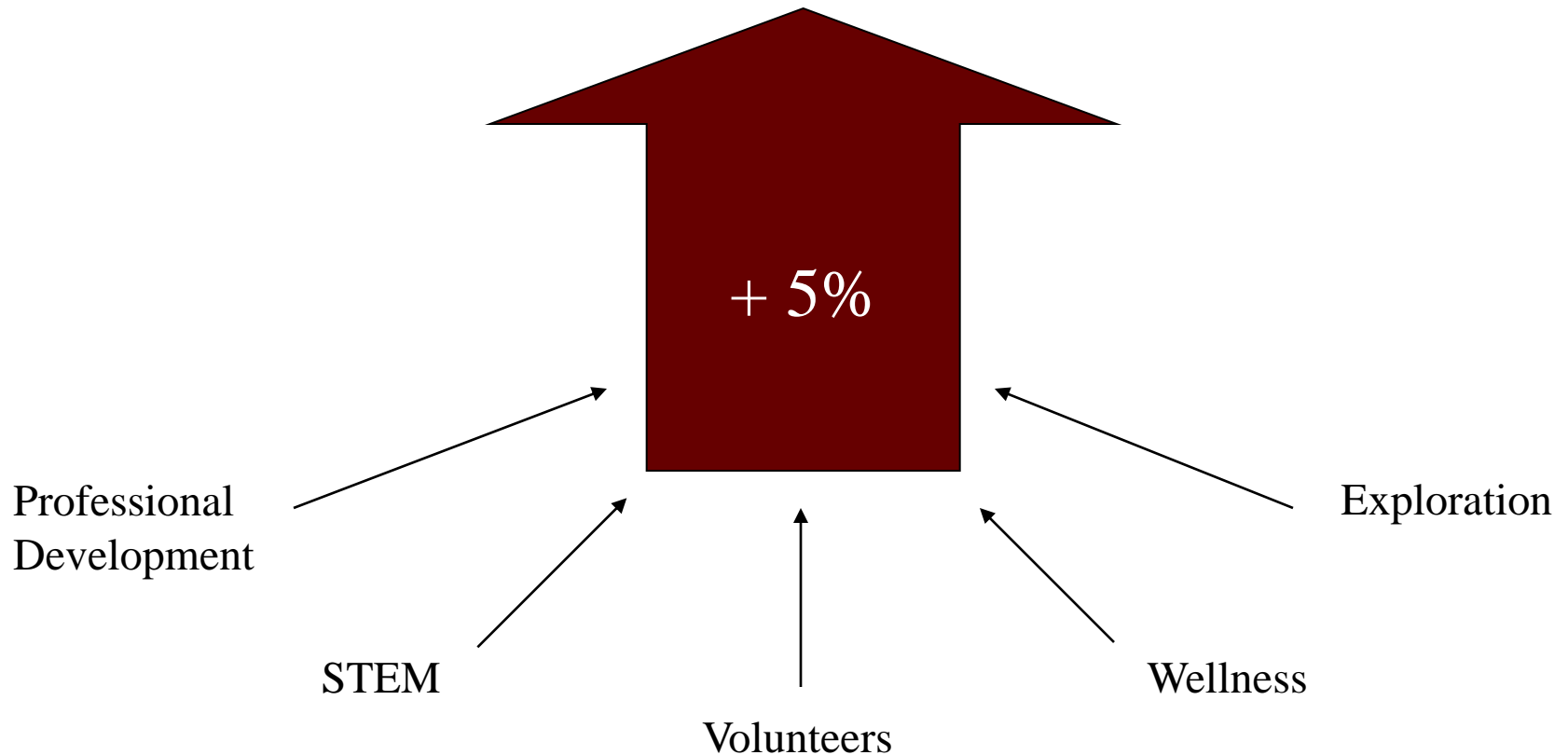
- Learning through comparisons
- Constants and variables
- Similar participants, different exposure



Why an Outcome Evaluation?

- ❑ Document results
- ❑ Validate program/investment
- ❑ Outcomes must be tied to mission and process
- ❑ May provide little information to recommend future changes
- ❑ Common even expected, but the methods are often weak

Who Takes Credit?



Measurement Spectrum

Opinions – Attitudes – Beliefs – Reported Behaviors – Behavior Change

Abstract —————> Concrete

Fleeting —————> Permanent

Data Collection Tools

□ Surveys

Own behavior

Others behavior

□ Observations

Self

External

□ Archives

Active

Passive

□ Examinations

Training

Learning

On Surveys

- ❑ The survey as pie crust
- ❑ Recall and response
- ❑ The role of interpretation (respondents and researchers)
- ❑ Use or distinguish informed respondents
- ❑ Careful with “and” and “or”
- ❑ Difference/variability is good



Ideas for Evaluating My Session

□ Goals

- “The goal of this exercise is for participants to be able to plan with their tablemates a successful business-education partnership by better understanding how to measure their successes and outcomes.”

□ Process Considerations

- Intensity (large session, last substantive session of day, no formative assessments to adapt delivery)
- Duration (one-time, 90 minutes)



Evaluating My Session, Cont'd

□ Process

- Service delivery checklist, sponsor verification, conference evaluation, participant behavior, sponsor invite back

□ Outcome

- Reported behavior, evaluate ABEC applications

□ Cost/Benefit

- “We are considering two others (presenters), but they are from out of state and would cost us.”



Your Turn

- Hypothetical partnerships
- Groupwork by table
- Review the hypothetical partnership
- Consider the following questions
- Report back for discussion



Your Turn

- ❑ What are the process considerations?
- ❑ What measures can be used as part of a process evaluation?
- ❑ What are possible outcome metrics and benchmarks of this partnership?



Case Studies

- Volunteers
- Wellness
- Career Exploration
- STEM (Science, Technology, Engineering, & Math)
- Professional Development

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Thank you!

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