

Full Evaluation Clock

Jeff Craig
CCT 693
Spring 2008

0a. The "change"

(action/program/policy/curriculum/practice/treatment/difference/etc.) whose effectiveness needs to be evaluated is...

The implementation of a marketing campaign designed to increase students' awareness and consequent usage of career planning and job placement services at Bristol Community College (BCC).

0b. Interest or concern in the effectiveness of the change arises because...

A 2007 survey of BCC students concluded that only 7% of BCC students used job placement services and 17% were satisfied with them. At the same time, 63% felt that these services are important to them. The report also concluded that only 18% of students used career counseling services and 33% were satisfied. Seventy-two percent, however, felt that career counseling is an important service. The usage and satisfaction values for both of these areas were flagged as below average and, therefore, raised some concerns. The Coordinator of Career Planning (my boss) and the Coordinator of Job Placement (myself) are perplexed by these numbers because they meet with many students and most – if not all – seem to be quite satisfied with the services they receive.

1a. The group or person(s) that sponsors the evaluation of the change are...

Career Center Staff: The Coordinator of Career Planning and the Coordinator of Job Placement

1b. The people they seek to influence with the results are...

Primarily administrators such as the Director of Counseling, the Dean of Enrollment Services because – should we increase usage of services as the result of a marketing campaign– they would be key players in advocating for more resources. We would also hope to influence students and faculty by demonstrating that our services (1) exist and (2) are helpful.

1c. The actions/decisions/policies those people might improve or affirm concern...

The sponsors wish to validate that the survey results are not a reflection of the quality of work; rather, they show that a marketing campaign could potentially improve the results.

2. General Question: The comparison needed to evaluate the effectiveness of the change is between two (or more) situations, namely:

A. a comparison of...

The distribution of marketing materials (bookmarks) at the beginning of workshops. The comparison will be conducted as follows: Workshops will be conducted in 5 different classrooms. My boss will introduce herself and verbally state the name of our department (Career Center) and state the services we offer using a script (for consistency). One week later, I will enter the same classrooms and administer a critical incident survey that will quiz the students about (1) the name of the department that offered the workshop (i.e. Career Center); (2) what services we offer; and (3) where they can locate the services on campus (Campus Center). The answers to the questions will be analyzed using a coding method. The comparison group will be an additional five workshops. This time, my boss state what our services are using the same script;

however, she will pass out bookmarks at the end of the workshop that will list our services, contact information, etc. I will enter these same classrooms one week later and administer the same survey. Results from these will be compared to the other classes where bookmarks were not distributed. If the students retain more information, we will be able to attribute the difference to the distribution of bookmarks. Therefore, the intervention is the distribution of bookmarks at the end of workshops.

B. with respect to differences in the general area of...

... helping students retain knowledge of our services and where to access them.

3. Specific observables: To undertake that comparison, the effects of the change will be assessed by looking at the following specific variable(s) in the two (or more) situations...

Bookmarks will be distributed at the end of a workshop. The "intervention" is the distribution of bookmarks that lists information about our services. There will be 5 iterations/cycles; the process is described in 2.A.

4. The methods to be used to produce observations or measurements of those variables are...(survey, questionnaire, etc.)

Surveys of classrooms that ask open-ended questions, administered with or without receiving marketing materials.

5a. The people who will be observed/measured are...

Students who participate in classroom-based workshops.

5b. The observing/measuring is done in the following places/situations... or derived indirectly from the following sources...

Students will be asked a series of open-ended questions exactly one week after participating in a workshop. The survey will be administered by someone other than the person who conducted the workshop.

6. The observations/measurements will be analyzed to determine whether the two situations are significantly different in the following manner...

We will devise a method of scoring answers from open-ended questions.

7a. Given that people who will interpret (give meaning to) the analysis are...

Career Center Staff: The Coordinator of Career Planning and the Coordinator of Job Placement

7b. The analysis will be summarized/conveyed in the following form...

A report will be prepared that will summarize the narrative answers to the survey.

When the results are available, the following steps can be pinned down. In the design stage, you should lay out different possibilities.

8a. The results show that what has been happening is...

Because the surveys will consist of open-ended questions, I will have to learn how to code the answers. In general, I will be looking for an increased retention of knowledge around who offered the workshop, the services that are offered, and where they can be located on campus.

8b. This will be reported through the following outlets...

Answers to critical incident surveys

9. What has been happening is happening because...

There will be an increased retention of knowledge because of the bookmarks. Also, we are considering bookmarks because they are useful and therefore less likely to be thrown away.

10. The lessons learned by sponsors of evaluation are that...

Visual aids help students retain information about us.

11. What the sponsors should now do differently is...

Reflect on what worked and what didn't. We could interview a few of the students and ask them they felt the bookmarks helped them remember who we are.