

# Full Evaluation Clock

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March 31, 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...**

Will the distribution of useful marketing materials (e.g., bookmarks) at workshops help students retain information about (1) who offered those services (i.e., the workshop); (2) the range of services offered; and (3) where they can locate the services on campus?

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

Do students recognize that the services they are receiving are those provided by the Career Center?

**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...**

We will evaluate answers to surveys administered to classrooms that received workshops. Students will complete surveys exactly one week after participating in a workshop. They will be asked a series of open-ended questions to gauge how much they can recall about who offered the workshop (the Career Center); what services the program offers, and where on campus they can go to receive the services. At future workshops, we will distribute useful marketing materials (bookmarks) and administer the same survey. If they can recall more information, we will be able to conclude that it's a marketing issue.

**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...

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

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

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

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