

THEORY BURST: PROGRAM EVALUATION AND IMPROVEMENT



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PROGRAM EVALUATION

- Provide information for making decisions
- Who is the audience for the information?
- What kinds of decisions do they want to make?

TYPES OF DECISIONS

Formative – Decisions for program improvement

Summative – Yes/No decisions on whether to initiate, continue, or expand a program

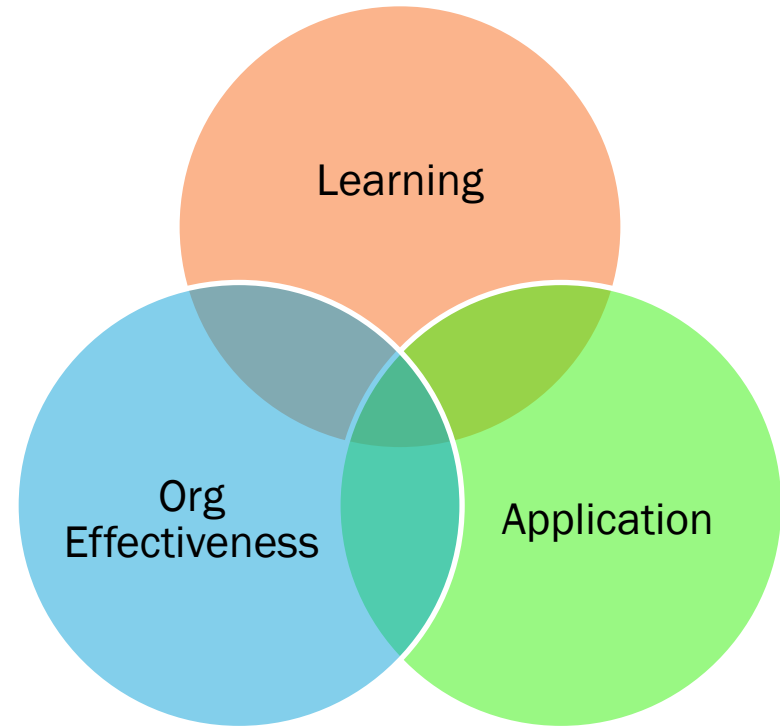
KIRKPATRICK MODEL FOR EVALUATING TRAINING

- Level I: Participant Satisfaction. What did learners see as strengths and weaknesses of the program for them?
- Level II: Learning: Did participants gain the intended knowledge, skills, or attitudes desired? At the intended level?
- Level III: Application: Did participants use the KSA's they gained on the job?

KILPATRICK'S MODEL

Level IV:
Organizational
Impact:

Did using their skills
improve the
organization's
effectiveness or
efficiency?



STEPS TO GOOD EVALUATION

- Identify User
- Consider what you/she/he needs to know
- Develop evaluation question to answer
- Consider how to collect information to answer that question:
Who knows that? How can they tell me?
- Develop measures
- Collect information
- Analyze and interpret to answer question

EXAMPLE

- Training physician's assistants to interview patient
- Audience: People who developed training program
- What do they want to know? How to revise it to make them more likely to use the skills on their job.

EVALUATION QUESTION

- Broad: How do trainees use the interview skills on the job?
- Which skills do they use?
- For those skills, which do they perform well?
- Which skills do they avoid?
- Which do they use but do not perform adequately?
- Why do they avoid certain skills?

TO COLLECT DATA

Who knows this (the behavior in interviewing)?: The trainee, perhaps a supervisor or another trained person present, the person being interviewed

How could we learn it?: Videotape, observe, survey participant, participant's supervisor, person being interviewed.

HOW TO ANALYZE AND INTERPRET

Compare displayed behaviors against standard

Consider setting criteria

Report information to user in a way that is most appropriate for that person