

**Evaluation Proposal of Determining Instructional Purposes**

Evaluation Proposal submitted to  
Far West Laboratory for Educational & Research Development

By  
Educational Technology Evaluator - Chrissy Jarvis  
October 23, 2011

## **Introduction**

Far West Laboratory (FWL) has requested a proposal for evaluating its Determining Instructional Purposes (DIP) training program. FWL is forecasting growth and must first determine this program's worth since it will require a significant capital investment. Thus the goal of this evaluation is to determine the needs to create and market the DIP training program. This evaluation will provide FWL with information, recommendations, and school interest for dissemination of the units.

## **Description of Program being Evaluated**

The DIP program, developed by FWL, targets school administrators and educational administration graduate students with skills to plan effective school programs. This DIP training program consists of a coordinator handbook and training units in print form. The training units are intended to be self-contained and designed to use independently or in combination with the other units.

The three training units are; setting goals, analyzing programs, and deriving objectives. Each of these units also include four to six modules that focus training on specific instructional objectives. Modules consist of reading material, activities, and feedback for use in a short-term workshop, small group, or individual sessions.

## **Evaluation Method**

The purpose of this evaluation is to determine whether there is a market for the DIP program for educational institutions to use as a training guide. FWL would like to grow their product and need to establish if this program justifies a capital investment. In addition, they would like information and recommendations regarding the dissemination of units. As a result FWL desires to market this program with the purpose of training school administrators with skills to plan effective school programs.

The evaluation will target school administrators, graduate students in educational administration, and FWL employees including DIP designers. There is also critical information needed to complete this evaluation. First and foremost, a determination as to the need for this program must be established. Second, the most effective training method, in this case materials, should be determined. Efficiency, related to cost for the program, is also necessary. Lastly, the impact this program has had prior.

A meeting with FWL stakeholders to discuss details of the DIP program will provide a program description with the objectives they are trying to achieve, their expected outcomes, and timeframe related to the final evaluation results. A goal-based evaluation model will help all participants conceptualize the evaluation task. Quantitative and qualitative methods will be used to collect data, which will include questionnaires, interviews, and a cost analysis. Questionnaires

and interviews will be conducted pre-participation and post-participation to determine need, attitude, time management, program worth, and learning growth.

A test group will participate in the training using the individual session option since participants are working educators. This group will consist of 10 participants and 1 coordinator, all from the same school, who are interested in this type of training program. Training will consist of 3 hour increments per day over a 3 week period to cover all units. They will be evaluated at the end of training as to the program's effectiveness, efficiency, and impact. This process will occur using the pre and post questionnaires and interview process.

## Task Schedule

Evaluation range: October 1, 2011 – June 15, 2012

<b>Task</b>	<b>Deadline</b>
1. Meet with FWL to discuss details.....	October 24, 2011
a. Description of program	
b. Contract	
c. Timeframe	
d. Objectives and outcomes	
2. Select test group for program participation.....	December 1, 2011
3. Develop questionnaire and interview questions.....	January 5, 2012
4. Review questions with FWL.....	January 12, 2012
5. Materials for coordinators review.....	January 20, 2012
6. Conduct pre-participation questionnaires/interviews.....	February 1, 2012
7. Review feedback with FWL.....	February 15, 2012
8. Test group training workshop.....	February 20 – March 9, 2012
9. Conduct post-participation questionnaires/interviews.....	March 14, 2012
10. Conduct Cost Analysis.....	March 30, 2012
11. Compile and analyze questionnaire/interview data.....	April 15, 2012
12. Review feedback with FWL.....	May 1, 2012
13. Submit final evaluation report to FWL.....	June 1, 2012

## Project Personnel

In addition to the noted expert project personnel, qualified support staff will also contribute to the compilation and assistance of conducting this evaluation.

Chrissy Jarvis, M.ET is a senior licensed evaluator, with extensive credentials ranging over a 20 year career. Mrs. Jarvis' education includes as BS in elementary education, and a Masters degree in Educational Technology from the nationally accredited and recognized technology and evaluation institution, Boise State University. Mrs. Jarvis' evaluation history includes the state of Oregon and non-profit healthcare institutions.

Dr. Corey D. Nator is an assistant school administrator who will be acting as the coordinator for the DIP test group. Although Dr. Nator has not prior experience as a training coordinator, he has extensive history coordinating detention rooms for behavior students. He will review, organize, guide, and monitor activities as detailed in the coordinator handbook.

Mr. Mon E. Cruncher is a certified public accountant with a reputable firm who will conduct the cost analysis. He has an extensive history in program review, specializing in saving and spending.

## Budget

<b>Personnel</b>	<b>Cost</b>
Chrissy Jarvis (50 days at \$400 per day)	\$20,000
Dr. Corey D Nator (25 days at \$400 per day)	\$10, 000
Mr. Mon E. Cruncher (contracted at 10 days)	<u>\$5, 000</u>
Personnel	\$35, 000
<b>Miscellaneous</b>	
Postage	\$125
Paper and supplies	\$100
Travel (includes airfare, rental car)	\$1,500
Communication (Phone, Internet, mail)	\$500
Instructional Materials	<u>\$255</u>
Miscellaneous	<u>\$2,480</u>
<b>Total Budget</b>	<b>\$37,480</b>