

A framework for program evaluation

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Agenda

- 13:45 Introduction -
Motives and Backgrounds
- 14:10 An approach to multisite evaluation
- 14:20 SVC mandate
,A manual for programme evaluation‘
- 14:30 Discussion
on utility requirements

SVC-mandate: *A manual for programme evaluation*

With the mandate we want to develop an evaluation tool which...

- draws on the know-how acquired in multiple ICT-evaluations
- provides guidelines for the collection, analysis, and integration of evaluation data
- can be applied both on project and on programme level

Backgrounds and motives

Your

...background

...experience with evaluation

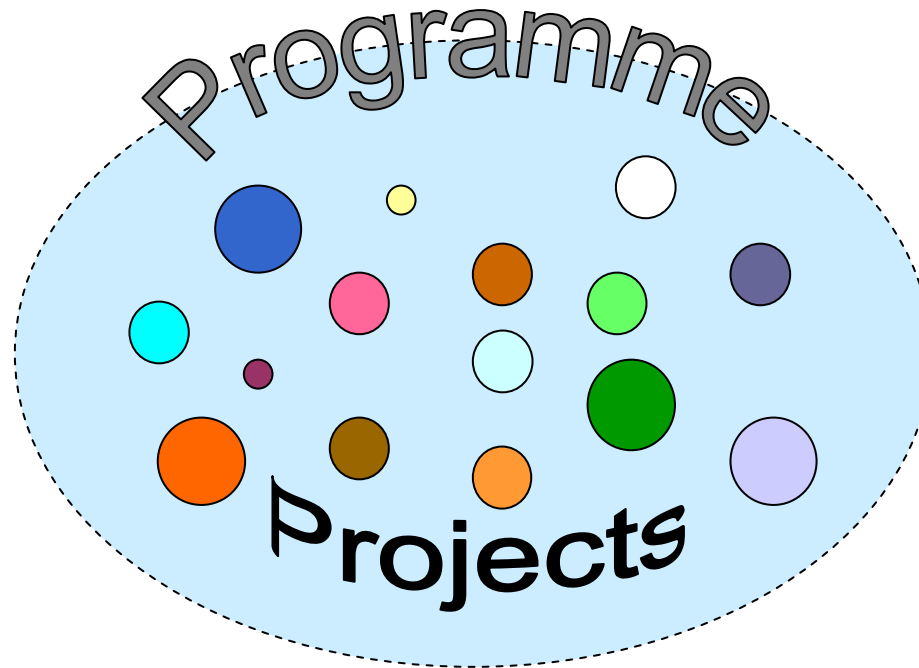
...motivation

An approach to multisite evaluation

Evaluation of ETH-internal programmes

- Evaluation of ‚ETH World‘
 - Changes at the workplace
 - Evaluation of the overall programme
- Evaluation of ‚Fonds filep‘
 - Evaluation of the overall programme

Multisite evaluation





Approaches to multisite evaluation

- Multicenter Clinical Trial
- Cluster Evaluation
- Multisite - / Cross-Site Evaluation
- [Value-benefit analysis]

Value-benefit analysis

● Compare different alternatives

Criteria		Weights		Alternatives			
		group	single	flat A		flat B	
				n	g*n	n	g*n
1. Location	Way to school	20	7	6	42	5	35
	Traffic noise		7	10	70	5	35
	Shopping		6	4	24	8	48
2. Flat	Size	25	10	4	40	10	100
	Isolation		5	8	40	6	40
	Heating		5	8	40	7	40
3. Social factors	Neighbourhood	25	5	9	45	4	20
	Children's friends		15	8	120	6	90
4. Costs	Rent	30	15	5	75	8	120
	Running costs		10	3	30	5	50
	Investments		5	10	50	9	45
Total:		100	100		661		683

n = grade (scale 0 – 10), g = weight

Program evaluation – First step

Clarify goals and priorities


- incorporate different perspectives
- methods:
 - document analysis
 - student questionnaire
 - Delphi-study
 - Interview with project staff
 - Workshop with programme management and project staff
- hierarchical structuring: [goal system](#)
- weighting: where are priorities to be set?


Goal system


<i>Program Level</i>		<i>Project Level</i>	
<i>Visions</i>	<i>Goals</i>		<i>Indicators</i>
<i>ETH World should...</i>	<i>More concretely, this vision means that ...</i>		<i>The accomplishment of this goal in our project is proved by...</i>
... create synergies by connecting virtual with physical space.	... objects and information are accessed easily.		
	... the physical space is used more efficiently.		
... provide an innovative IT-infrastructure.	... the system is open, i. e. expandable.		
	... the capacity of the system is scalable.		
	... the security in the system is provided.		

Programme evaluation – Second Step

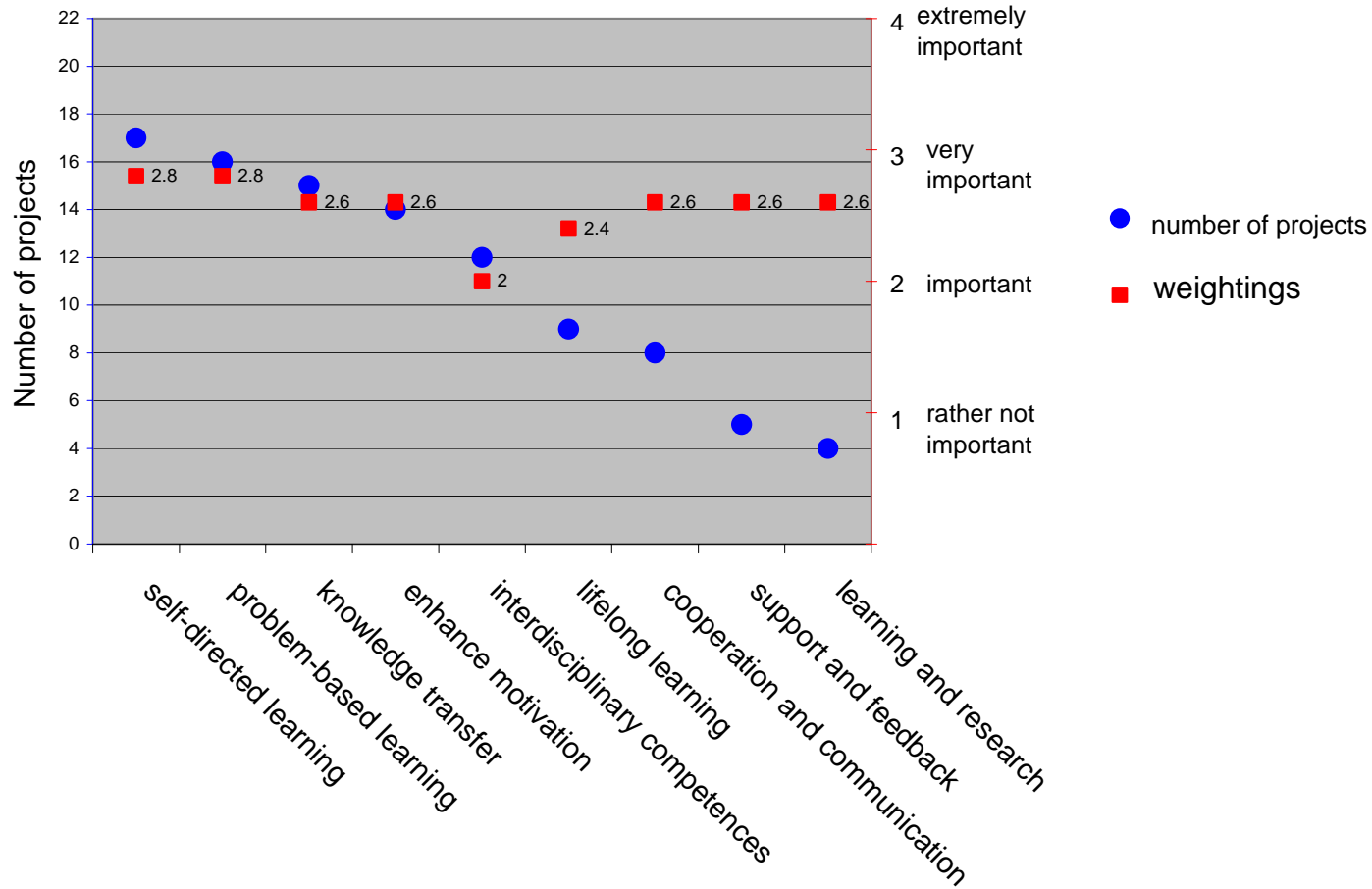
Analyse ‚project landscape‘

- with the goal system 
 - overview of project activities
 - possible gaps between activities and priorities

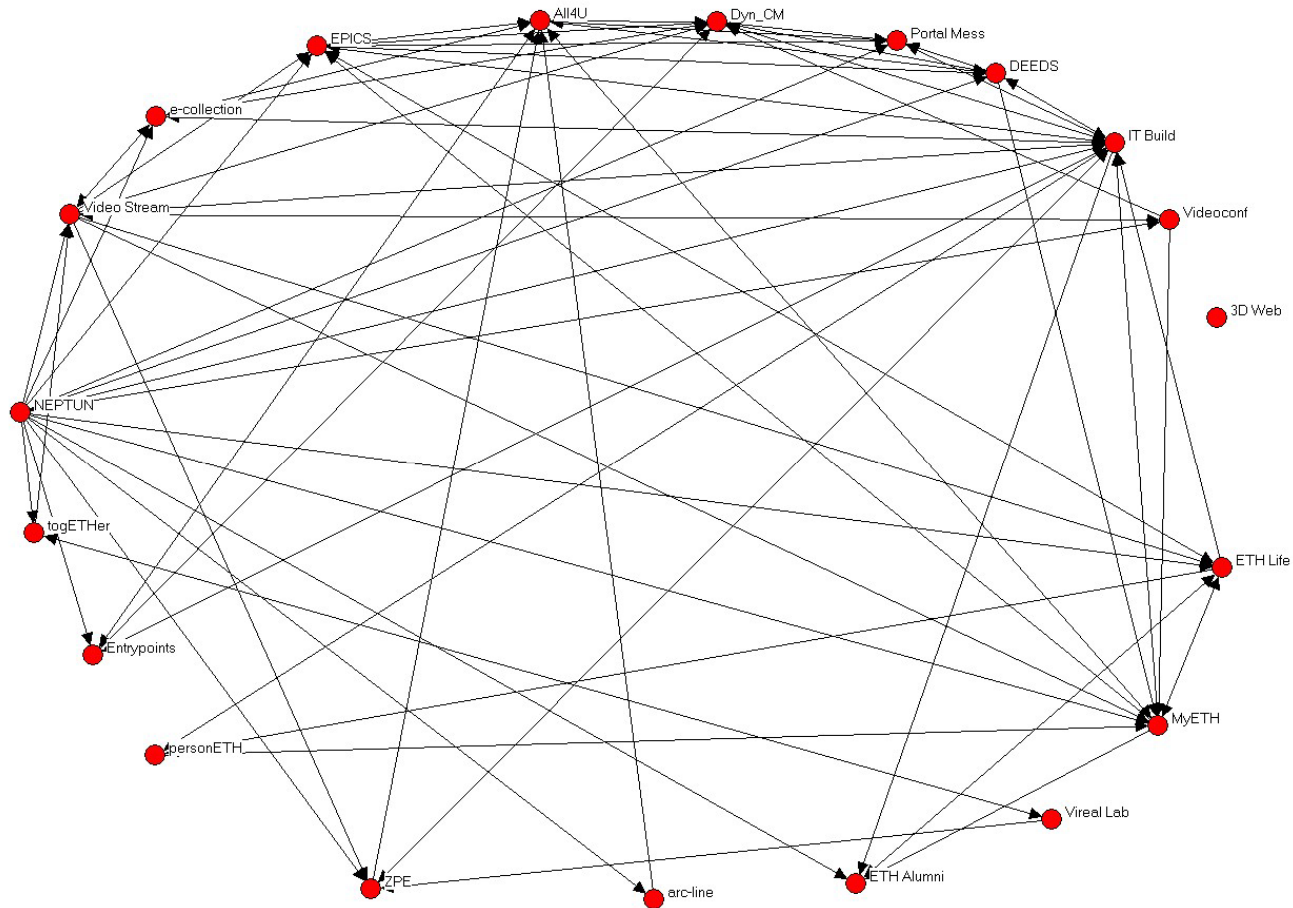
- networking 
 - to know and to be known
 - intake- / output-relations
 - cooperation

- system levels and impact 

Project landscape - with the goal system

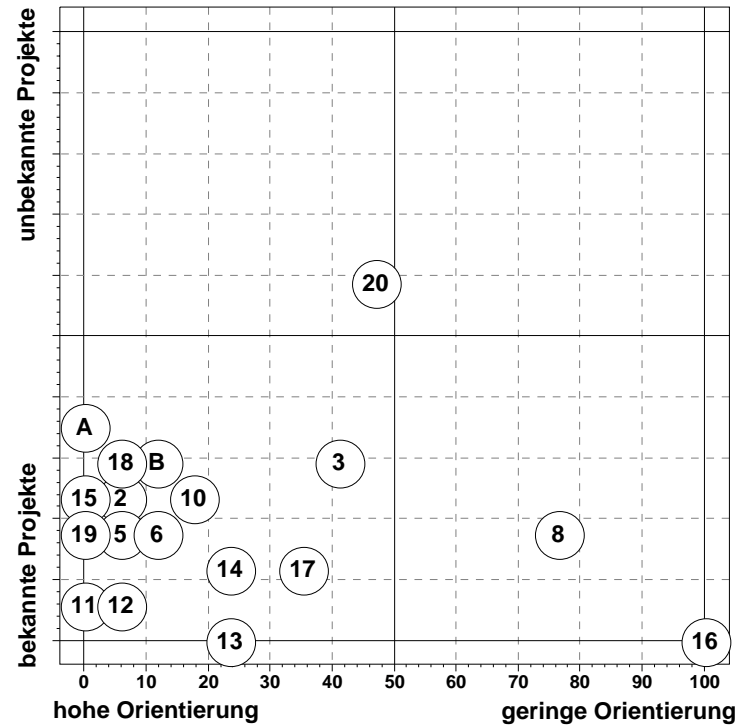
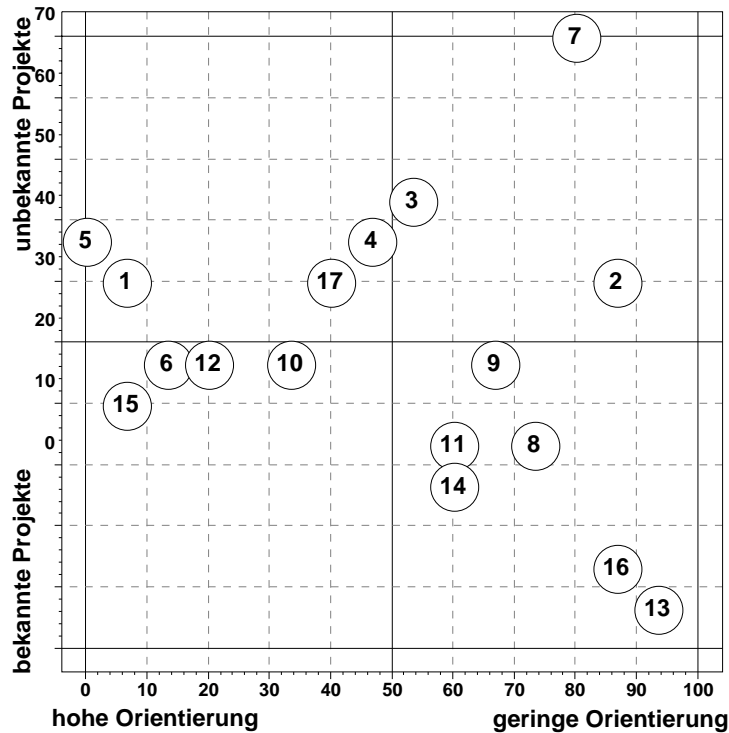


Project landscape - networking

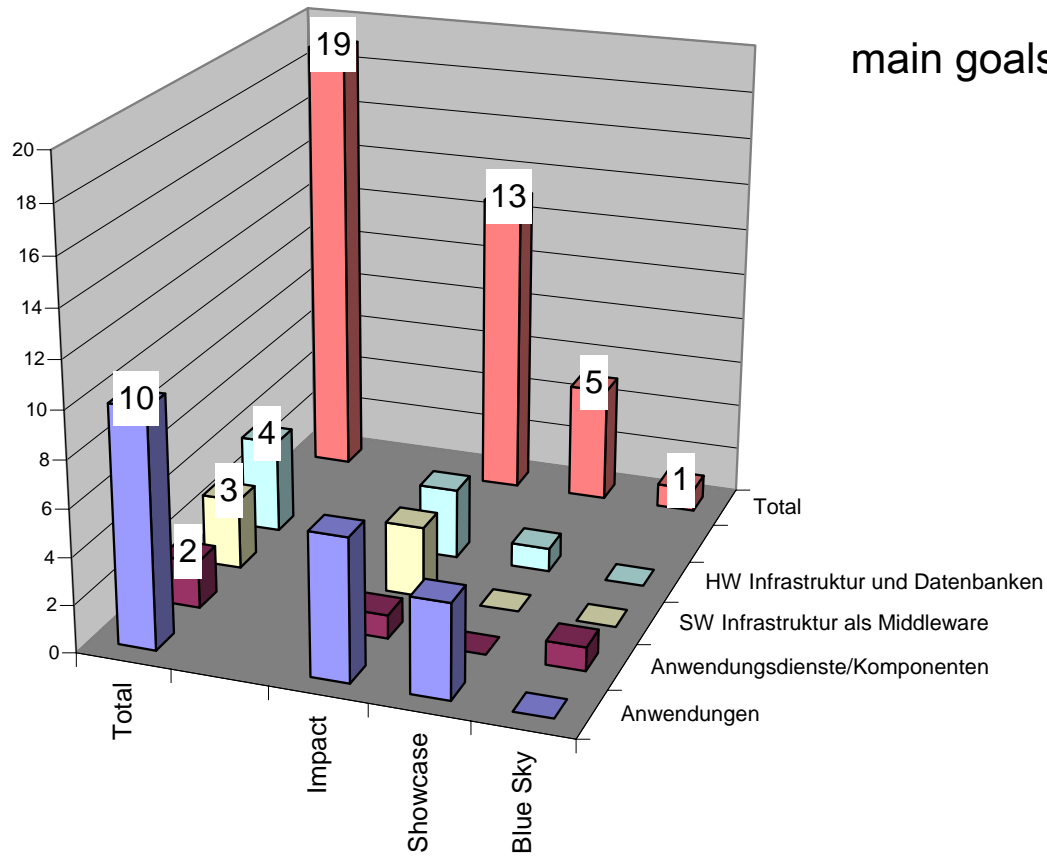


Project landscape - networking

„To know and to be known“: ETH World-projects (t1 und t2)

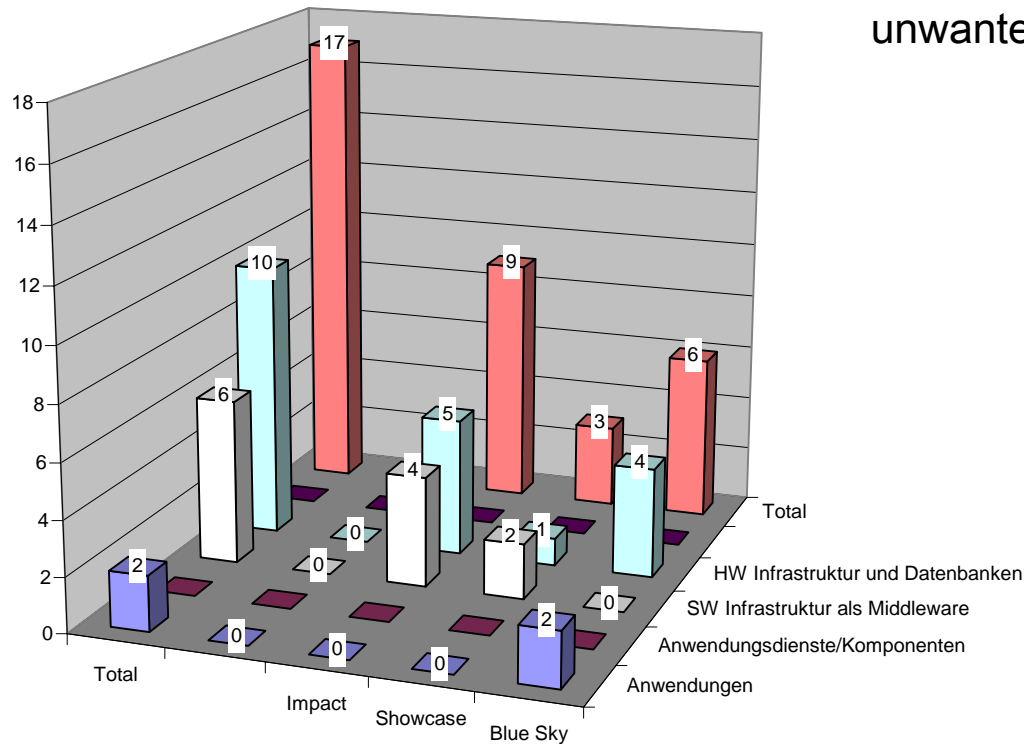


Project landscape - system levels and impact



main goals of ETH World-projects

Project landscape - system level and impact



unwanted activities

Programme evaluation – Third step

collect evaluation data

● Fonds filep

- project questionnaires
- student questionnaires

... with items that are relevant for each respective project

● ETH World

- self-evaluation (project questionnaires)

Programme evaluation – Fourth Step

Analyse evaluation data

... with respect to goals that are relevant on program level

Criteria		Weights		Projects				Total
		group	single	Project A		Project B		
				n	g*n	n	g*n	
Vision 1	Goal 1.1	20	7	6	42	5	35	760
	Goal 1.2		7	10	70	5	35	77
	Goal 1.3		6	4	24	8	48	105
								72
Vision 2	Goal 2.1	25	10	4	40	10	100	1425
	Goal 2.2		5	10	50	4	20	140
	Goal 2.3		5	8	40	6	40	70
	Goal 2.4		5	8	40	7	40	80
								80
Vision 3	Goal 3.1	25	5	9	45	4	20	
	Goal 3.2		15	8	120	6	90	
	Goal 3.3		5	7	35	8	40	
Vision 4	Goal 4.1	30	15	5	75	8	120	
	Goal 4.2		10	3	30	5	50	
	Goal 4.2		5	10	50	9	45	

n = grade (Skala 0 – 10), g = wehgt

SVC-mandate: *A manual for programme evaluation*

Objectives:

1. Sharing of evaluation experience and knowledge (10/04)
2. Development of a manual (03/05)
3. Applying and testing the manual (10/05)
4. Publishing the manual (12/05)

SVC-mandate: *A manual for programme evaluation*

Benefits

- *Program evaluators / Competence centers*
- *Swiss Virtual Campus / Program managers*
- *Project managers / evaluators*

Partners

- Ulrike Rinn, Institut für Wissensmedien (IWM), Universität Tübingen
- Martina Dittler, Universität Basel, LearnTechNet
- John Krieger, Institut für Kommunikation und Kultur, Universität Luzern
- Schewa Mandel, E-Learning Center, Universität Zürich
- Cornelia Rizek, Damian Miller, SVC-Mandat eQuality, Universität Zürich
- Jasmina Hasanbegovic, Swiss Centre for Innovations in Learning (SCIL), Uni St. Gallen
- Marianne Gertsch, Karl Weber, Koordinationsstelle für Weiterbildung, Universität Bern
- Hervé Platteaux, Centre NTE, Université de Fribourg
- Frederico Flückiger, eLab, USI / SUPSI Lugano
- Martin Vögeli, Zürcher Hochschule Winterthur.

Discussion

- Which problems or difficulties have you (frequently) had with evaluations?
- What would help you in conducting evaluations?
- If a handbook is to be useful for you: which requirements should it meet? What should be the content?

Contact

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