

PSYCHOLOGY 514 PROGRAM EVALUATION

Spring 2010

INSTRUCTOR: William (BILL) PFOHL
OFFICE 265 TATE PAGE HALL

PHONE: WKU 745-4419
HOME:
782-9319

E-MAIL: William.Pfohl@wku.edu

Required Texts:

Posavac, E. J. & Carey, R.G. (2007). *Program evaluation: Methods and case studies, 7th edition*. Upper Saddle River, New Jersey: Prentice Hall.

von Oech, R. (1990). *A whack on the side of the head: How to unlock your mind for innovation - revised*. New York: Warner Books. (Same as for Consultation)

Bridges, W. (1991). *Managing transitions: Making the most of change*. Reading, MA: Addison-Wesley Publishing Company. Or 3rd Edition (2009)

Almost Required and strongly suggested: (Really great books)

Johnson, S. (1998). *Who moved my cheese?* New York: G.P. Putnam's Sons.

Senge, P. (1998). *Schools that learn*. New York: Doubleday. (See their web site www.fieldbook.com)

Additional Resources:

Attkisson, C.C., Hargreaves, W.A., Horowitz, M.J. & Sorensen, J.E. (1978) *Evaluation of human service programs*. New York: Academic Press.

Bridges, W. (1992). *The character of organizations: Using Jungian type in organizational development*. Palo Alto, CA.: Davies-Black Publishing.

Cook, T.D. & Campbell, D.T. (1979) *Quasi-Experimentation: Design & analysis issues for field settings*. Chicago: Rand McNally College Publishing. Co..

Graden, J.L., Zins, J.E., Curtis, M.J. (1988) *Alternative educational delivery systems: Enhancing instructional options for all students*. Silver Spring, MD.: National Association of School Psychologists.

Maher, C.A. & Bennett, R.E. (1984) *Planning & evaluating special education services*. Englewood Cliffs, N.J.: Prentice-Hall, Inc.. (out of print but excellent resource, if you can find it.)

Mager, R.F. (1984) *Preparing Instructional Objectives. Revised 2nd edition.* Belmont, CA: David S. Lake Publishers.

Molnar, A. & Lindquist, B. (1989) *Changing problem behavior in schools.* San Francisco, CA: Jossey - Bass Publishers.

von Oech, R. (1986) *A kick in the seat of the pants.* New York: Harper & Row, Publishers, Inc.

Peters, T.J. & Waterman, R. (1982). *In search of excellence.* New York: Time Warner Books.

Rossi, P. H., Lipsey, M. W., Freeman, H. E. (2004). *Evaluation: A systematic approach, seventh edition.* Thousand Oaks, CA. Sage Publications.

Senge, P., Kleiner, A., Roberts, C., Ross, R., Roth, G., Smith, B. (1999). *The dance of change: The challenges of sustaining momentum in learning organizations.* New York: Currency Doubleday.

Senge, P. M. (1994). *The fifth discipline: The art and practice of the learning organization.* New York: Currency-Doubleday. (From a business point of view - truly exceptional).

Stoner, G., Shinn, M., Walker, H. (Eds.) (2002). *Interventions for achievement and behavior problems- II.* Bethesda, MD: National Association of School Psychologists.

Watzlawick, P. (1974). *Change: Principles of problem formulation and problem resolution.* New York: W.W. Norton & Company. (Your next book to read!)

Walzlawick, P., Helmick Beavin, J., & Jackson, D.D. (1967). *Pragmatics of human communication: A study of interactional patterns, pathologies, and paradoxes.* New York: W. W. Norton & Company.

Requirements:

- Exam - 50% of grade.
- Project - outline to be handed in by March 17, 2010. Final Project due April 28, 2010. 40% of grade. Will do presentation of your topic to whole class.
- Class participation - keeping up with readings. 5-10% of grade. (I can tell if you are not keeping up)
- Pop Quizzes - to cover readings - 5%

YOU NEED TO DISCUSS YOUR PROJECT WITH INSTRUCTOR AT LEAST TWICE BEFORE FINAL DRAFT.

Course Objectives:

- To introduce student to the history & theoretical foundations of program evaluation.
- To understand and be able to perform a Needs Assessment.
- To prepare & write a student project in an evaluation format.
- To introduce the student to a "different way of thinking" about events they will face in their professional careers.
- To become knowledgeable in writing behavioral and performance objectives.
- To understand quasi-experimental designs.
- To be familiar with a variety of program evaluation methodologies.
- To understand the differences between formative & summative evaluation strategies.
- To learn how to write a grant in an evaluative format.
- To learn how to use Goal Attainment Scaling.
- To understand the decision making process as it relates to goal setting & evaluation.
- To learn about obstacles to program evaluation & development and how to overcome them.
- To learn how to write an evaluation report.
- To understand how to apply the course materials to a wide variety of clinics, agencies, schools, & individuals.
- To be able to use Excel Spreadsheets for data collection (Office 2007)
- To address current school/education based topics and develop critical thinking about how schools make decisions.

Additional Resources:

Volume 8 (4) November 1977 Special Issue: *__Evaluation of psychological service delivery programs*, pp. 377-673.

Professional Psychology Volume 11 (1) February 1982 Special Issue: *Peer review & quality assurance*, pp. 5-166.

Journal of School Psychology Volume 16 (4) 1978 Special Issue: *School psychology and program evaluation*, pp 292-386.

Burk, R. & Rossi, P. (1997) *Thinking about program evaluation -2*. Newbury Park, CA: SAGE Publications, Inc.

Hargraves, W.A., Attkisson, C.C., & Sorensen, J.E. (1977) *Resources materials for community mental health program evaluation. Second edition*. Washington, D.C.: NIMH (Publication No (ADM) 77-328).

Kosecoff, J. & Fink, A. (1982) *Evaluation basics: A practitioner's manual*. Beverly Hills, CA: SAGE Publishers, Inc..

Popham, W.J. (ed.) (1974) *Evaluation in education current applications*. Berkeley, CA: McCutrhan Publishing Corp.

Rutman, L. (ed.) (1977) *Evaluation research methods: A basic guide*. Beverly Hills, CA: SAGE Publications, Inc..

Schulberg, H.C. & Baker, F. (1979) *Program evaluation in the health fields Vol II*. Beverly Hills, CA: SAGE Publications, Inc..

Stadish, W., Cook, T., & Leviton, L. (Eds.) (1991) *Foundations of program evaluation: Theories of practice*. Newbury Park, CA.: SAGE Publications, Inc.

Struening, E.L. & Guttentag, M. (Eds) (1975) *Handbook of evaluation research. Vol I & II*. Beverly Hills, CA: SAGE Publications, Inc..

Stufflebeam, D., Foley, W., Gephart, W., Guba, E., Hammond, R., Merriman, H., Provus, M. (1971) *Educational evaluation & decision making*. Itasca, Il.: F.E. Peacock Publishers, Inc..

SAGE Publications carries a wide variety of program evaluation materials
Address: P.O. 5084 or 2455 Teller Road
Thousand Oaks, California 91359-9924
Phone: 805 499-9774

Jossey Bass Publishers does as well.