



THE OHIO STATE UNIVERSITY

JOHN GLENN COLLEGE OF PUBLIC AFFAIRS

Public Affairs Program Evaluation

PUBAFRS 4000

SPRING 2017

Monday & Wednesday, 12:45-2:05 PM

Mendenhall Lab 174

Dr. NEAL H. HOOKER

Professor of Food Policy

210R Page Hall, T: 614-292-8188 hooker.27@osu.edu

Office Hours: Monday & Wednesday 10:30am-12:00pm
and by appointment

Course Description: To enhance the student's understanding of program evaluation and research design. To become a better consumer/initiator of evaluation research.

Learning Objectives: By the end of this course students will be able to:

- Critically assess evaluation plans/research designs and research output.
- Conduct an outcome evaluation study, and
- Think like a policy analyst.

Text: *Program Evaluation: Methods and Case Studies* 8th Edition by Emil J. Posavac. (2011). Routledge, Taylor & Francis Group. ISBN 9780205804979

Carmen: Slides/handouts, additional readings and interesting links, announcements, grades, and other information as needed. You will need a recent version of an adobe/pdf reader.

Expectations: Attendance and involvement in class is vital, **be prepared to discuss the material assigned**. Cheating and plagiarism will be punished to the full extent of OSU's Code of Student Conduct <http://studentaffairs.osu.edu/csc/>. In particular, Section 3335-23-04 regards prohibited conduct subject to disciplinary action. Case studies and papers are to be uploaded to Carmen dropbox by 5:00pm on the due date. Late graded elements will be deducted points.

Grades:

Case studies (6, 5% each)	30%	90% +	A or A-
Exam 1	20%	80% +	B+ B or B-
Outcome evaluation draft	10%	70% +	C+ C or C-
Exam 2	20%	60% +	D+ or D
Outcome evaluation final	20%	59% or below	E
TOTAL	100%		
		Up to 10% bonus points throughout class	

<i>Criteria</i>	Draft Evaluation 10% of class grade	Final Evaluation 20% of class grade
	<i>Points</i>	<i>Points</i>
Grammar	10	10
Logic model	20	20
Evaluation question	10	10
Literature review	20	20
Supporting data	40	40
Quality of design	0	40
Data analysis plan	0	30
Findings interpretation plan	0	30
Total	100	200

SAMPLE

Accommodation for Disabled Students

The Ohio State University Office for Disability Services is a key resource for disabled students who require assistance. If you anticipate needing their assistance contact them as soon as possible.

150 Pomerene Hall, 1760 Neil Avenue

Tel: 614-292-3307 <http://www.ods.ohio-state.edu/>

Student Wellness: As a student you may experience a range of issues that can cause barriers to learning, such as strained relationships, increased anxiety, alcohol/drug problems, feeling down, difficulty concentrating and/or lack of motivation. These mental health concerns or stressful events may lead to diminished academic performance or reduce a student's ability to participate in daily activities. The Ohio State University offers services to assist you with addressing these and other concerns you may be experiencing. If you or someone you know is suffering from any of the aforementioned conditions, you can learn more about the broad range of confidential mental health services available on campus via the **Office of Student Life Counseling and Consultation Services (CCS)** by visiting ccs.osu.edu or calling 614-292- 5766. CCS is located on the 4th Floor of the Younkin Success Center and 4th Floor of the PAES Building. 24 hour emergency help is also available through the National 24/7 Prevention Hotline at 1-800-273-TALK or at suicidepreventionlifeline.org

Accommodation Policy: The University strives to make all learning experiences as accessible as possible. If you anticipate or experience academic barriers based on your disability (including mental health, chronic or temporary medical conditions), please let me know immediately so that we can privately discuss options. To establish reasonable accommodations, I may request that you register with Student Life Disability Services. After registration, make arrangements with me as soon as possible to discuss your accommodations so that they may be implemented in a timely fashion. **SLDS contact information:** slds@osu.edu; 614-292-3307; slds.osu.edu; 098 Baker Hall, 113 W. 12th Avenue.

Statistical Consulting: Students wishing to have additional help with the statistical analysis for their papers may consult with the Statistical Consulting Service (www.scs.osu.edu/) and enroll in their Stat 5700 course (<http://www.scs.osu.edu/stat5760.html>).

Writing Consulting: Students wishing to have additional help with the writing of their papers can meet with a consultant at the Writing Center (<https://cstw.osu.edu/writing-center>).

Library Assistance: The Glenn College has a dedicated librarian at OSU Libraries, David Lincove (lincove.1@osu.edu), who can help provide research assistance. For more information and links to some common public affairs resources, see - <http://go.osu.edu/8gx>.

See Additional Data Resources Handout

Case Studies

Starting from the textbook discussion expand and update the lessons learnt from the case by providing an example **that relates to your program evaluation**. **Approximately** 500 words per case study. Provide references to the work/words of others. Upload via Carmen by 5pm on the due date.

SAMPLE

Class Schedule

Dates	Topic	Reading	Due Dates
9-Jan	Introduction	Chapter 1	
11-Jan	Planning Evaluations	Chapter 2	
18-Jan		McLaughlin & Jordan	
23-Jan	Program Theory	Chapter 3	
30-Jan			
1-Feb	Measurement	Chapter 4	Case Study 1 due 5pm 2/3
6-Feb			
8-Feb	Ethics in Evaluation	Chapter 5	Citi training - bonus points due in class 2/13
13-Feb		Stake & Mabry	
15-Feb	Assessing Need and Information	Chapter 6	
20-Feb			Exam review
22-Feb	Exam 1		
27-Feb	Implementation	Chapter 7	
1-Mar		Harper et al.	
6-Mar	Qualitative Methods	Chapter 8	Case Study 2 due 5pm 3/7
8-Mar			
			Draft Evaluation due 5pm 3/10
3/13-3/17 Spring Break			
20-Mar	One Group Designs	Chapter 9	Case Study 3 due 5pm 3/21
22-Mar			
27-Mar	Quasi-Experiments	Chapter 10	Case Study 4 due 5pm 3/28
29-Mar			
3-Apr	Experiments	Chapter 11	Case Study 5 due 5pm 4/4
5-Apr			
10-Apr	Costs and Outcomes	Chapter 12	Case Study 6 due 5pm 4/11
12-Apr			Exam review
17-Apr	Exam 2		
19-Apr	Communicating Evaluations	Chapters 13 & 14	
		USAID How-to note	
24-Apr	1-on-1 meetings about paper		Final Evaluation due 5pm 4/26

Outcome Evaluation

You will prepare an outcome evaluation for a program of your own choosing. The program may be local, state, national, or international.

The final paper should be approximately 3,000 words.

Your paper will:

1. Briefly describe the program you are evaluating. This explanation must include but should not be limited to a **logic model**. That is, you must clearly articulate the **theory of change** for the program as well as develop a logic model for it.
2. Clearly state the **evaluation question**; this must be an outcome question. This step can only be achieved after developing the logic model for your program.
3. Conduct a **literature review** that explains how past research/practice has informed your evaluation design as well as the model specification for statistical analysis. Your review will include the following categories:
 - Previous evaluations of the same and/or similar programs.
 - Empirical studies attempting to predict and explain your outcome variable or similar outcomes, whether or not a study is focused on your program or a similar program.
 - Empirical studies focused on your program but discussing another outcome. In addition to explaining how this past research has informed your design, you must also critique the quality of this research (e.g., in terms of the designs used by these studies). Why is further evaluation required?
4. Identify a **real data set** that you propose to use. **This step is much harder than it seems so start right away.** Describe the data including:
 - Unit of analysis – what is the scale of program?
 - Identify and explain the program and outcome variable(s) and how you would code it/them.
 - How do your variables actually evaluate the program under consideration?
 - Number of observations.
 - Min/max/mean for each variable.
 - Strategies to link datasets if necessary and to “fill-in” missing observations.

Parts 1-4 are to be submitted as a DRAFT due 5:00pm on 3/10/17 via Carmen

5. Propose a **quasi-experimental research design**. Be sure to explain the following about your design:
 - How it addresses the counterfactual.
 - The strengths and weaknesses with respect to internal validity, i.e., in terms of the alternative explanations for the outcome rendered less plausible by the design.
 - The strengths and weaknesses with respect to external validity.
 - Why you chose the design opposed to other perhaps stronger designs?
6. **Data analysis**, including the following:
 - Identify and explain control variables and how you have coded them.
 - Identify and explain the different statistical analyses you have conducted. If this includes multivariate analysis, you must describe which type and also specify the model.
7. **Findings interpretation**, including the following:
 - Decision rule(s) to assess whether the program had the intended impact on the outcome variable. Specify what coefficients to pay attention to, why, and also how (e.g., direction of effect, statistical significance).
 - Cautionary remarks regarding the limitations of the design, data and analysis (e.g., design concerns emphasizing the conditions for causality, analysis concerns such as sample size, measurement reliability and validity, social response bias, etc.).

Build from the feedback on your DRAFT. Include all 7 elements in your FINAL due 5:00pm on 4/26/17 via Carmen