CSUS 833: Program Evaluation in Agriculture and Nat Resources
Spring 2019

CREDITS: *3 credits*

INSTRUCTOR: *Murari Suvedi, Professor*
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Office hours: Monday, Wednesday and Thursday: 10:00-Noon
Date of Final Exam – May 1, 2019

Course Catalog Description: Concepts, theories, procedures and applications of program evaluation. Planning and implementing evaluations of food, agriculture and natural resources programs. Logic models, evaluation plans and instruments, data analysis and written reports.

Learning Objectives: At the end of the course, students will be able to:

1. Develop an understanding of the major program evaluation approaches used in agriculture and natural resources management settings.
2. Outline the steps in planning, conducting, and reporting of a program evaluation.
3. Examine and analyze various program evaluation models pertinent to food, agriculture and natural resource management programs and projects. Discuss, critique, and evaluate the strengths and weaknesses of various evaluation models.
4. Develop an evaluation plan for a program or project.
5. Identify or create appropriate quantitative and/or qualitative data collection methods and instruments.
6. Collect survey data; utilize software (such as SPSS) for data entry, data analysis.
7. Interpret data and prepare a written evaluation report.

Required and Recommended Course Materials (textbooks, readings, supplies)
Rossi, Peter et al. (2004). Evaluation: A Systematic Approach (7th Edition). Thousand Oaks, California: Sage Publications.

Weiss, Carol H. (1998). *Evaluation: Methods for Studying Programs and Policies (2nd Edition)*. New Jersey: Prentice Hall.

Frechtling, J. (2010). *The 2010 User-Friendly Handbook for Project Evaluation. Washington, D.C.: National Science Foundation*. http://www.nsf.gov/pubs/2002/nsf02057/start.htm

Suvedi, M. (2011). Evaluation of Agricultural Extension and Advisory Services: A Training Manual. https://meas.illinois.edu/training-material/

Cronk, B.C. (2013). How to Use SPSS: A Step by Step Guide to Analysis and Interpretation. Glendale, CA: Pyrczak Publishing.

Selected Chapters from the following books/Online publications:

Alkin, Marvin C. (2011). *Evaluation Essentials: From A to Z.* New York: The Guilford Press.

Fitzpatrick, Jody L.; Sanders, James R.; and Worthen, Blaine R. (1997). *Program Evaluation: Alternative Approaches and Practical Guidelines*, Second Edition. New York: Longman.

Kerlinger, Fred N. and Lee, Howard B. (2000). *Foundations of Behavioral Research (4th Edition)*. Australia: Thomson Learning.

Patton, Michael Quinn (1997). Utilization Focused Evaluation: The New Century Text. Thousand Oaks: Sage Publications.

Online Evaluation Resource Library. http://oerl.sri.com/

Dates of Required Assignments, Quizzes, Tests:
Short exercises are due on: 2/6/2019; 2/27/2019; 3/20/2019; and 4/24/2019
Midterm: 3/13/2019
Final Exam: May 1, 2019

Grading Criteria and Method Used to Determine Final Course Grade:
(a) Midterm (Midterm will have multiple choice and true/false type questions.)	**20%**
(b) Final Exam (Final exam will multiple choice and true false type questions)	**30%**
(c) Short Assignments: (4 short exercise, 5 points for each exercise)	**20%**
(d) Term Project: Evaluation Proposal	**20%**
(e) Attendance, Participation, and Project Presentation	**10%**

Final Grade:

90-100 = 4.0	85 - 89 = 3.5	80 - 84 = 3.0
70 - 79 = 2.5	60 - 69 = 2.0	59 and below = Fail

Attendance Policy: Attendance is required, and 10% grade is based on attendance and class participation.

D2L Use: Instructor will post most readings and assignments in D2L.

Turn It In Policies (and plagiarism policies): Applies to all written assignments.

Cell Phone, Laptop, Calculators, Other Electronic Equipment Use Policies: N/A

MSU Statement on Academic Honesty

"Michigan State University is committed to fostering a culture of caring and respect that is free of relationship violence and sexual misconduct, and to ensuring that all affected individuals have access to services. For information on reporting options, confidential advocacy and support resources, university policies and procedures, or how to make a difference on campus, visit the Title IX website at www.titleix.msu.edu."

Accommodations for Students with Disabilities: Inform the instructor for any disabilities

Drops and Adds: As per MSU policies

Commercialized Lecture Note Policies: N/A

Internet Use Policies: Use of Internet for course work is allowed as per MSU policies

Disruptive Behavior: Students should follow MSU policies

Attendance by those not enrolled, or who may be dropped (see policies on auditing: https://reg.msu.edu/ROInfo/EnrReg/Visitor.aspx)

Campus Emergencies: As per MSU policies

Appropriate and Inappropriate Collaboration Guidelines and Policies: Follow MSU Policies

(class schedule on following pages)

Class Schedule (spring 2019)

Date	Topic	Assignment	Readings
1/9	**Introduction to the course** **Overview of Angel: MSU's online course management software**	**Self introduction** **Complete Readings**	Weiss, Chapter 1, pp. 1-19. Frechtling (2010). Chapter 1-3, pp. 1-38
1/16	**Introduction to Program Evaluation:** -What, why, when evaluation? - Role of Evaluator - Types of evaluation - Steps in evaluation - Evaluability-Assessment	**Exercise 1:** Identify a program or project or policy you would like to evaluate. Describe it briefly (When did it start? What are its goals/objectives? Who are its audience? Who funded it? Evaluability? etc.). **Due on 2/6/19.**	Frechtling (2010) Chapter 4-5, pp. 39-56 Evaluability-assessment: http://www.jrsa.org/jjec/about/briefing_evaluabilit assessment.html Baker & Sabo (2004). Participatory Evaluation Essen Rossi, Peter et al. (2019) Chapter 1
1/23	Alternative Views of Evaluation		Worthen, Sanders and Fitzpatrick (1997), Chapter 4,
1/30	**Models for Program Evaluation:** - Program Logic Model - Hierarchy of Program Evaluation		Handouts on Targeting Outcomes of Programs (TOP Israel, G.D. (2001). Using Logic Models for Program Development. http://edis.ifas.ufl.edu.
2/6	**Planning the Evaluation** - The right time to evaluate - Qualitative or quantitative? **Research Designs for Evaluation**		Taylor-Powell, Steel & Douglah, 1996. University of Wisconsin-Extension http://learningstore.uwex.edu/Planning-a-Program Evaluation--P1033C0.aspx Suvedi, M. (2011). Program Evaluation of Ag Extensi Advisory Services, Pp. 33-45.

2/13	**Collecting Evaluation Data** Sources of data Ethical issues in collecting data Gathering credible evidence Use of mixed methods	**Exercise 2:** Critique an evaluation paper/report. **Due on 2/27/19**	Frechtling (2010). Chapter 6-8, pp.75-110 Patton, Chapter 11, pp. 239-264. Suvedi and Morford (2003). Pp 11-21
2/20	**Evaluation Instruments: Surveys** - Mail survey - Telephone interview - On-line survey Errors that affect survey accuracy	**Assign Exercise 3:** Critique an evaluation data collection instrument.	Dillman, Chapter 3, pp. 79-148.
2/27	**Additional Data Collection Techniques** - Observations - Tests - Document Studies - Key Informants - Cost Benefit /Cost Effectiveness Analysis	**Ex # 2 due**	Suvedi, M. (2011). Evaluation of Agricultural extensi Advisory Services: A Training Manual. Pp 55-85. Heimlich (1989). Cost Benefit/Cost Effectiveness for Evaluation. Ohio Cooperative Extension Service. EDO pages.
3/13	**Focus Groups** - When to do? - What preparation is needed? - How to conduct? - How to analyze data?	**Mid-Term Exam: Online**	Grudens-Schuck, Allen and Larson (2004). Focus Grc Fundamentals. Iowa State University: University Ext Krueger and Casey (2000). Focus Groups: A Practica for Applied Research. Sage. Page 3-19.
3/20	**When and how to select a sample?**	**Exercise # 3: Due**	Kerlinger and Lee (2000). Sampling and Randomnes Chapter 8, pp 163–186.
3/27	**Data Analysis Using SPSS** - Charts and graphs - Descriptive statistics		Cronk, B.C. (2013). How to Use SPSS: A Step by Step to Analysis and Interpretation, Chapter 1-3, pp. 1-14

4/3 (part 1)	**Analysis and Interpretation of Descriptive Data** Test of association (Chi-square test) and relationships (correlation)	**Assign Ex # 4:** Analyze and interpret data using SPSS.	Cronk, B.C. (2013). How to Use SPSS: A Step by Step to Analysis and Interpretation, Chapter 3, pp. 19-29 Suvedi, M. (2011). Program Evaluation of Ag Extensi Advisory Services, Pp. 81-98.
4/3 (Part 2)	**Analysis and Interpretation of Data:** (Correlation and regression)		Cronk, B.C. (2013). How to Use SPSS: A Step by Step to Analysis and Interpretation, Chapter 5, pp. 45-53 Chapter 7 pp. 93-116.
4/10	**Analysis and Interpretation of Data:** Test of differences - *Paired t-test* - *Independent sample t-test* - *Oneway ANOVA*		Cronk, B.C. (2013). How to Use SPSS: A Step by Step to Analysis and Interpretation, Chapter 6, pp. 57-91
4/17	**Term Paper Presentation Course Summary**	10-15 minute presentation of term project	
4/24	**Course Summary**	**Ex # 4: Due Course Summary**	
5/1	**Final Exam**	Course evaluation	