Formative Evaluation Design Project:

For the final assignment of the first part of the semester, each student will complete a formative evaluation design proposal. Each student should select a program or policy of interest, and develop a formative evaluation design for that policy or program. Select a program or policy from any governmental or non-governmental setting (be creative) and craft a proposal for a formative design, which takes into account the following concerns:

- Description of the program or policy
- Detailed description of program implementation
- Justification for a formative evaluation and discussion of the specific questions that will occupy the focus of the evaluation
- Discussion of the data collection and analysis strategies – with emphasis on the mix of methods
- Sample table of contents that will demonstrate how you would organize and present your findings (table of contents is not included in the page count)

The topic for the individual evaluation design project must be outlined for Prof. Allard in a one-page memo by February 10th. This memo should briefly describe the chosen program or policy, discuss the key concerns or issues that you will have to address in crafting the design, and outline your plan for proceeding with the evaluation design project.

The completed individual design project is due on February 26th at the beginning of class, and should be 10 to 12 double-spaced pages in length in 12 point font and with one inch margins. No late projects will be accepted.

Attach a cover sheet to your assignment with your name on it, this ensures that I can grade these papers blindly. As discussed in the syllabus, this paper comprises 60% of your first-half grade in PPA 722, or 30% of your overall PPA 722 grade. Papers should be free of spelling, typographical, and grammatical errors. Papers should be turned in at the beginning of class during Week Nine – no late papers will be accepted.

Papers will be evaluated on a number of dimensions. First, you will be graded on how well you describe the program or policy, including the causal theory behind the program and the nature of program implementation. Second, you will be graded on how well you justify and construct the formative design. Do you capture the most important or relevant phases of service delivery and implementation? You’re your strategy produce valid and reliable data? From this design, will you be able to track and assess program implementation? Can you explain why a formative evaluation will be of benefit to program managers? Further, you will be graded on how well your data collection strategy relates to the program theory. Will your proposal provide insight into where implementation falters or succeeds? Papers will also be evaluated on the organization and structure of the sample table of contents.