

EvaluATE is located within The Evaluation Center at Western Michigan University in Kalamazoo, Michigan. We are supported by the National Science Foundation under grant number 0802245.



## Mission

EvaluATE promotes the goals of the Advanced Technological Education (ATE) program by partnering with ATE projects and centers to strengthen the program's evaluation knowledge base, expand the use of exemplary evaluation practices, and support the continuous improvement of technician education throughout the nation.

## Goals

- To educate ATE principal investigators and their evaluators about evaluation
- To increase dialogue within the ATE community around evaluation issues
- To collect and disseminate useful data/findings about the ATE program to advance knowledge about ATE/technician education and its evaluation

## Funding

\$2,069,415 over 4 years, beginning July 2008

## Staffing

2.6 FTE, not including contracted work

## Center Activities: July 2008 to January 2012

### Webinars (contributors listed alphabetically)

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Burkhardt, J., Campbell, D., Evergreen, S., Hull, D., & Wingate, L. (2012, January). *Orientation to ATE Survey 2012: What you need to know to get good information into and out of the survey*. Webinar presented to National Science Foundation Advanced Technological Education grantees and evaluators.

Burkhardt, J., Evergreen, S., Kapp, K., & Wilson, K. (2011, November). *e-evaluation: Assessing webinars, social media, and website usage*. Webinar presented to National Science Foundation Advanced Technological Education grantees and evaluators.

Burkhardt, J., Evergreen, S., Kmiec, J., Lewis, E., Ostrander, J., & Wingate, L. (2011, September). *Ready, set, evaluate!* Webinar presented to National Science Foundation Advanced Technological Education grantees and evaluators.

Badway, N., Evergreen, S., Lesiecki, M., Teles, E., & Wingate, L. (2011, July). *Strong evaluation plans = stronger proposals*. Webinar presented to National Science Foundation Advanced Technological Education grantees and evaluators.

- Evergreen, S., Gullickson, A., Mann, C., & Welch, W. (2011, May). *Developing & validating survey instruments*. Webinar presented to National Science Foundation Advanced Technological Education grantees and evaluators.
- Evergreen, S., Monsaas, J., Salinger, G., Viquesney, M., & Wingate, L. (2011, March). *Claims + evidence: Assessing ATE grant outcomes*. Webinar presented to National Science Foundation Advanced Technological Education grantees and evaluators.
- Butzen, S., Evergreen, S., Wilson, K., & Wingate, L. (2011, January). *Making sense of your evaluation data*. Webinar presented to National Science Foundation Advanced Technological Education grantees and evaluators.
- Craft, E., Evergreen, S., Weeks, M., & Wingate, L. (2010, November). *Getting started with your ATE evaluation*. Webinar presented to National Science Foundation Advanced Technological Education grantees and evaluators.
- Bartlett, K., Beheler, A., Evergreen, S., & Wingate, L. (2010, September). *Workforce needs assessment*. Webinar presented to National Science Foundation Advanced Technological Education grantees and evaluators.
- Evergreen, S., Fletcher, L., Kapp, K., Synder, G., Weeks, P., & Wingate, L. (2010, July). *Making evaluation integral to your ATE proposal*. Webinar presented to National Science Foundation Advanced Technological Education grantees, evaluators, and proposers.
- Evergreen, S., Weeks, P., Viquesney, M., & Wingate, L. (2010, May). *Maximizing evaluation impact*. Webinar presented to National Science Foundation Advanced Technological Education grantees and evaluators.
- Gullickson, A. R., Evergreen, S., Saflund, P., Weeks, M., & Wingate, L. (2010, March). *Evaluation data: So you have to do a survey ...* Webinar presented to National Science Foundation Advanced Technological Education grantees and evaluators.
- Evergreen, S., Weeks, M., & Wingate, L. (2010, January). *Evaluation tools: Logic models, success indicators and performance standards*. Webinar presented to National Science Foundation Advanced Technological Education grantees and evaluators.
- Gullickson, A. R., Evergreen, S., Weeks, M., & Wingate, L. (2009, November). *Evaluation basics*. Webinar presented to National Science Foundation Advanced Technological Education grantees and evaluators.
- Saflund, P., Evergreen, S., & Gullickson, A. R. (2009, July). *Developing strong evaluations for ATE projects*. Webinar presented to National Science Foundation Advanced Technological Education proposers.

## Workshops

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- Bailey, T., Kapp, K., Morrill, J., Saflund, P., Sener, J., Wingate, L., & Zamani-Gallaher, E. (2011, October). *ATE evaluation challenges and solutions: A peer-to-peer dialogue*. Preconference workshop given at the annual conference of Advanced Technological Education Principal Investigators, Washington, DC.
- Barger, M., Centonze, P., Della-Piana, C., Evergreen, S., Gullickson, A., & Wingate, L. (2010, October). *Designing practical and useful evaluations*. Preconference workshop given at the annual conference of Advanced Technological Education Principal Investigators, Washington, DC.
- Killion, J. (2010, February). *Professional development impact evaluation*. Workshop conducted at Rio Salado Community College, Tempe, AZ. Hosted by MATEC Networks at Maricopa Community Colleges.
- Rogers, G. (2009, October). *Evaluating student impact*. Workshop conducted at the Community College of Baltimore County, Catonsville, MA. Hosted by the Time Center at the Community College of Baltimore County.

## Presentations (contributors listed alphabetically)

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Evergreen, S. (2011, November). *So what, social media?* Paper presented at the annual meeting of the American Evaluation Association, Anaheim, CA.

Gullickson, A. R. (Chair), & Della-Piana, C. (Discussant). (2011, November). *The evolution of evaluation within a National Science Foundation program: Integrating policy, practice, and vision*. Multipaper session presented at the annual meeting of the American Evaluation Association, Anaheim, CA.

This session includes these presentations:

*Evaluation expectations expressed in National Science Foundation Advanced Technological Education program solicitations: An analysis of changes in de facto evaluation policy since 1993* by L. Wingate

*Evaluative claims and evidence: Current practice* by C. Westine

*Articulating a vision for programwide evaluative claims and evidence: Giving voice to stakeholders* by J. Ostrander & P. Weeks

Wilson, K. (2011, November). *Google analytics: Goldmine of free evaluation data*. Paper presented at the annual meeting of the American Evaluation Association, Anaheim, CA.

Wingate, L. (2011, October). *Evaluating ATE's impact on student outcomes*. Roundtable session at the Advanced Technological Education Principal Investigators Conference, Washington, DC.

Evergreen, S., & Gullickson, A. R. (2011, October). *EvaluATE: Evaluation Resource Center for Advanced Technological Education*. Presentation given as part of the Getting Started Workshop at the Advanced Technological Education Principal Investigators Conference, Washington, DC.

Gullickson, A. (2011, June). Broadening the impact of STEM education through evaluation. Panel session at Broadening Impact: NSF-funded projects at two-year colleges conference, Washington, DC.

Weeks, P. (2011, March). *EvaluATE: The Evaluation Resource Center for Advanced Technological Education*. Poster presented at the ITEST Principal Investigators Meeting, Washington, DC.

Gullickson, A. R. (Chair), & Saflund, P. (Discussant). (2010, November). *Evaluation opportunities within a National Science Foundation (NSF) program*. Multipaper session presented at the annual meeting of the American Evaluation Association, San Antonio, TX. This session includes these presentations:

*Wanted: Evaluators!* by L. Wingate

*Ten-year trends in evaluation practice in an NSF program*, by S. Evergreen & C. Westine

*Evaluating in the community college context*, by P. Weeks & P. Saflund

*Evaluation challenges and innovations in NSF-funded Advanced Technological Education centers*, by A. M. Gullickson

Westine, C., Wingate, L., & Gullickson, A. R. (2010, November). *The importance of using multiple metrics to investigate a single program goal*. Poster presented at the annual meeting of the American Evaluation Association, San Antonio, TX.

Wingate, L. (2010, November). *The use of the Program Evaluation Standards in metaevaluation: Potential and pitfalls*. Paper presented at the annual meeting of the American Evaluation Association, San Antonio, TX.

Evergreen, S., & Gullickson, A. R. (2010, October). *EvaluATE: Evaluation Resource Center for Advanced Technological Education*. Presentation given as part of the Getting Started Workshop at the Advanced Technological Education Principal Investigators Conference, Washington, DC.

Evergreen, S., & Wingate, L. (2010, October). *ATE evaluation: Building a community of practice*. Roundtable session at the Advanced Technological Education Principal Investigators Conference, Washington, DC.

- Weeks, P. (2010, February). *EvaluATE: The Evaluation Resource Center for Advanced Technological Education*. Poster presented at the ITEST Principal Investigators Meeting, Washington, DC.
- Wingate, L. (2010, February). *Metaevaluation data: How much can and should written reports tell us about an evaluation's quality?* Presentation for The Evaluation Center's Evaluation Café series, Western Michigan University, Kalamazoo.
- Gullickson, A. R. (Chair), & Lawrenz, F. (Discussant). (2009, November). *Assessing evaluation needs: Multiple methods and implications for practice*. Multipaper session presented at the annual meeting of the American Evaluation Association, Orlando, FL. This session includes these presentations:
- Metaevaluation as needs assessment*, by L. Wingate.
- Listening to needs: How requests for evaluation assistance can teach us how to be better evaluators*, by S. Evergreen
- Comparison of evaluation use and organizational factors as needs assessment*, by A. M. Gullickson
- Wingate, L. (2009, November). *The Program Evaluation Standards applied for metaevaluation purposes: Investigating interrater reliability and implications for practice*. Paper presented at the annual meeting of the American Evaluation Association, Orlando, FL.
- Gullickson, A. R., Evergreen, S., & Wingate, L. (2009, October). *EvaluATE: Evaluation Resource Center for Advanced Technological Education*. Presentation given as part of the Getting Started Workshop at the Advanced Technological Education Principal Investigators Conference, Washington, DC.
- Boisvert, D., & Wingate, L. (2009, October). *Learning and evaluation*. "Birds of a Feather" sessions conducted at the Advanced Technological Education Principal Investigators Conference, Washington, DC.
- Weeks, P., & Wingate, L. (2009, October). *Evaluation challenges and solutions*. Roundtable session at the Advanced Technological Education Principal Investigators Conference, Washington, DC.
- Saflund, P., Wingate, L., Evergreen, S., & Gullickson, A. R. (2009, July). *Demonstrating value for technology programs*. Presentation at the annual High Impact Technology Exchange Conference, Scottsdale, AZ.
- Wingate, L., & Gullickson, A. R. (2008, October). *Evaluation challenges & solutions*. Roundtable session at the Advanced Technological Education Principal Investigators Conference, Washington, DC.
- Wingate, L., & Gullickson, A. R. (2008, October). *ATE annual survey*. Presentation given as part of the Getting Started Workshop at the Advanced Technological Education Principal Investigators Conference, Washington, DC.
- Wingate, L. (2008, November). *Metaevaluation: Purpose, prescription, and practice*. Paper presented at the annual meeting of the American Evaluation Association, Denver, CO.
- Wingate, L. (2008, November). *Identifying and serving the needs of evaluators in a federally-funded program context*. Roundtable session at the annual meeting of the American Evaluation Association, Denver, CO.
- Gullickson, A. R., & Wingate, L. (2008, October). *ATE professional development evaluation*. Discussion session at the Advanced Technological Education Principal Investigators Conference, Washington, DC.
- Gullickson, A. R., & Wingate, L. A., (2008, October). *Evaluation needs assessment*. Roundtable session at the Advanced Technological Education Principal Investigators Conference, Washington, DC.

## Reports

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- Westine, C. (2011). *ATE program improvement evaluation: 2011 survey data snapshot*. Kalamazoo: The Evaluation Center, Western Michigan University.
- Westine, C. (2011). *ATE professional development claims and evidence: 2011 survey data snapshot*. Kalamazoo: The Evaluation Center, Western Michigan University.
- Westine, C. (2011). *People of color in ATE: 2011 survey data snapshot*. Kalamazoo: The Evaluation Center, Western Michigan University.
- Westine, C. (2011). *Women in ATE: 2011 survey data snapshot*. Kalamazoo: The Evaluation Center, Western Michigan University.
- Wingate, L., Westine, C., & Gullickson, A. (2011). *Advanced Technological Education survey 2011 fact sheet*. Kalamazoo: The Evaluation Center, Western Michigan University.
- Wingate, L. (2010). *ATE professional development evaluation: 2010 survey data snapshot*. Kalamazoo: The Evaluation Center, Western Michigan University.
- Wingate, L. (2010). *ATE program improvement evaluation: 2010 survey data snapshot*. Kalamazoo: The Evaluation Center, Western Michigan University.
- Wingate, L. (2010). *People of color in ATE: 2010 survey data snapshot*. Kalamazoo: The Evaluation Center, Western Michigan University.
- Wingate, L. (2010). *Women in ATE: 2010 survey data snapshot*. Kalamazoo: The Evaluation Center, Western Michigan University.
- Wingate, L., Westine, C., & Gullickson, A. (2011). *Advanced Technological Education survey 2011 fact sheet*. Kalamazoo: The Evaluation Center, Western Michigan University.
- Westine, C., Gullickson, A., & Wingate, L. (2010). *Female participation in ATE-funded programs: A ten-year trend*. Kalamazoo: The Evaluation Center, Western Michigan University.
- Wingate, L., & Gullickson, A. (2009). *Advanced Technological Education Program 2009 survey fact sheet*. Kalamazoo: The Evaluation Center, Western Michigan University.
- Wingate, L. (2009). *ATE Project & Center professional development evaluation practices: 2009 survey data snapshot*. Kalamazoo: The Evaluation Center, Western Michigan University.
- Wingate, L. (2009). *ATE Project & Center program improvement evaluation practices: 2009 survey data snapshot*. Kalamazoo: The Evaluation Center, Western Michigan University.
- Wingate, L. (2009). *Demographic characteristics of students enrolled in ATE-supported bio-related programs: 2009 survey data snapshot*. Kalamazoo: The Evaluation Center, Western Michigan University.

## Newsletters

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- Evergreen, S. (Ed.). (2012, Winter). *Conduit: A newsletter for ATE projects and centers*. Kalamazoo: The Evaluation Center, Western Michigan University. (Featuring K. Knestis on being an informed consumer of evaluation services)
- Evergreen, S. (Ed.). (2011, Fall). *Conduit: A newsletter for ATE projects and centers*. Kalamazoo: The Evaluation Center, Western Michigan University. (Featuring J. Kmiec on building evaluation capacity)
- Evergreen, S. (Ed.). (2011, Summer). *Conduit: A newsletter for ATE projects and centers*. Kalamazoo: The Evaluation Center, Western Michigan University. (Featuring E. Teles on writing better evaluation plans)

- Evergreen, S. (Ed.). (2011, Spring). *Conduit: A newsletter for ATE projects and centers*. Kalamazoo: The Evaluation Center, Western Michigan University. (Featuring W. Welch on instrument development)
- Wingate, L. (Ed.). (2011, Winter). *Conduit: A newsletter for ATE projects and centers*. Kalamazoo: The Evaluation Center, Western Michigan University. (Featuring S. Butzen on statistical significance)
- Wingate, L. (Ed.). (2010, Fall). *Conduit: A newsletter for ATE projects and centers*. Kalamazoo: The Evaluation Center, Western Michigan University. (Featuring V. Zdravkovich & J. Sener on the PI-evaluator relationships)
- Evergreen, S. (Ed.). (2010, Summer). *Conduit: A newsletter for ATE projects and centers*. Kalamazoo: The Evaluation Center, Western Michigan University. (Featuring T. Bailey & J. LaTulippe on EvaluATE resources)
- Evergreen, S. (Ed.). (2010, Spring). *Conduit: A newsletter for ATE projects and centers*. Kalamazoo: The Evaluation Center, Western Michigan University. (Featuring A. Germuth on improving response rates)
- Evergreen, S. (Ed.). (2010, Winter). *Conduit: A newsletter for ATE projects and centers*. Kalamazoo: The Evaluation Center, Western Michigan University. (Featuring E. Craft on exemplary evaluators)
- Evergreen, S. (Ed.). (2009, Fall). *Conduit: A newsletter for ATE projects and centers*. Kalamazoo: The Evaluation Center, Western Michigan University. (Featuring J. Killion on professional development impact measures)
- Evergreen, S. (Ed.). (2009, Summer). *Conduit: A newsletter for ATE projects and centers*. Kalamazoo: The Evaluation Center, Western Michigan University. (Featuring G. Rogers on best practices in student assessment)
- Evergreen, S. (Ed.). (2009, Spring). *Conduit: A newsletter for ATE projects and centers*. Kalamazoo: The Evaluation Center, Western Michigan University. (Featuring L. Wingate on needs assessment)
- Evergreen, S. (Ed.). (2009, Winter). *Conduit: A newsletter for ATE projects and centers*. Kalamazoo: The Evaluation Center, Western Michigan University. (Featuring S. Jurs on the evaluation of EvaluATE)
- Evergreen, S. (Ed.). (2008, Fall). *Conduit: A newsletter for ATE projects and centers*. Kalamazoo: The Evaluation Center, Western Michigan University. (Featuring A. R. Gullickson on our transition to a resource center)

## Resources Developed

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- 2010 – 11 Handouts with key points and references to support continued learning about and application of webinar content (1 per webinar beginning March 2010)
- 2010 Worksheet for *Clarifying Evaluation Needs and Expectations*
- 2010 Worksheet for *Establishing Claims and Providing Evidence of Effectiveness of ATE Grants*
- 2010 *ATE Evaluation Primer*
- 2010 *Logic Model Template*
- 2009 *Expectations for Advanced Technological Education (ATE) Project and Centers* (based on the 2007-09 ATE program solicitation)
- 2008 *Five Levels of Professional Development Evaluation* (based on the work of Tom Guskey and adapted to the ATE context)

## Annual Survey of ATE Grantees

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The WMU Evaluation Center has conducted an annual survey of ATE grantees since 2000. This work was supported by multiple grants:

<i>Period</i>	<i>NSF Award Number</i>	<i>Project Name</i>
2008 – present	0802245	EvaluATE: ATE Evaluation Resource Center
2006 – 08	0702981	Annual Status Survey of ATE Projects and Centers
2002 – 06	0135385	Assessing the Impact and Effectiveness of the ATE Program
1999 – 2003	9900698	Assessing the Impact and Effectiveness of the ATE Program

Average response rate for 2000-11: 95%

## Personnel

### Staff

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2011 – present	Jason Burkhardt, Project Manager (Doctoral Associate, Summer 2011)
2008 – present	Lori Wingate, Principal Investigator (Co-Principal Investigator, 2008-10)
2008 – present	Arlen Gullickson, Co-Principal Investigator (Principal Investigator, 2008-10)
2008 – present	Stephanie Evergreen, Senior Research Associate
2009 – 11	Peggie Weeks, Senior Evaluation Associate
2009 – present	Carl Westine, Doctoral Associate
2008 – present	Patricia Negrevski, Budget Analyst/Administrative Assistant
2008 – 09	Kristi Cowhy, Undergraduate Research Assistant

### National Visiting Committee (2009 – present)

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Nick Smith (Committee Chair) Syracuse University	Peter Saflund The Saflund Institute
Dennis Faber Community College of Baltimore County	Elizabeth Teles Teles Consulting
Barbara Pellegrini STEP Consulting	

### ATE Evaluation Community of Practice Advisory Group (2010 – 11)

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Phil Centonze Pos-Impact, LLC	Joyce LaTulippe Cambridge College
Dan Davidchik Central Community College	Candiya Mann Washington State University
William Doherty Third Star Consulting & Education	Jane Ostrander DeAnza College

## **Contributors, Consultants, and Collaborators**

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### External Evaluation

Cynthia Phillips, Phillips Wyatt Knowlton, Inc. (2010 – present)  
Lisa Wyatt Knowlton, Phillips Wyatt Knowlton, Inc. (2010 – present)  
Stephen Jurs, Independent Consultant (2008 – 10)

### Newsletter Articles

Terryl Bailey, The Allison Group (Summer 2010)  
Sarah Butzen, Right Brain Strategies (Winter 2011)  
Elaine Craft, Florence-Darlington Technical College (Winter 2010)  
Amy Germuth, EvalWorks (Spring 2010)  
Amy Gullickson, Western Michigan University (Winter 2011; Spring 2011; Summer 2011; Fall 2011; Winter 2012)  
Joellen Killion, National Staff Development Council (Fall 2009)  
John Kmiec, University of Southern Mississippi (Fall 2011)  
Kirk Knestis, Hezel Associates (Winter 2012)  
Joyce LaTulippe, Cambridge College (Summer 2010)  
Gloria Rogers, ABET (Summer 2009)  
John Sener, Sener Knowledge (Fall 2010)  
Hellen Sullivan, Collin College (Spring 2011)  
Elizabeth Teles, Teles Consulting (Summer 2011)  
Wayne Welch, University of Minnesota (Emeritus) (Spring 2011)  
Vera Zdravkovich, Prince George's Community College (Fall 2010)

### Web Survey Programming

Jarryl Ritchie, Independent Consultant (2008 – present)

### Webinar Presentations

Norena Badway, San Francisco State University (July 2011)  
Ken Bartlett, University of Minnesota (September 2010)  
Ann Beheler, Porterville College (September 2010)  
Sarah Butzen, Right Brain Strategies (January 2011)  
David Campbell, National Science Foundation (January 2012)  
Elaine Craft, Florence-Darlington Technical College (November 2010)  
Linnea Fletcher, National Science Foundation (July 2010)  
Dan Hull, University of Central Florida (January 2012),  
Karl Kapp, Bloomsburg University (July 2010)  
John Kmiec (September 2011)  
Mike Lesiecki, Maricopa Community Colleges (July 2011)  
Eileen Lewis (September 2011)  
Candiya Mann, Washington State University (May 2011)  
Judith Monsaas, Board of Regents of the University System of Georgia (March 2011)  
Jane Ostrander, Truckee Meadows Community College (September 2011)  
Peter Saflund, The Saflund Institute (July 2009; March 2010)  
Gordon Snyder, Springfield Technical Community College (July 2010)  
Elizabeth Teles, Teles Consulting (July 2011)  
Mark Viquesney, Maricopa Community Colleges (May 2010; March 2011)  
Wayne Welch, University of Minnesota (Emeritus) (May 2011)  
Kurt Wilson, Compass Outreach Media (January 2011)

### Webinar Hosting

MATEC Networks, Maricopa Community Colleges (2009 – present)

#### Website Development Consultant

Brakeman Design (2009 – present)

#### Workshop Development and Delivery

Terryll Bailey, The Allison Group (October 2011)

Marilyn Barger, Hillsborough Community College (October 2010)

Phil Centonze, Pos-Impact, LLC (October 2010)

Connie Della-Piana, National Science Foundation (October 2010)

Karl Kapp, Bloomsburg University (October 2011)

Joellen Killion, National Staff Development Council (February 2010)

Candiya Mann, Washington State University (October 2011)

Joshua Morrill, Morrill Solutions (October 2011)

Gloria Rogers, ABET (October 2009)

Peter Saflund, The Saflund Institute (October 2011)

John Sener, Sener Knowledge (October 2011)

Eboni Zamani-Gallaher, Eastern Michigan University (October 2011)

#### Workshop Hosting

Dennis Faber, Community College of Baltimore County (October 2009)

Mike Lesiecki, Maricopa Community Colleges (February 2010)

#### Special Projects

Pat Jessup, Insites—Needs Assessment (2010 – 11)

Karl Kapp, Bloomsburg University—Webinar Development and Evaluation Criteria (2011)

Eileen Lewis, University of California Berkeley—Needs Assessment (2010 – 11)

Beverly Parsons, Insites—Needs Assessment (2010 – 11)

Kurt Wilson, Compass Outreach Media—Using Google Analytics for Evaluation (2011)