

2010

Author: Rohan Webb

The Evaluation of Far West Laboratory's Educational Research and Development Training Units for Educators

An Evaluation Proposal for Far West Laboratory Educational Research and Development
Created by WebbEdtech & Associates

Introduction

This proposal is in response to the Far West Laboratory for Educational Research and Development's (FWL) request for proposal (RFP) to evaluate its *Determining Instructional Purposes* (DIP) program, July 2010. WebbEdtech & Associates provides an outline of examining the feasibility for developing and marketing the DIP program. The evaluation will be conducted August 1, 2010 until November 15, 2010 with final reports presented by November 20, 2010.

Program Description

The training program known as DIP was designed by FWL to aid school administrators and graduate students with their planning skills in an effort to improve the effectiveness of school programs. The DIP is made up of a series of three training units and one Coordinator's Handbook for all the units. The three units are each comprised of four to six modules. The modules are designed for workshops or individual sessions and can be used as independent units or in combination with other units. The units contain reading materials, small group activities, and opportunities for learner feedback.

Program developers propose coordinators facilitating training, go through the relevant unit with a training group as a prerequisite. It is estimated that the training units can be taught in 10 to 15 hours and 10 to 18 hours for Units 1 and 3 and Unit 2 respectively. The units: Unit 1 *Setting Goals*, Unit 2 *Analyzing Problems*, and Unit 3 *Deriving Objectives* are available in print and priced at \$24.95 each with the Coordinator's Handbook at \$4.50 per copy.

Evaluation Method

A total of 30 learners will participate in the training scheduled from August 16, 2010 – August 20, 2010. Data will be collected from learners (administrators and graduate students), the coordinators, as surveys, formative and summative assessments, and interviews. The evaluation is being conducted to determine the feasibility of developing and marketing DIP. The evaluation will provide information necessary to determine the effectiveness of the program design. Data collected from learner performance on pre and post assessments will provide an indication of the validity of the program design. A pretest and post test will be conducted on August 16, 2010 and August 20, 2010 respectively.

The value of the program will also be considered as a primary objective during the evaluation process. Information from the analysis of data collected via surveys from the learners and training coordinators will provide insight into cost considerations when compared to perception of how valuable the program is. Observations of learner reaction to the training materials will also be collected and analyzed from onsite observations on August 18, 2010. Impact

considerations will also be considered from the data in how likely the trainees are to implement aspects of what they learn in the program.

The report from this survey will be made available to FWL by October 5, 2010 with recommendations on development and marketing of the program.

Task Schedule

Number	Description	Date
1.	Meet with stakeholders at FWL to clarify objectives	08/02/2010
2.	Determine evaluation model Develop evaluation materials	08/12/2010
3.	Conduct pretests	08/16/2010
4.	Observe onsite training	08/18/2010
5.	Conduct post tests	08/20/2010
6.	Distribute surveys	08/20/2010
7.	Conduct interviews	08/23/2010
8.	Review collected data	08/30/2010
9.	Create data plans and instruments	09/10/2010
10.	Provide initial report to FWL	09/15/2010
11.	Conduct data analysis	09/20/2010
12.	Determine program efficiency, effectiveness, and impact	09/28/2010
13.	Formulate findings and make conclusions for recommendation	10/03/2010
14.	Submit final report with final recommendations	10/05/2010

Project Personnel

Dr. Francesca Dolly

Dr. Dolly is the head of the Department of Educational Technology at Rutgers University in New Jersey. She holds a Ph. D in Curriculum design with a concentration in Educational Technology and is an expert in the field of evaluations and instructional design.

Rohan Webb

Mr. Webb is the head of WebbEdTech & Associates a leading consulting firm in educational technology. Mr. Webb holds a Master of Educational Technology degree from Boise State University and serves as Project Manager.

Paul Reid

Paul Reid also holds a Master of Educational Technology degree from Boise State University. He is the lead analyst at WebbEdTech & Associates and an expert in statistics. Mr. Reid is a certified program evaluator.

Nandi Webb

Nandi will serve as Administrative Assistant. She holds a bachelors degree in Public Administration from Never Neverland University.

Budget

Source	Discription	Subtotals	Expenses
<u>Personnel</u>			
<i>Salaries</i>			
Rohan Webb	\$450/day for 65	\$22500	
Dr. Francesca Dolly	\$600/day for 10 days	\$6000	
Paul Reid	\$500/day for 5 days	\$2500	
Nandi Webb	\$150/day for 45 days	<u>\$6750</u>	
		\$37750	
<u>Travel and per Diem</u>			
Air Travel	2 round-trip tickets @ \$1000 each	\$2000	
Hotel Accommodations			
	1 room for 10 days @ \$75/day	\$750	
	1 room for 5 days @ \$75/day	\$375	
Ground Transportation	0.38cents/mile @ 1500 miles	<u>\$570</u>	
		\$3695	
<u>Communications</u>			
Telephone	\$700	\$700	
Wireless Connection	\$200	<u>\$200</u>	

		\$900	
<u>Supplies/Materials</u>			
Office supplies		\$600	
Paper and Copying		\$450	
Program Materials	\$24.95 x 6 sets	\$149.70	
	\$4.50 x 3 copies	<u>\$13.50</u>	
		\$1213.20	
			\$43,558.20