Applications in Program Monitoring and Evaluation
Proposals due by Tues, February 9, 2021

Brief Description of the Course:
This course will provide Johns Hopkins Bloomberg School of Public Health (JHSPH) students with the opportunity to learn and apply advanced program evaluation methods. The goals of this course project are to:
1) identify evaluation needs of an organization
2) devise a preliminary evaluation plan in keeping with the needs and budget of the organization

The course incorporates principles of utilization-focused evaluation, the purpose of which is to identify and answer questions of importance to program stakeholders to promote the use of results in future program decision making. JHSPH students will collaborate with staff members of a community-based organization (CBO) to assure that the evaluation plan will meet the needs of the organization.

A small team of 4-5 students will be working on each project. Students will work with the CBO to design key elements of an evaluation plan that will meet the needs of the organization. Students will meet with program directors and staff at the CBO virtually at least three times throughout the term. The final assignment includes a written report and group presentation to the CBO during the final week of class. The nature of the assignment will vary slightly depending on the needs of the specific CBO.

Participation:
The CBO will be expected to participate in the following activities:
- Arrange a convenient time to meet with the instructor in order to orient the instructor on organization’s history and mission and to discuss the general objectives of the course and the purpose behind the service-learning project.
- Provide students with background information regarding the history, mission, activities, and short- and long-term goals of the organization (please provide a logic model, if you have one)
- Provide students with background information about any past or ongoing evaluations, as well as evaluation or reporting requirements
- Work with students to identify your evaluation needs. CBOs may have many different needs.

A few examples of projects include:
- Develop or revise a program logic model and measurable indicators of success
- Develop a basic evaluation plan with measurable outcomes
- Design a survey, such as to assess customer or volunteer strengths, needs or satisfaction
- Identify cost-effective ways to evaluate program effectiveness, such as by using existing data
- Design an evaluation to examine feasibility, acceptability, and appropriateness of a new program activity
- Meet with students virtually at least three times during the term the course is offered (March-May). Additional meetings can be held as necessary.
- Answer follow-up questions students might have regarding the development of the evaluation plan.
- Provide feedback to students and faculty as the assignment is carried out to assure organization’s needs are met.

**Students will be expected to:**
- Attend class and small group meetings, read scientific literature and synthesize the content in order to produce a well-informed evaluation plan.
- Use designated times and come prepared to meet with representatives of the CBO for guidance.
- Communicate clearly and professionally with the CBO.
- Work in small teams to provide a final evaluation plan to the CBO.

**Product:**
**The CBO will receive:**
- **A final report that includes:**
  a) background about the program, prior evaluation efforts, and relevant empirical literature
  b) a description of the evaluation purpose
  c) a logic model or conceptual model for the program or activity to be evaluated
  d) recommendations for methods (data collection, measures, and timeline)
  e) a plan for how to disseminate results to stakeholders.
- Content may vary slightly depending on the specific focus of the project.
- The plan will be based on evaluation theory and methods and reviewed by Johns Hopkins Bloomberg School of Public Health faculty.

**Examples of Benefits and Outcomes of the Project:**
**Example of deliverables may be:**
- For a program in earlier stages of development or new to evaluation, an evaluation plan might include a brief overview of research/evaluation of similar programs, a synopsis of methods used to inform the development of the evaluation plan, a concise theory of change and logic model, and a list of measurable outcomes.
- For an expanding program, an evaluation plan may focus on formative activities that will inform the development of a new initiative.
- For a complex program that works closely with other organizations, a plan may focus on ways to assess involvement or impact of one organization within a larger community or initiative.

**Examples from previous years include:**
- Students assisted **Episcopal Refugee and Immigrant Center Alliance (ERICA)** to develop an evaluation plan, including a comprehensive and visually pleasing logic model with specific, measurable outcomes to facilitate program planning and data collection efforts.
- Students worked with **Court Appointed Special Advocates (CASA)** of Baltimore to develop two logic models, one for their overall organization, and one for their volunteer program. Together, they identified three high priority evaluation questions and developed methods and measures to answer those questions.
- Students worked with **Maryland New Directions** to develop a logic model for a new coaching intervention and identify a limited set of outcomes to assess in future evaluations.
- Students assisted the Maryland Department of Health to design an evaluation of the Lemonade for Life training program for maternal and early home visiting staff. The evaluation plan and related measures were designed to assess training transfer, tool utilization, and trainee satisfaction.

**Course Timeline and Key Dates:**
This eight-week course runs from Tuesday, March 23\(^{rd}\) – Thursday, May 20\(^{th}\). Classes meet on Tuesdays and Thursdays from 3:30-5:20 p.m. We have set aside a time for students to meet with CBO staff on **Tuesday, March 30th from 3:45 pm - 5:20 pm**. We invite you to attend final project presentations on Thursday, May 20\(^{th}\) at 3:30 p.m. (location TBD).

**Project Proposal Submissions due by Tues, February 9**

To propose a project, please complete the short online form via the following link: [https://jhsph.co1.qualtrics.com/jfe/form/SV_6WmNHM8XSX16oS1](https://jhsph.co1.qualtrics.com/jfe/form/SV_6WmNHM8XSX16oS1)
The form collects basic CBO and contact information, and a description of your desired project needs and deliverables.

**Questions?** Contact Mindi Levin, SOURCE Founder and Director, at mlevin@jhu.edu.

*PLEASE SAVE THE DATE FOR PHONE CALLS: Tues, February 16*
When CBOs submit a project proposal, they will be shared with the course faculty. We have reserved a block of time to discuss project proposals and the course logistics with CBO contacts. We will schedule 30-minute phone or Zoom calls on **Tues, February 16 between 3 pm - 4:30 pm**.