**Brief Description of the Course:**
This course will provide 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. 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 3-5 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 or in-person (depending on the nature of the pandemic at the time of the course) 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
- Working in collaboration with students to develop basic components of a program evaluation plan, which will include
  - A coherent program conceptual model and/or logic model that specifies inputs, activities, relevant implementation outcomes (e.g., fidelity, feasibility, acceptability, relevance for diverse populations), and measurable short- and long-term program outcomes
  - Indicators of success that align with the logic model, and/or measures for selected outcomes
- A basic evaluation design and methods that are in keeping with the budget and resources of the organization (this may include identifying cost-effective ways to evaluate program effectiveness, such as by using existing data)

- Meet with students at least three times (virtually or in-person, depending on the nature of the pandemic at the time of the course) 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 and synthesize scientific literature 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 research literature related to the topic the CBO aims to address; 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 clear and concise conceptual or 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 29th – Thursday, May 19th**. Classes meet on **Tuesdays and Thursdays from 3:30-5:20 p.m.** We have set aside a time for students to meet with you/staff on Tuesday, April 5th (3:45-5:20 pm). We invite you to attend final project presentations on Thursday, May 19th at 3:30 p.m. (location TBD).

**How To Submit Your Project Proposal:**

*Please submit the following information via the online form located at:*
[https://jhsph.co1.qualtrics.com/jfe/form/SV_3lLx6stRJwq32bs](https://jhsph.co1.qualtrics.com/jfe/form/SV_3lLx6stRJwq32bs) **by Tues, February 8, 2022.**

*The form requests the following details:*

• Name and mission of CBO
• Brief summary of evaluation needs and desired deliverable
• Main contact and collaborator for the project (Name, Title, Email, Phone)

Should you have additional questions, feel free to contact Mindi Levin, SOURCE Founder and Director, at mlevin@jhu.edu.

*Be sure to submit your details online at:*
[https://jhsph.co1.qualtrics.com/jfe/form/SV_3lLx6stRJwq32bs](https://jhsph.co1.qualtrics.com/jfe/form/SV_3lLx6stRJwq32bs)

**SAVE THE DATE FOR PHONE CALLS!**
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 **Wed, Feb. 16th between 3 – 5 pm.**