Evaluating
Information Literacy/ Fluency/
Instructional Technology Projects

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Assessment

Evaluation

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Evaluation is a process,
of which assessment is a part.

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The Process

- Defining a project [or whatever is being evaluated]
- Focusing an evaluation
- Creating an evaluation framework

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Defining a Project

- What, exactly, do you want to evaluate?
- What is the project?
- What are goals, objectives, and related activities?
- What is your "make a difference" concept?

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Focusing an Evaluation

- Why do you want to evaluate?
- For what purposes?
- How will results be used? By whom?
- What decisions will be made based on evaluation findings?

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Identifying Stakeholders

- Who are the stakeholders?
- What would they like to know?
- How might they use results?
- What decisions would be made?

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Identifying Stakeholders

Stakeholders	What they would like to know	How they might use results; What decisions would be made
Provost, administrators	Whether the collaboration improved teaching	tenure, future funding
Faculty	If students' projects or papers were of higher quality after the intervention	change teaching methods, use for review, provide results to funder
Librarians	Were students able to locate images; if is best choice for purpose	change way provide instruction or services, request release time
Instructional/Information Technologists	Did students' ability to edit moving images improve as a result of the intervention	repurchase software, continue collaboration, request release time
Students	What their grades are	determine what learned (hopefully), apply grad sch
Academic resource personnel		
Funders		
Others		

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Evaluation Framework

Objective and Related Evaluation Q	Information or Data to Measure or Answer Q	Methods and Tools or Assessments	Source of Data	Person Responsible	Time Frame
Evaluation Objective: determine whether teaching students how to incorporate multimedia improved their academic projects					

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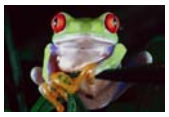

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Objective and Related Evaluation Question	Information or Data to Measure or Answer Q	Methods and Tools or Assessments
Evaluation Objective: determine whether teaching students how to incorporate multimedia improved their academic projects		
Q1: compared to the start of the term, how many students identified at least 8 out of 10 criteria for locating and inserting a moving image in a research powerpoint presentation	▪mean difference between students beginning and ending "how many out of 10" criteria score ▪difference in ppt's from previous classes – based on rubrics	▪assignments to list criteria; 10 criteria expected ▪powerpoint presentations from prior class
Q2: how helpful to students were the 3 instructional sessions on moving images?	▪# and % of students choosing Likert ratings; mean Likert rating ▪themes of what, why helpful and or not helpful	▪1 to 5 point Likert scale question on helpfulness of instructional sessions ▪interview with random sample of students

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So what?

- ✔ What criteria or standards do you have for your findings?
- ✔ How do you know it is what you did and not something else?

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