Postdoc Academy

Integrating Evaluation for Learning Throughout Your Program

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What process have you used to plan your program evaluation?

Consider:

- How did you approach planning that evaluation?
- What tools did you use?
- Did you map it out?
- Did you plan the evaluation while the program was being designed? Or after it was designed?

Postdoc Academy

Interactive online and in-person content built on the National Postdoctoral Association competencies to support skill development throughout postdoc training, from orientation to the next career step.

Available to postdocs nationwide

92%

Respondents would share Postdoc Academy with a colleague

5000+

Registered in

72

countries

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Evaluation is Asking Questions

What do you want (or need) to learn about your program?

Process

Has the program been implemented correctly?

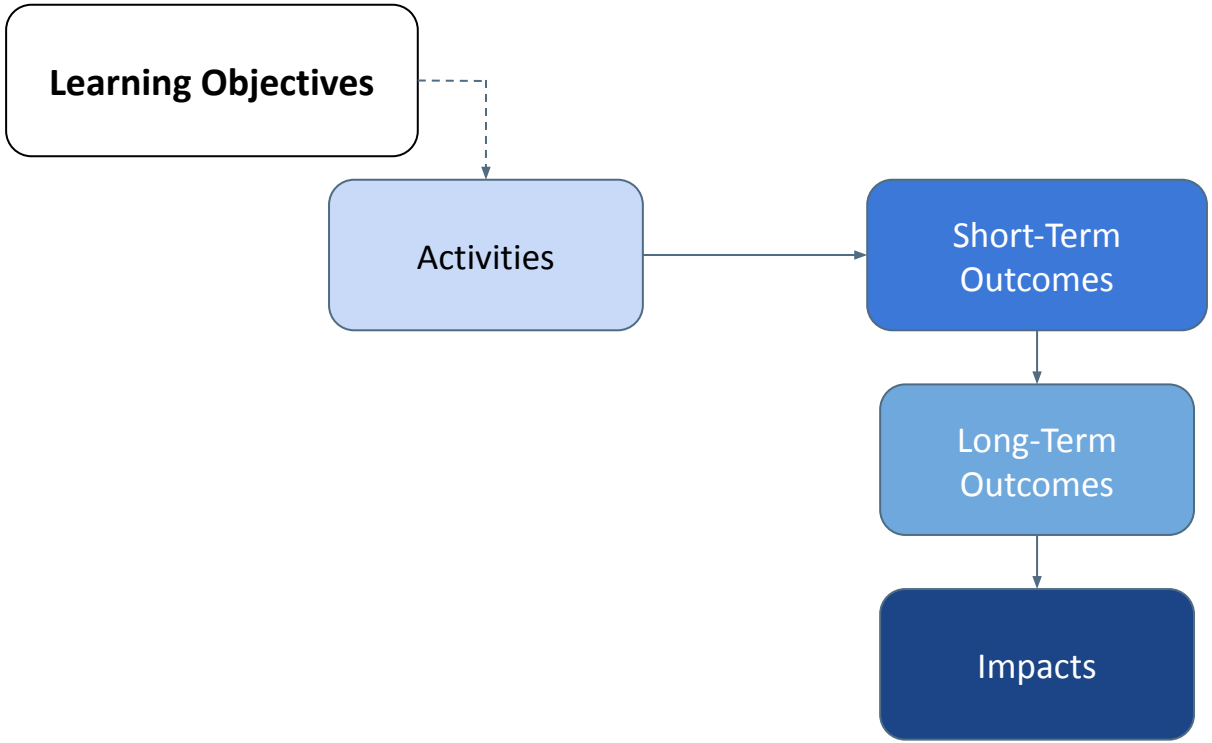
Outcomes / Impact

Did participants achieve the learning objectives?

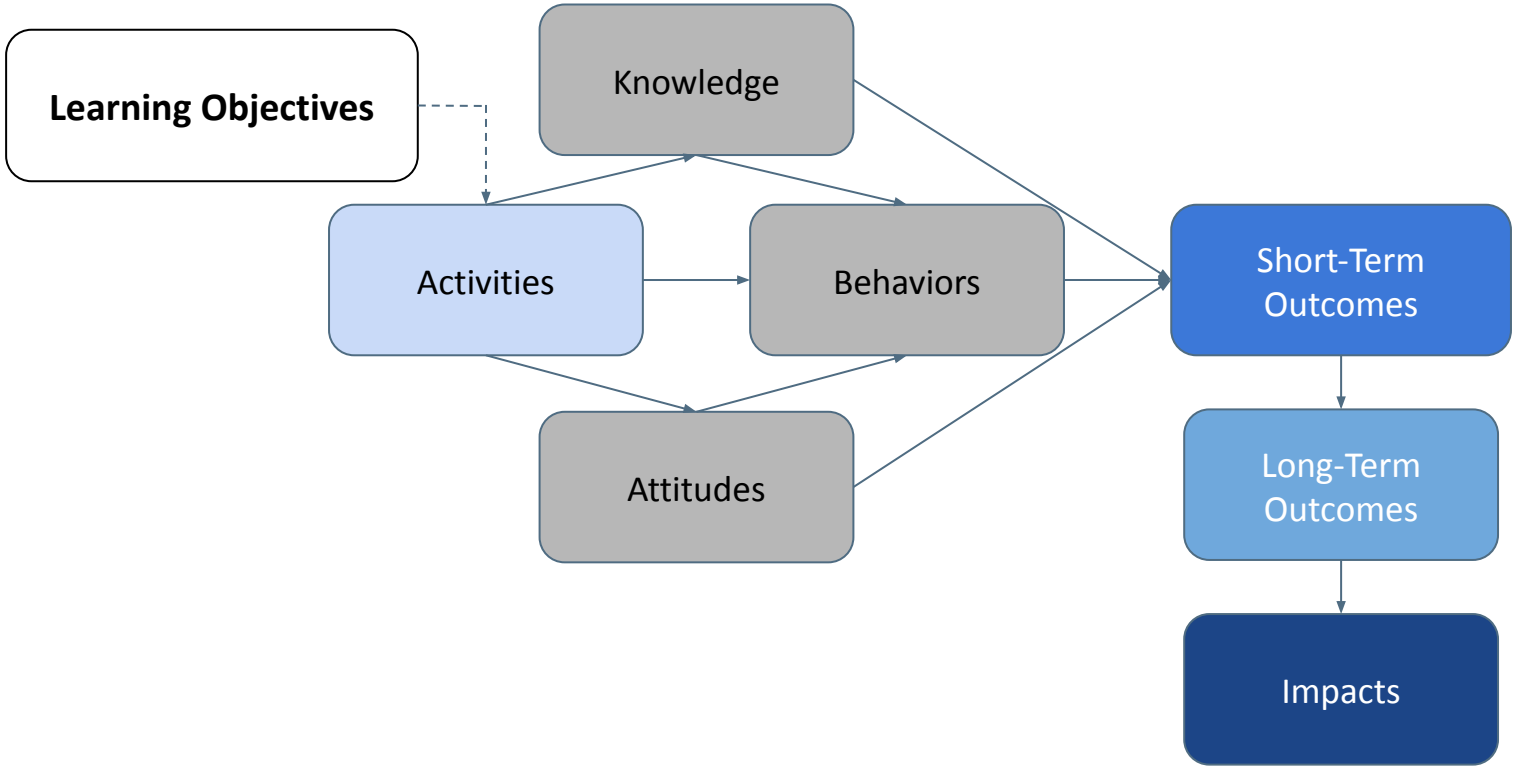
Efficiency

Does the program use resources efficiently?

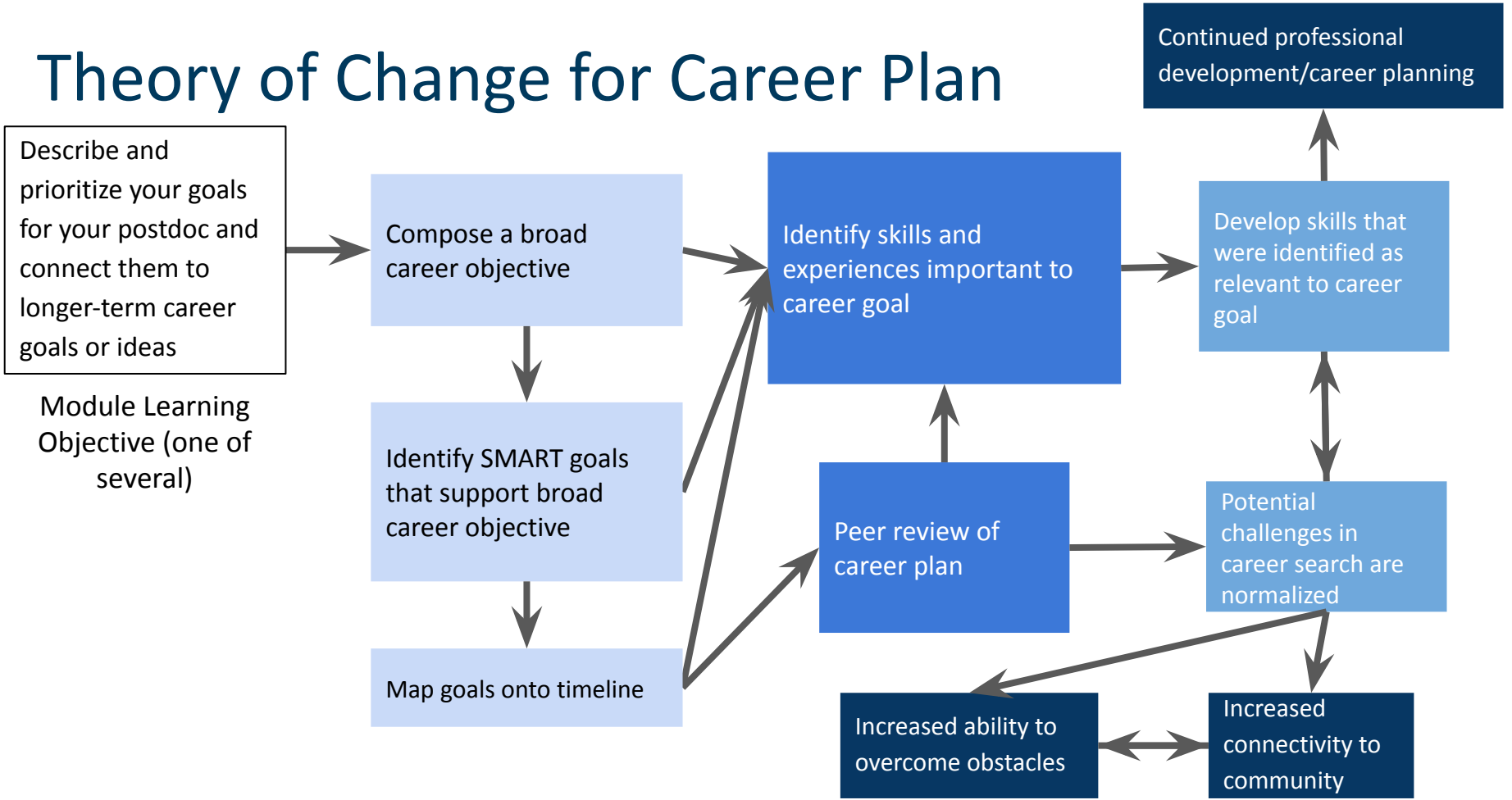
Planning for Evaluation



Focusing Evaluation using Theory of Change



Theory of Change for Career Plan

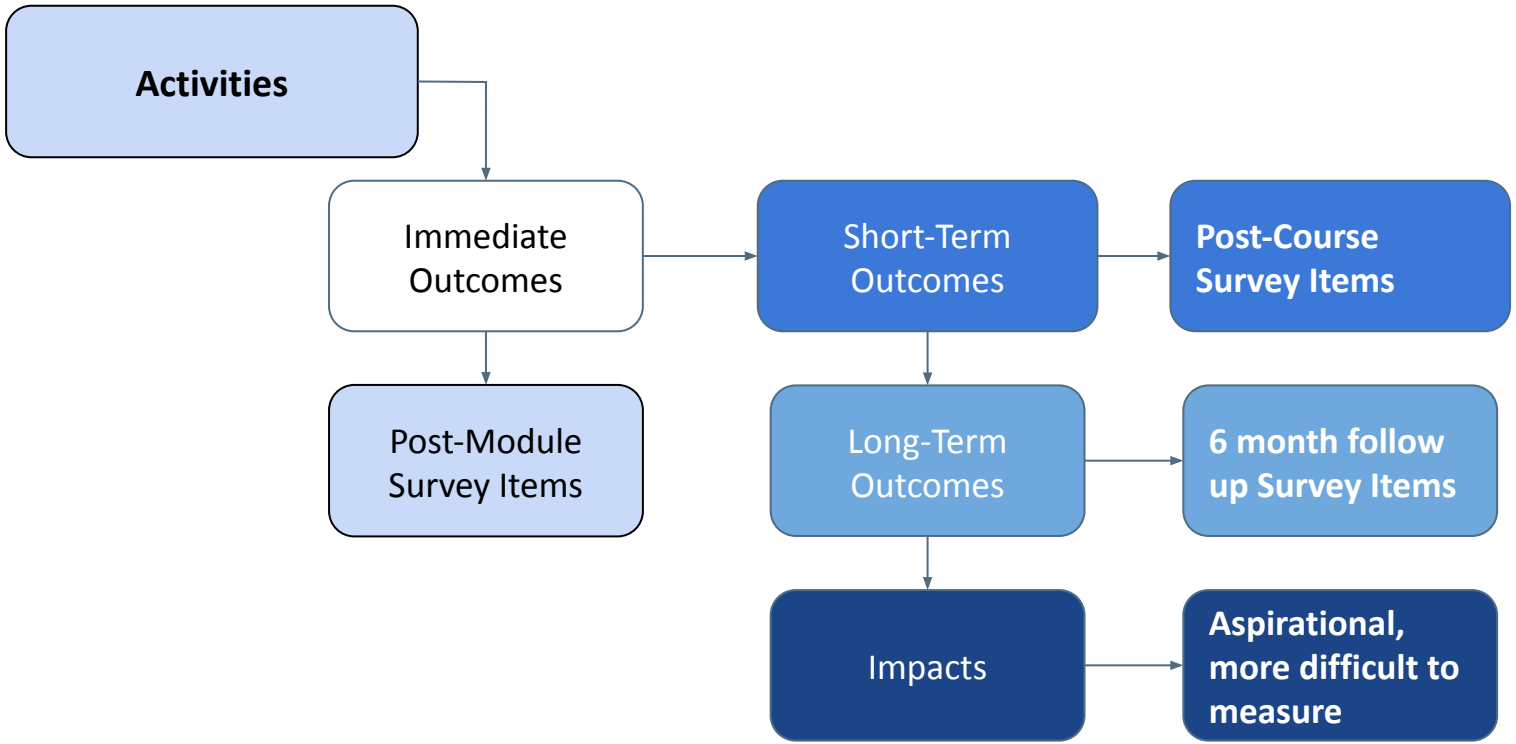


Making Meaning in Evaluation using Theory of Change

- **Articulates** *how* learning and behavioral change happen in a given program
- Forces us to **identify intended outcomes and mechanisms**, rather than just on activities
- Helps in **prioritizing evaluation**, especially when faced with many questions and limited resources
- Helps to identify i**nterim outcomes**, that can be measured in place of long term outcomes

Questions so far?

From Theory of Change to Evaluation Plan



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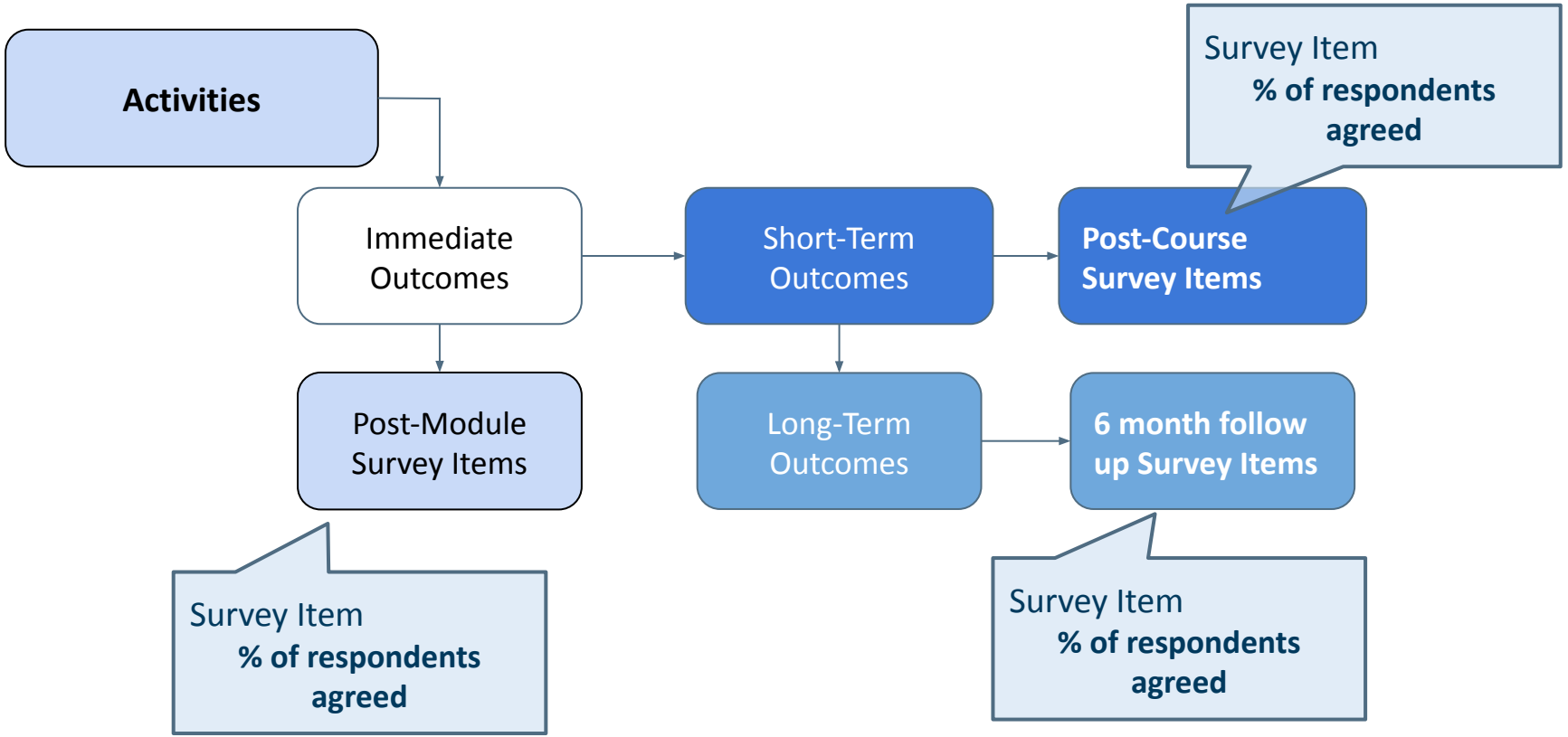
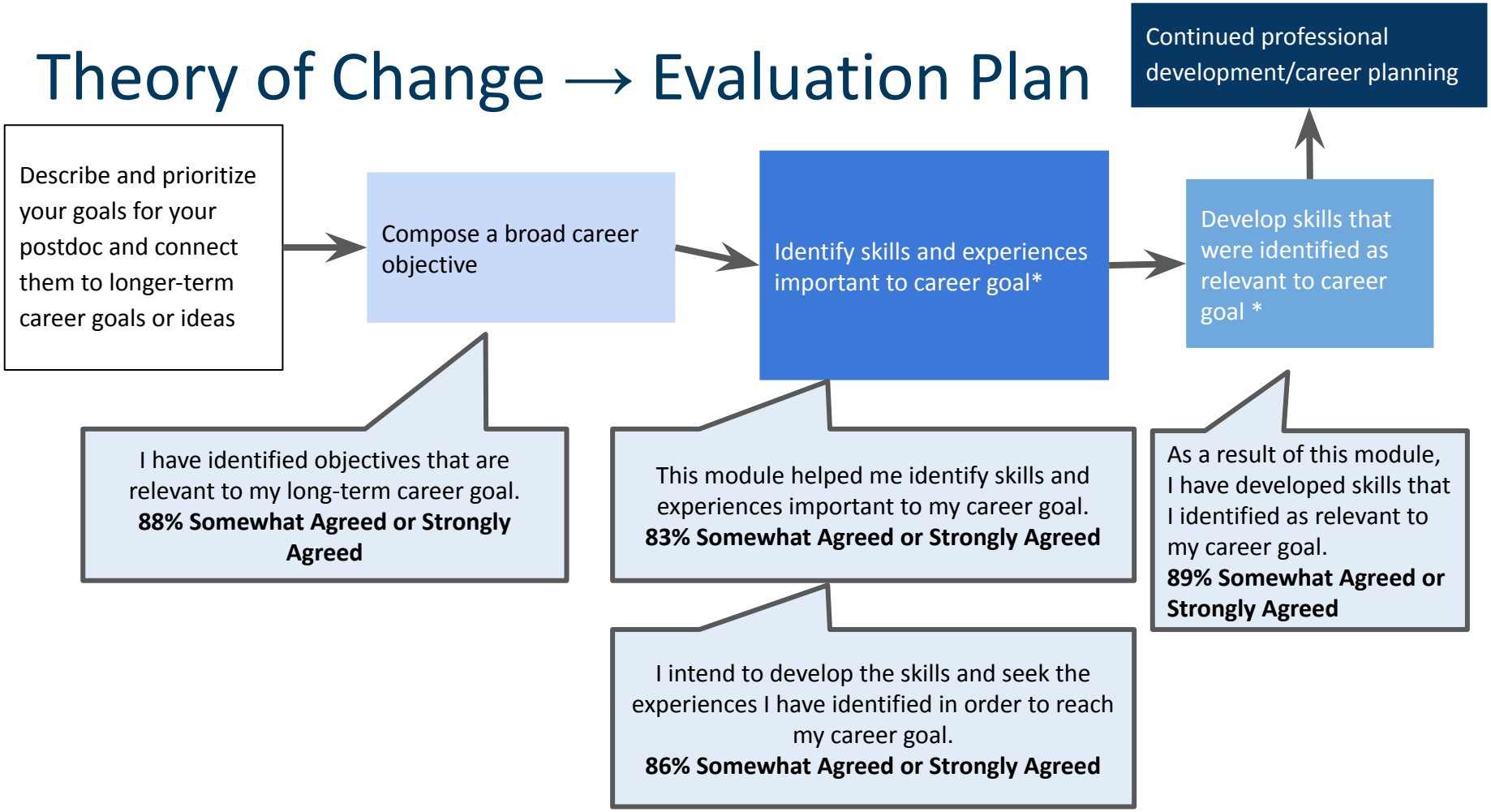
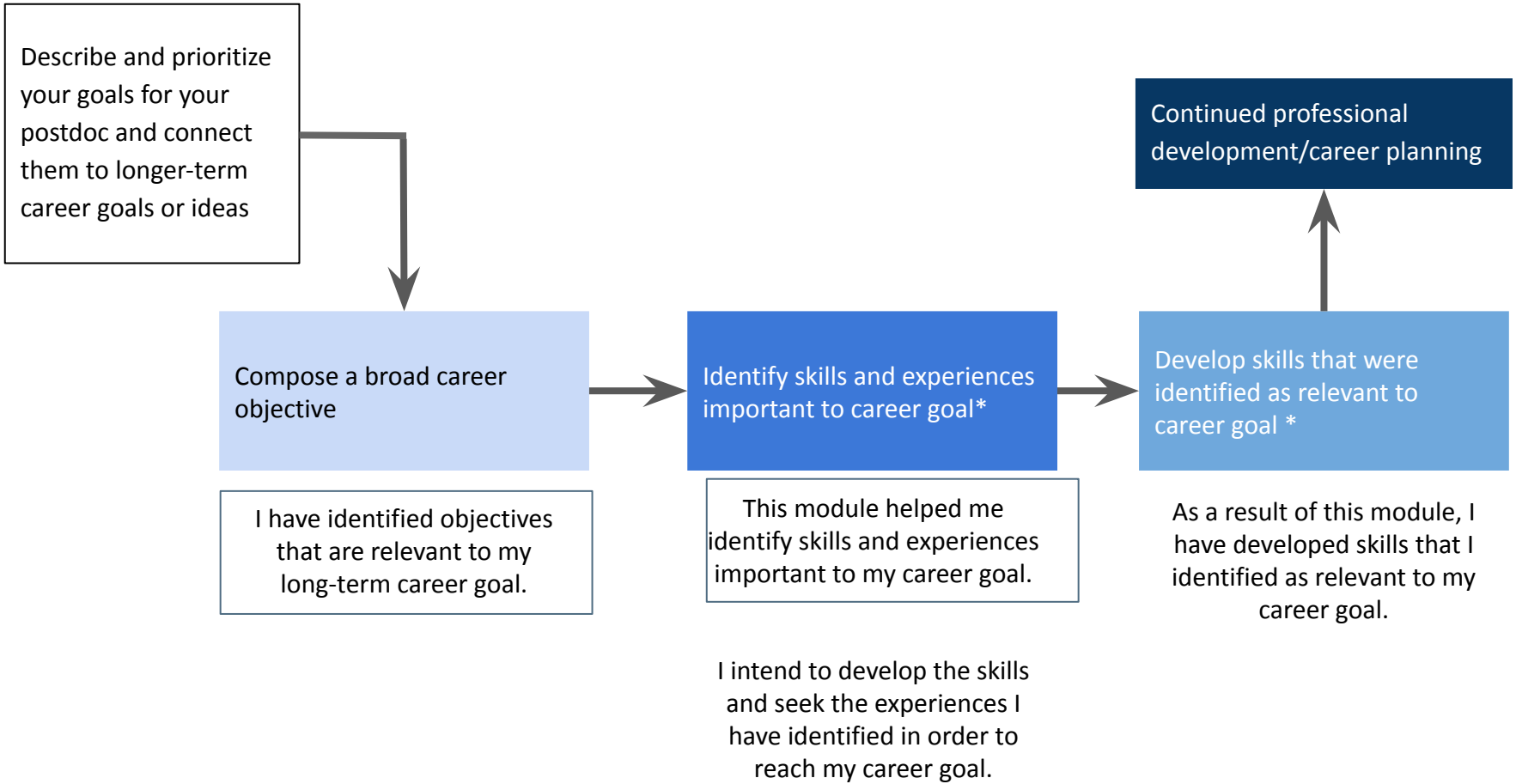
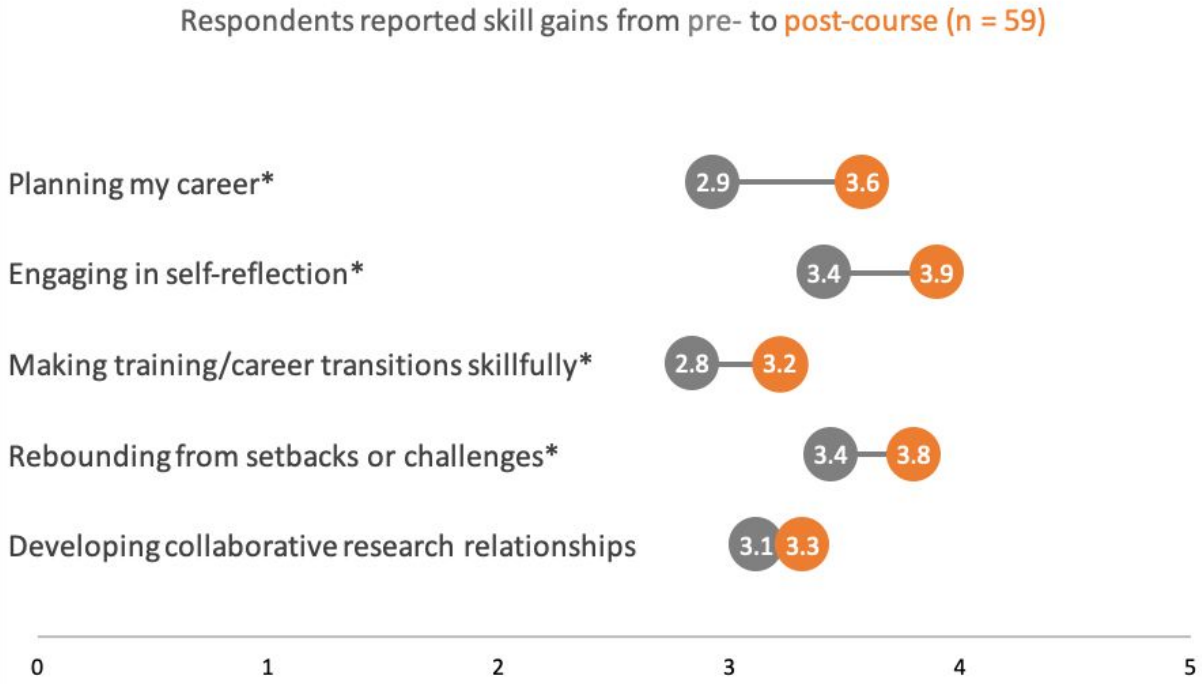


Theory of Change → Evaluation Plan




Describe and prioritize your goals for your postdoc and connect them to longer-term career goals or ideas
Compose a broad career objective
Identify skills and experiences important to career goal*
Develop skills that were identified as relevant to career goal *
Continued professional development/career planning
I have identified objectives that are relevant to my long-term career goal.
This module helped me identify skills and experiences important to my career goal.
As a result of this module, I have developed skills that I identified as relevant to my career goal.
I intend to develop the skills and seek the experiences I have identified in order to reach my career goal.

Did participants gain skills?



Implementing your Evaluation Plan

Program Timeline

How might I modify my Theory of Change?

Initial Program Design

- Craft a Theory of Change
- Create an Evaluation Plan

Implementation

Is the program proceeding as expected?

Program Conclusion

Immediate outcomes - what will I learn about my program?

Follow Up

When should I study long-term outcomes?

Using Theory of Change in Existing Programs

Discover potential short-term outcomes

Reevaluate if program components need to be adjusted to reach intended outcomes

Identify short-term outcomes that may lead to long-term impacts

Test your existing Theory of Change

How might Theory of Change be useful in your context?

Share what you plan to add to your process.

Questions?

Developed by:

- Sarah Chobot Hokanson
- Olivia Chesniak
- Celine Young
- Denise Drane
- Bennett Goldberg
- Henry (Rique) Campa III
- Noah Green
- Robin Greenler
- Jessica Maher
- Rick McGee
- Antonio Nunez

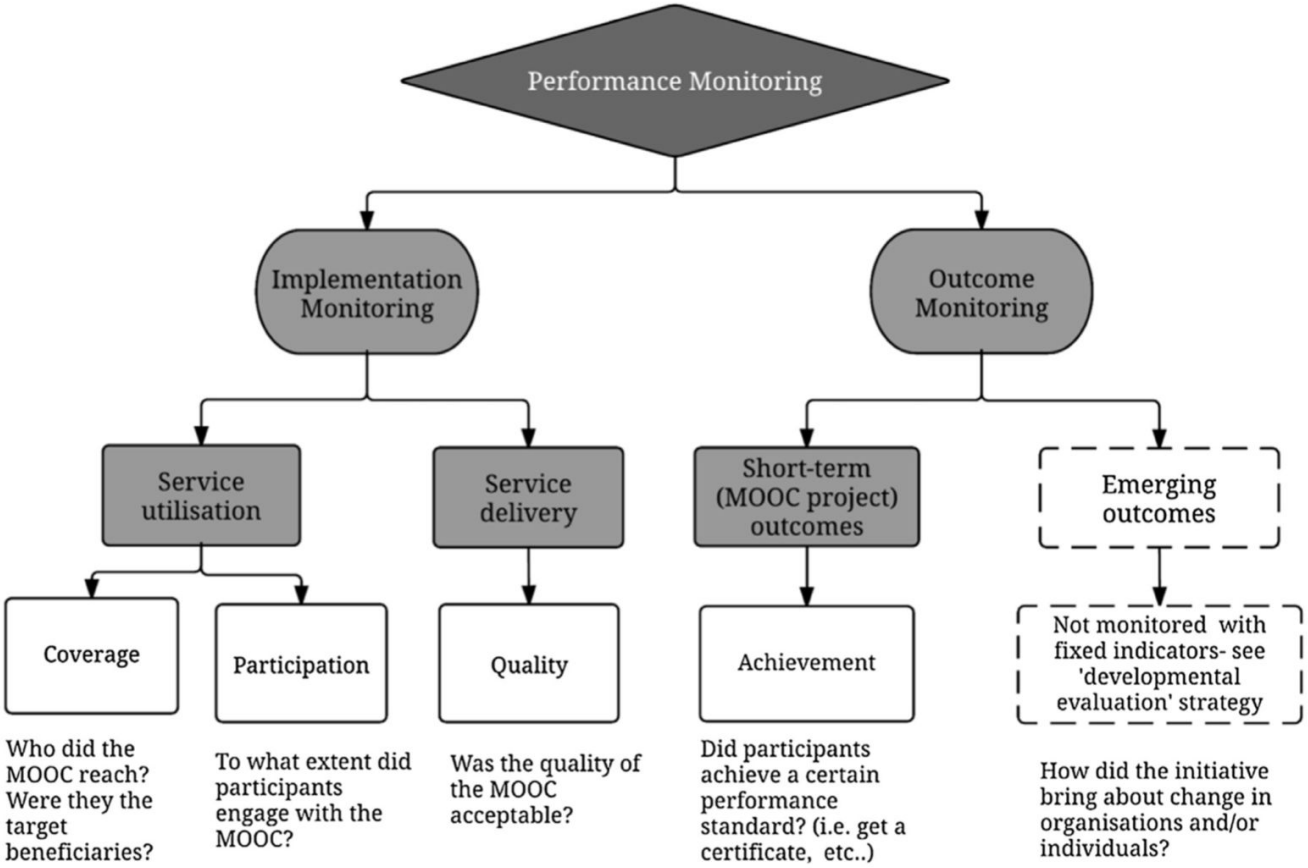


Fig. 3. Assessment criteria for performance monitoring of MOOC projects.

Chapman, S. A., et al. “A Strategy for Monitoring and Evaluating Massive Open Online Courses.” *Evaluation and Program Planning*, vol. 57, Aug. 2016, pp. 55–63.

Some Quick Highlights

1274
enrolled

8%
earned a certificate of completion

Our completion rate is
2-4%
above average

89%
were satisfied with the MOOC

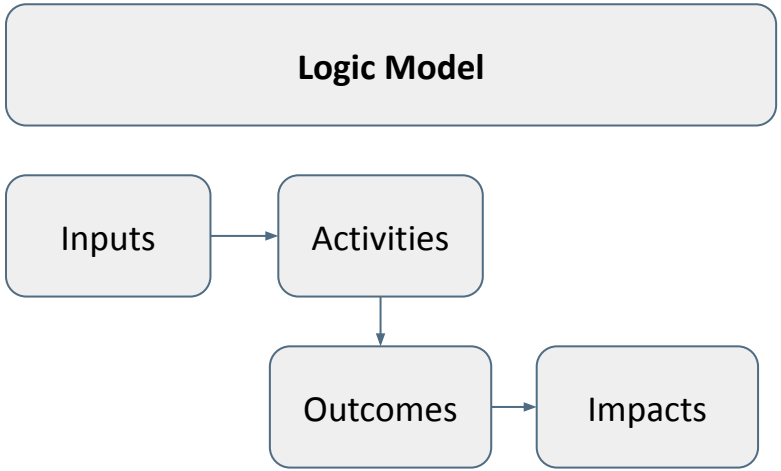
90%
would recommend the MOOC to a friend

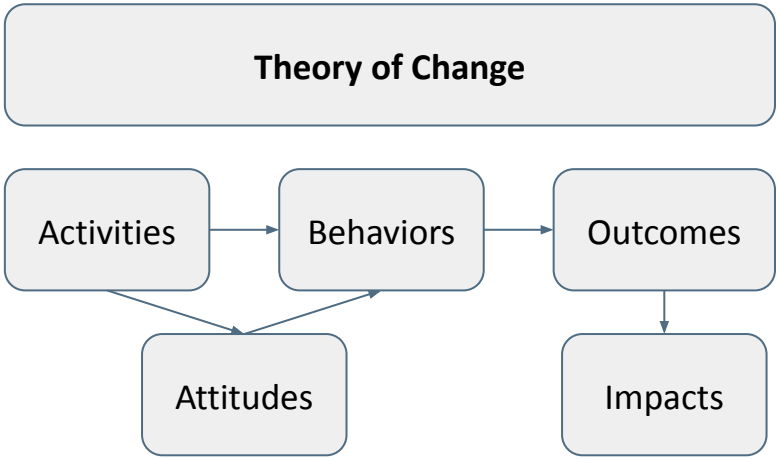
66%
have changed how they think about their role as a postdoc

89%
have made plans to transition into their community of practice

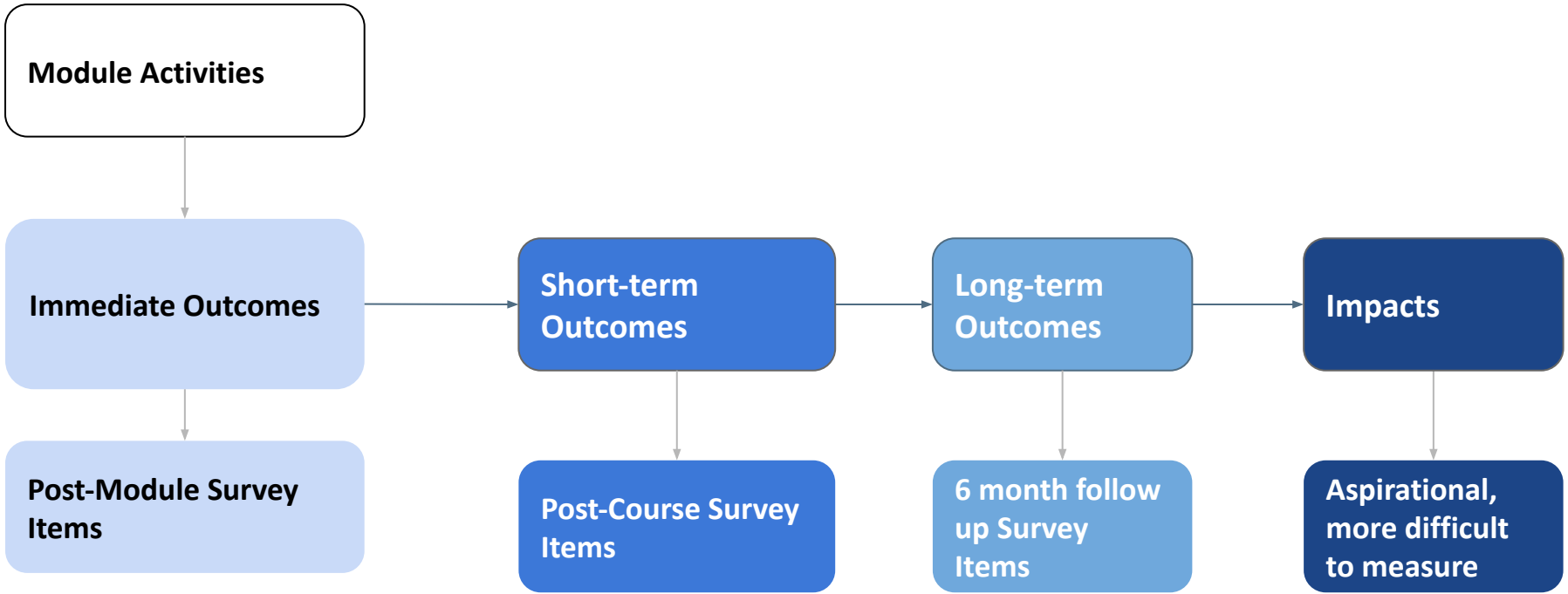
53%
have discussed professional goals with their advisor

Evaluation Methods

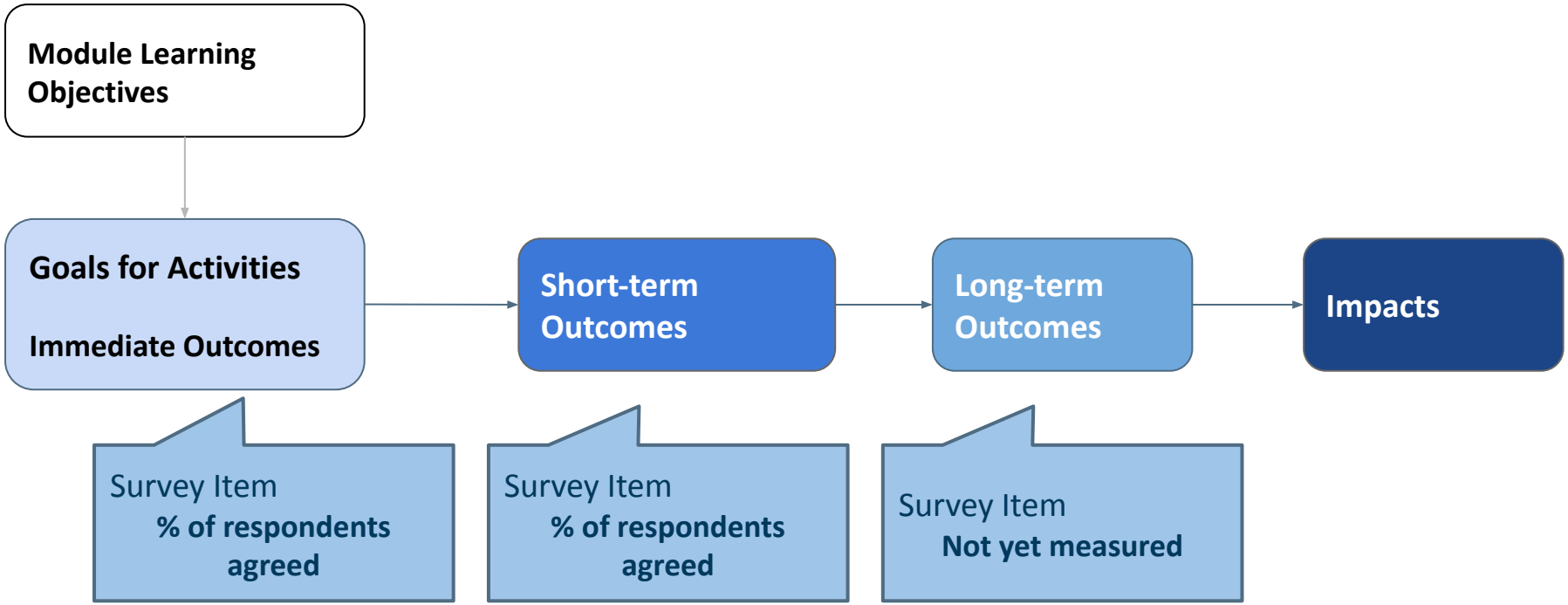




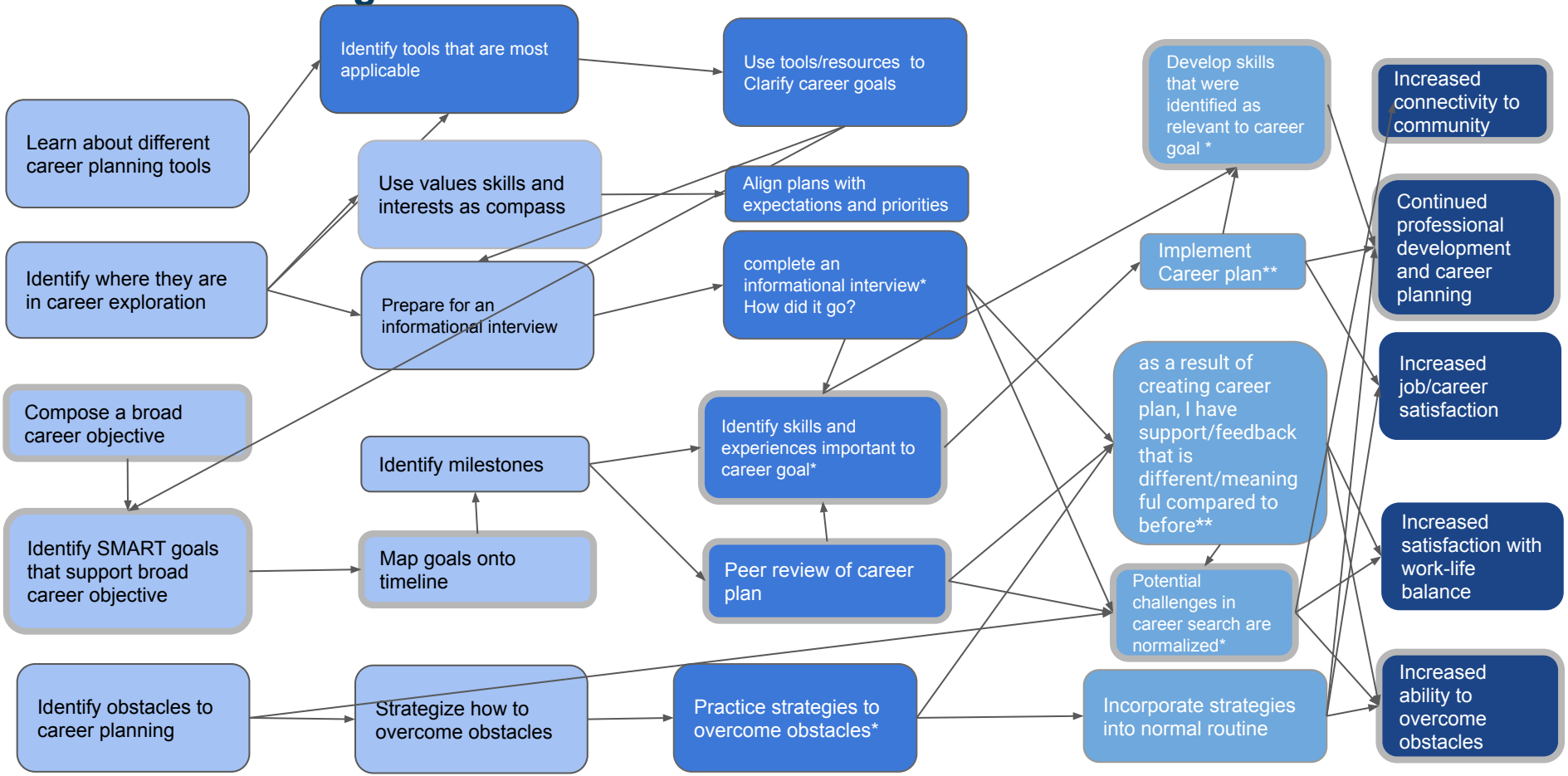
From Theory of Change to Evaluation Plan



Theory of Change → Evaluation



Module 2: Building an Actionable Career Plan



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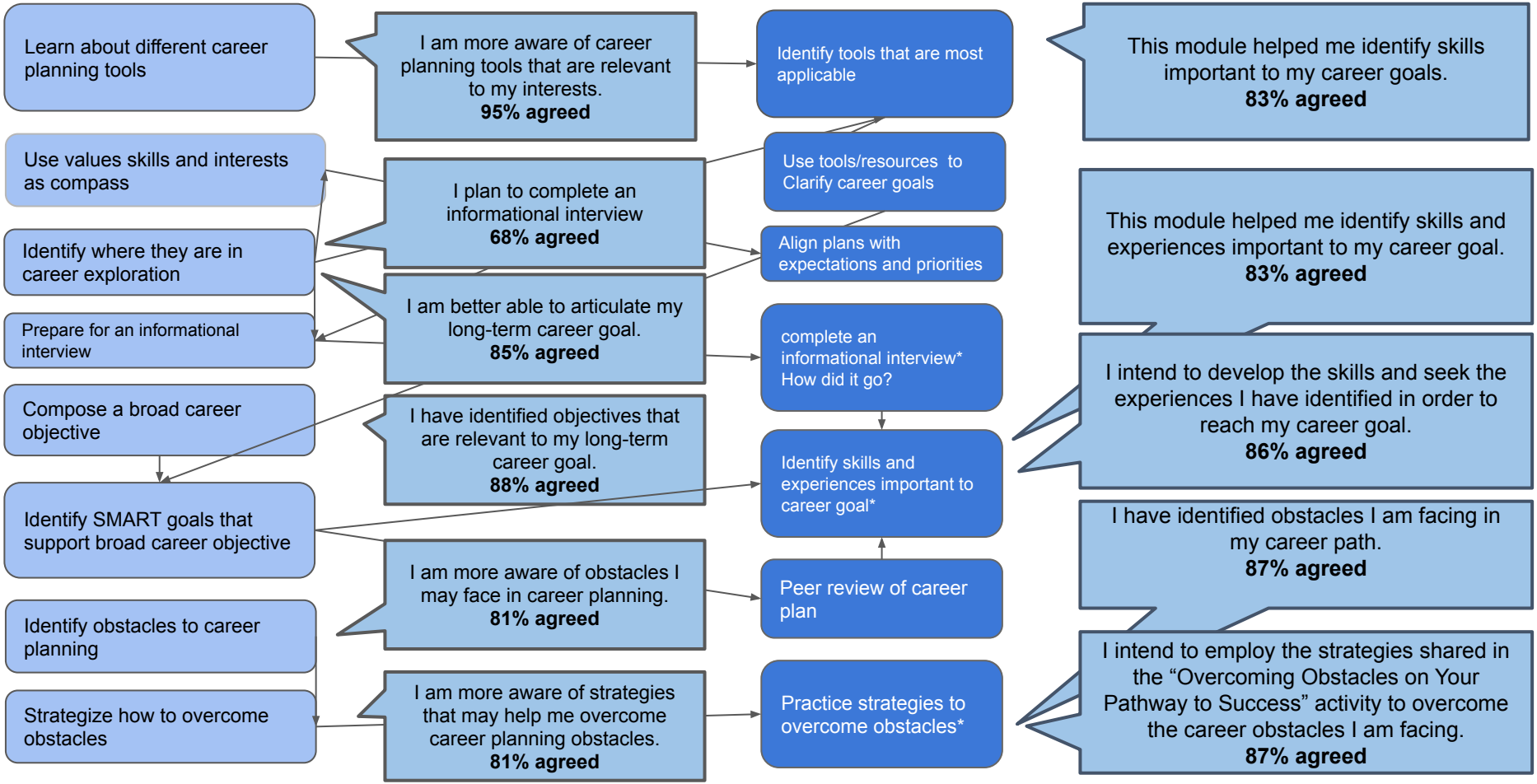
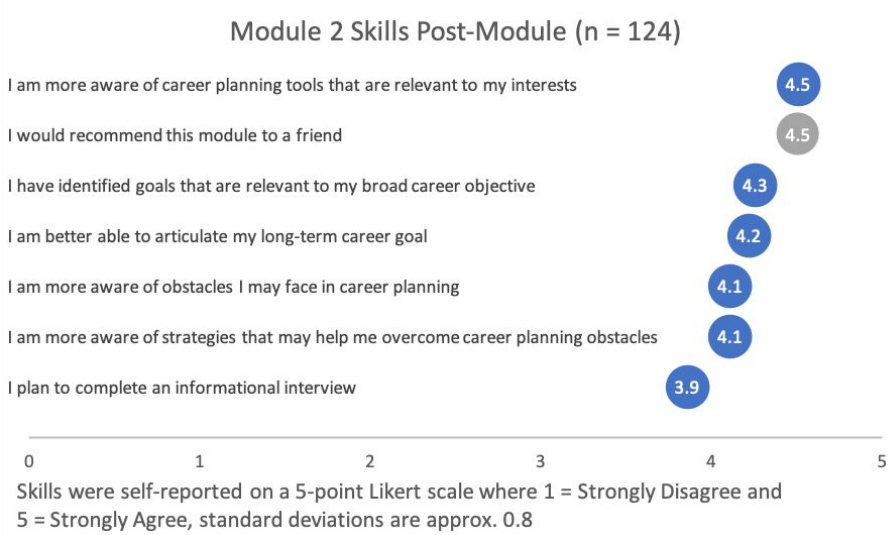
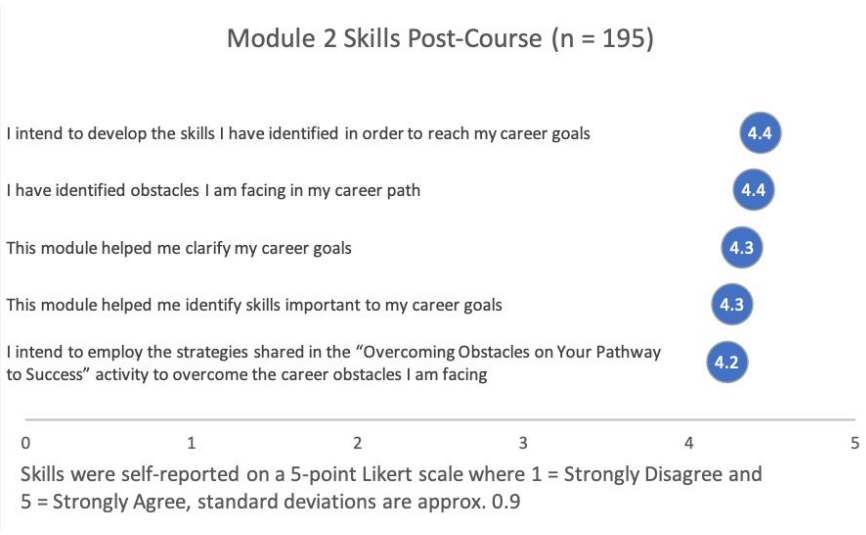


As a a result of this module/the Postdoc Academy...





Evaluation Resources

- BetterEvaluation.org
  - Formulating Key Evaluation Questions
- Chapman 2016
- NSF's User-Friendly Handbook for Mixed Method Evaluations

Another example: ? resilience module