



Clock Your Wins:

*A How-to Guide on Measuring the Impact of
Game Changer Implementations*

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**COMPLETE
COLLEGE
AMERICA**

INTRODUCTORY ACTIVITY



- Welcome! We will begin today's session with an interactive activity. Please note the four posters on the walls around you.
- Brainstorm your biggest challenges related to evaluation.
- Using the Post-Its on the table in front of you, please describe those challenges on any or all of the following topics:
 - Design
 - Instrumentation
 - Data Collection
 - Data Analysis
- Paste your notes on the corresponding posters and be prepared to discuss as a group.



SESSION OVERVIEW



- Introduction + Activity #1
- Implementation Studies: An Overview
- Impact Studies: An Overview
- Activity #2
- Individual Support + Questions
- Conclusion

ABOUT US



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DEBRIEF: THE PROBLEM OF PRACTICE



THE PROBLEM OF PRACTICE



- While IHE staff wish to implement programs that make an impact, measuring that impact is another story...
- Challenges related to measuring impact include:
 - **Design:** Selection of one research design over another, connecting components of implementation to impact, streamlining the design to identify appropriate variables for measurement, and identifying which components of the intervention can be measured
 - **Instrumentation:** Identifying valid and reliable instruments that are aligned with the intervention and designed to measure the intended impact
 - **Data Collection:** Availability and collection of data (e.g., limited institutional research capabilities)
 - **Data Analysis:** Lack of ability to achieve statistical power in impact analyses
- Reporting is another important part of the process, but that's a separate session.

EVALUATION STUDY COMPONENTS



*Implementation**

...Impact



*Stages of implementation adapted from National Implementation Research Network (NIRN): <http://nirn.fpg.unc.edu/learn-implementation/implementation-stages>

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IMPLEMENTATION STUDIES: AN OVERVIEW

IMPLEMENTATION STUDIES: BACK TO THE BASICS



- Barriers to Evaluation
- Clarification of Evaluation Purpose and Program Objectives
- Development of Logic Model
 - Inputs – are resources sufficient to implement key activities
 - Outputs – have you listed all key intervention activities or components that will address your evaluation
 - Outcomes – is it clear what you hope to change as a result of your intervention components

FIDELITY OF IMPLEMENTATION



What is fidelity of implementation (FOI)?

- Fidelity of implementation is defined as “adherence to both the proper execution of specific practices and the effective coordination of all those practices as they are intended to be combined*.”

Why does fidelity of implementation matter?

- *“Only when effective practices are fully implemented, should we expect positive outcomes. Implementation matters.” (Blaise & Fixsen, 2005).*

How are we measuring fidelity to the model?

- Design: Mixed method study
- Outcomes: FOI indicators and targets

FIDELITY OF IMPLEMENTATION + FIDELITY OF INTERVENTION: KEY CONSIDERATIONS



- How is your intervention and participant defined?
- How will you know your intervention has been delivered as intended?
- What is the logical chain of connections showing the intervention strategy?

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IMPACT STUDIES: AN OVERVIEW

IMPACT STUDY OVERVIEW



What is an impact study?

- It estimates the effect size of the intervention program realized in outcome (e.g., the value that a program adds to student outcomes)

Why does measuring impact matter?

- Impact studies inform us about the extent to which the intervention has the intended effect. When well-implemented, they contribute useful information to practitioners and policy makers.

How are we measuring the impact of the CORE model?

- **Design:** Randomized Controlled Trial (RCT)
- **Outcome:** College/career readiness as measured by the CWRA+
- By design, treatment groups and control groups are different only by the intervention or absence of intervention. Thus, we can attribute the CWRA+ postscore difference between the two groups to the CORE i3 program.

PLANNING FOR AN OUTCOME EVALUATION



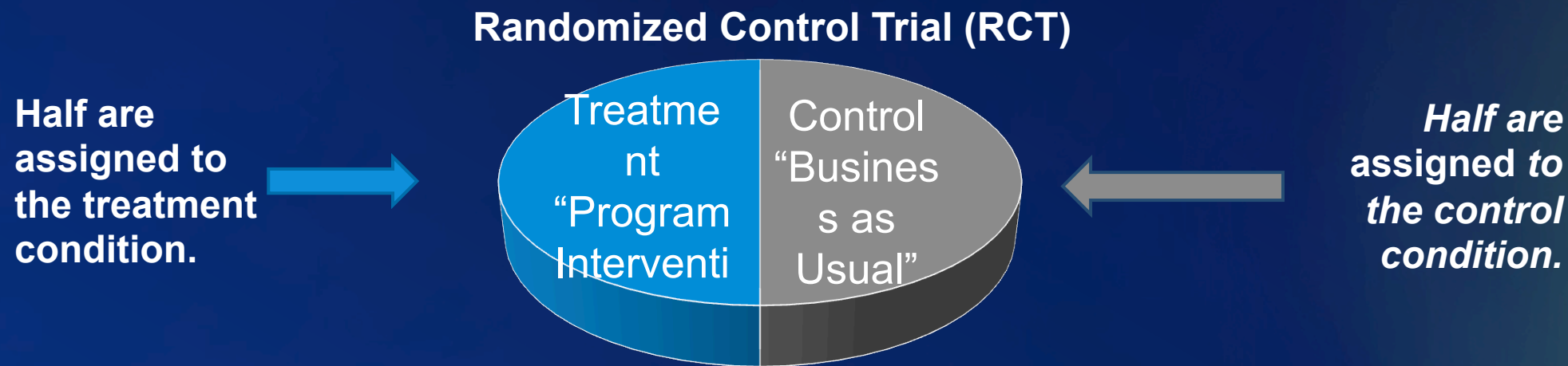
Understanding impact study considerations...

- Planning the Design
 - Identifying outcome measures
- Sampling considerations
- Instrument Selection

IMPACT DESIGN OPTIONS



RCT: Units are randomly assigned to a program group or control group



QED: Units are matched to a comparison group that is similar to the intervention on known characteristics

INSTRUMENT SELECTION



Strategy	Advantages	Disadvantages
Database	Track program services/ participants	Harder to track outcome attainment
Knowledge test	Can cover large amounts of content domain and higher order thinking	Resource intensive
Surveys	Assess opinions	Limited amount of content coverage and poor response Rates
Observations	Can asses actual behaviors	Scope limited to elements identified and Resource intensive
Attitude surveys	Ratings easy to score	Little in-depth probing possible



PROCESS FOR IDENTIFYING A “GOOD FIT” IMPACT STUDY



What are the requirements for a rigorous impact evaluation design?

- Sample Size? Unit of Analysis? Number of Treatment and control units available?
- How often can data be collected? Annually? Per grant period?
- What is the intervention? Online or in person?
- Are there pre-existing or historical data?

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ACTIVITY #2: EXPLORING HOW TO CLOCK YOUR WINS WITH GAME CHANGER STRATEGIES



- In breakout groups, you will apply what you just learned regarding measuring implementation and impact in an interactive activity
- This activity will prompt your team to define a program intervention, participant, outcomes, and impact design to a game changer strategy that is of particular interest to you.

BREAKOUT GROUPS BY GAME CHANGER STRATEGY



Academic Mapping	Purpose First	A Better Deal for Returning Adults
<ul style="list-style-type: none">• System of required credit hours and coursework aligned to a major• Students advised and staying on track, minimize the likelihood of excess time, loan debt, and additional credits	<ul style="list-style-type: none">• Higher education is considered a launching pad toward a meaningful career• Career exploration and planning is intentional and start early• States, systems, and institutions build a culture of purpose across all tiers in higher education	<ul style="list-style-type: none">• There are barriers for returning adults both in policy and practices• Requires intentional focus on institutions' student-level data for current and former students.• Design an effective model for returning adults requires focus and intention

DIRECTIONS



1. Identify a problem/situation.
2. Think through strategies that your college/university can use to assist in dealing with situation that may arise.
3. Define who the services will target and how.
4. Identify what outcomes you want to see with your efforts.
5. Determine your impact design and measurement tool.
6. Consider challenges related to measuring impact.

DIRECTIONS + EXAMPLE



1. Describe a Situation

Students had no central location for advising on career and degree options and mapping.

2. Identify Key Components

Provision of Student Service Personnel to academic map advising

Conduct training for advisors on financial and career planning options

3. Define the Participant

Incoming first-generation students from rural schools.

4. Determine Outcomes

Reduced time to completion

Increased knowledge of financial and academic support services

5. Identify Measurement and Impact Design

QED using pre-post knowledge scale

IMPACT CHALLENGES + Example

<p>Design</p> <p>QED design with participating and non participating students using a PSM technique</p>	<p>Instrumentation</p> <p>CWRA+: Measures college and career readiness</p> <p>Ed Ready Assessment Tool focuses on Math/English</p>
<p>Data Collection</p> <p>Students will participate in an orientation seminar and take a pre-assessment</p> <p>Data tracking of advisory services centralized</p>	<p>Data Analysis</p> <p>Consult pre, during, and post with evaluation team to conduct proper statistical and qualitative analysis to confirm ability to achieve useable results</p>

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INDIVIDUAL SUPPORT + QUESTIONS

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RESOURCES



American Evaluation Association's Guiding Principles For Evaluators: <https://www.eval.org/p/cm/ld/fid=51>

The Pell Institute's Evaluation Toolkit:
<http://toolkit.pellinstitute.org/evaluation-101/>

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