Program Evaluation

Sherry Williams & Cathy Rimm
Quality Assurance & Research Department

Motorcycle Safety Foundation

At some point in every program, someone asks:

How's It Going?
Does Training Work?

Overview

- What is Program Evaluation?

- Why engage in Program Evaluation?

- Types of Program Evaluation

- The status of Program Evaluation in Motorcycle Safety Programs

- Examples of Motorcycle Safety Program Evaluation Techniques

What is Program Evaluation?

- "Program evaluation is carefully collecting information about a program or some aspect of a program in order to make necessary decisions about the program."

- "Evaluation is the process of determining whether programs – or certain aspects of programs – are appropriate, adequate, effective, and efficient and, if not, how to make them so."

- "The key to success is in the preparation – depends directly on the effort you put into the program's design and operation."

- "Without evaluation, we cannot tell if the program benefits or harms the people we are trying to help."

Why engage in Program Evaluation?

1. Tell the GOOD NEWS! To inform your stakeholders.

2. To make a case for continued or expanded funding.

3. To have an early warning system for problems.

4. To monitor whether programs are producing desired results.

5. To understand why or why not (related to context or to implementation factors).

6. To learn whether programs have any unexpected benefits or problems.

7. To demonstrate program effectiveness.

8. To establish future benchmarks.

What Program Evaluation is NOT

- A useless activity that generates lots of boring data with useless conclusions.
- Only able to show the program's failures.
- A proof of success or failure of a program.
- Complex and for experts only.
- A process that only produces what we expect.

Types of Program Evaluation

- 35 different types according to some

- Formative

  - Research conducted (usually while the program is being developed) on a program's proposed materials, procedures, and methods

  - Understand how the program was implemented or feasibility

- Process

  - Shows how well a program is operating – can give the hows and whys

  - Often overlooked

Types of Evaluation

- ## Impact Evaluation

  - ### Research that shows the degree to which a program is meeting its intermediate goals

  - ### Shows changes in knowledge, beliefs & attitudes in stakeholders and community

- ## Outcome Evaluation

  - ### Research that shows the degree to which a program has met its ultimate goals

  - ### Generally conducted at specified intervals

  - ### Includes changes in mortality, morbidity

Program Evaluation in Rider Education

- The type of evaluation you undertake to improve your programs depends on what you want to learn about the program

- Essential to a successful grant application
    - NHTSA – from 20 to 30% of evaluation criteria
    - 15% of total budget

- Everyone in rider education must shoulder a share of the responsibility for ensuring quality in rider education programs

- Evaluation is an ongoing process

Program Evaluation in Rider Education

- ## Results of Previously Published Study
  - Winn & McPherson, Dept. of Safety Studies, West Virginia University, 1990

- ## Study Conclusions
  - Most states did not plan to perform impact evaluations
  - Effectiveness of training programs could not be defended
  - Funding could be lost

- ## Recommendations
  - Administrators should consider the benefits of program evaluation
  - Motorcycle program specific evaluation criteria should be established & tested

MSF continued with review

- *Interviews with program managers*

- *Reviewed MSF State Reports / State web pages*

- *Reviewed motorcycle program evaluation presentations and literature*

Interviews with program managers

- *Twenty-four interviews completed*
  - *53% of available program managers reporting*

- *Various regions of the country*

- *Various delivery models*

- *Various program sizes*

Various Delivery Models

- *State-administered*
- *Privately administered, State-regulated*
- *State-administered with private programs allowed*
- *State-administered with independent contractors*
- *MSF-administered*
- *Privately administered – no State Coordinator*

Data collected states/programs

- *Pass/fail totals*

- *Dropped/counseled out*

- *Student evaluations*

- *Website availability*

- *Ongoing training for RCs and RCTs*

- *Policy and Procedure manuals*

- *Quality Assurance Visit process*

- *Student and RC complaint process*

- *Incident reporting*

14

Results from Interviews

- All programs record pass and failure rates
- All programs have student & RC complaint process
- All programs have ongoing training for RC & RCT
- Almost all programs have websites

- 67% have Policy & Procedure manuals
- 63% have standardized forms and/or reports
- 33% track training incidents

- *Formal – usually large programs*

  - *Set # of site visits*

  - *Standardized forms/reports*

  - *Training incident tracking*

  - *PDW's held several times annually*

- *Informal – usually small programs*

  - *Little or no documentation of visits*

  - *Site visits "as needed"*

  - *Corrections by "nudging"*

  - *Annual PDW's, (some smaller programs hold more frequent PDW's as needed)*

- *Complaints*

  - *All programs actively follow up on negative complaints*

  - *Severe complaints usually arrive at the State Coordinator's desk*

  - *Often generate topics for PDW's*

Current Examples of Program Evaluation

- Maryland Program Web Page

- Ohio
  - Peer Observers Web Page

- Indiana
  - Course graduate comments

- Massachusetts
  - Training Numbers

- Texas

Reviewed other program web pages

California, Connecticut, Georgia, Illinois, Iowa, Louisiana, Minnesota, Montana, Nevada, New York, North Carolina, Pennsylvania, Oregon, South Carolina, Tennessee, Washington, West Virginia, Wisconsin

MSF-Sponsored Process Evaluation

- **MSF Process**
  - 1999 - MSF Student Focus Group Research
  - 2002 - Rider Education and Training System Online Resource Guide (RETSORG)
  - 2003, 2004, 2005 - MSF Learning Centers
  - Ongoing - RETS Courses and Training Opportunity Additions
- **CMSP Process**
  - Policies and Procedures Manual
  - Professional Development Update Meetings
  - Quality Assurance Team Meetings
  - Student Feedback Tracking Process

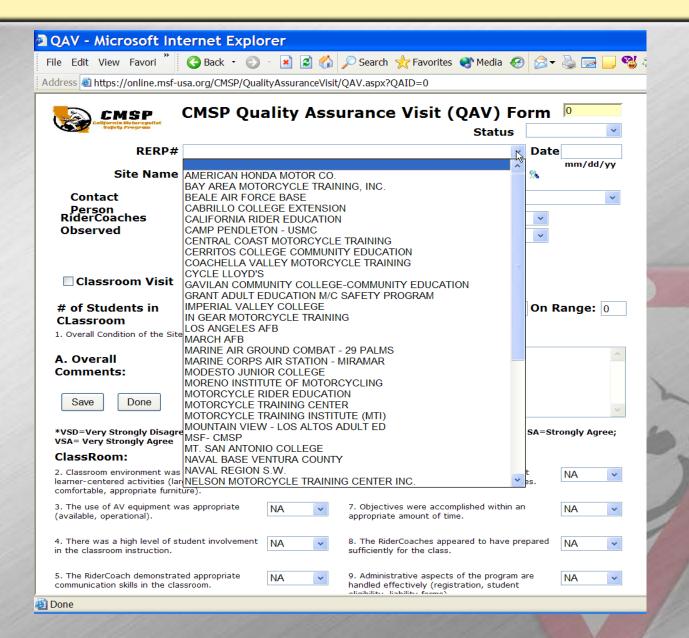# MSF-Sponsored Impact Evaluation

- **MSF Impact**
  - 2002 - BRC RiderCoach Survey
  - 2003 - Curriculum Expert Evaluation
  - 2003 – BRC Student Evaluation Analysis
  - 2004 – BRC Student Evaluation Analysis
  - 2005 – BRC RiderCoach On-line Survey
- **CMSP Impact**
  - Training Stats
  - RiderCoach Stats & RiderCoach Survey Results
  - Quality Assurance Visit Analysis
  - Student Feedback Forms (Qualitative & Quantitative)
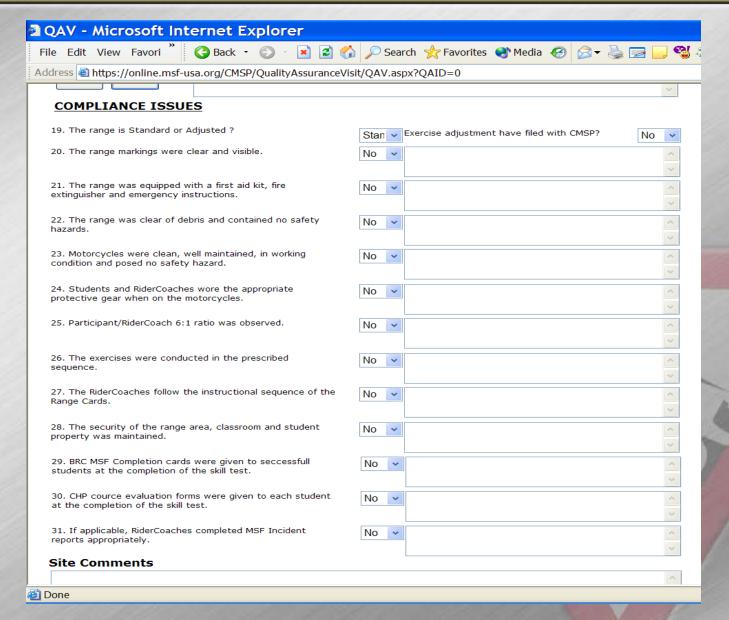 - Ongoing Random Checks of Completed Students

21

Available Tools to Collect Data

Available Tools to Collect Data

Effective Model for Any Size Program

- *Should include the following:*
  - *Regular QA visits with documentation*
  - *Open flow of communication between stakeholders*
  - *Provide opportunities for professional development*
  - *Identify and improve weaknesses*
  - *Recognize strengths*
  - *Monitor progress and growth*
  - *Identify emerging challenges*
  - *Multiple methods / measurements*

- Demonstrating Your Program's Worth
  - http://www.cdc.gov/ncipc/pub-res/demonstr.htm
- W.K. Kellogg Foundation Evaluation Handbook
- American Evaluation Association
  - Find an Evaluator
  - http://www.eval.org/consultants.htm
- Motorcycle Safety Foundation

MSF
MOTORCYCLE SAFETY FOUNDATION

Program Evaluation

Thank You!

www.msf-usa.org
swilliams@msf-usa.org
crimm@msf-usa.org