

The Bob Shapell School of Social Work  
Tel-Aviv University  
MA in Coping with Stress, Crisis and Trauma

**Evaluation of Social Services**

Semester I, 2014-2015

Thursdays, 10:15-11:45

**Instructor:** Dr. Avital Kaye-Tzadok

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**Course Overview and Objectives** - The course approaches evaluation as an integral part of intervention, to be incorporated into all of its stages. Students will learn not only the technical aspects of evaluation, but how to conduct evaluations taking into account the environment in which the intervention is implemented. More specifically, the course has the following four objectives:

- 1) To raise awareness of the importance of evaluation, the context in which it is carried out, and how it can be incorporated into the different stages of intervention.
- 2) To increase awareness of the importance of planned, systematic, evidence-based intervention and to impart the knowledge and skills needed to implement it.
- 3) To impart knowledge about different evaluation approaches and about different stages of evaluation.
- 4) To impart knowledge and skills for performing different types of evaluation: Feasibility and Evaluability Assessment, Implementation and Process Evaluation, and Outcome Evaluation.

## **Course requirements**

**1) Attendance and participation** - Attendance is mandatory. Active involvement in class discussion is encouraged.

**2) Reading** - Below is a list of mandatory reading items for each topic covered in the course. All items appear either on the course's website or in one of the libraries at Tel Aviv University. Suggestions for additional reading are offered. Students are encouraged to broaden the scope of their reading based on their own personal and professional interests through relevant journals.

**3) Assignments** - Assignments for the course include one reading report and one final paper. All assignments should be handed in print, font size 12, double spaced, using acceptable APA formatting and referencing.

### **Reading report (due for lesson # 3)**

Please read the following evaluation report which appears on the course website:

Porter, M. & Witham, P. (2003). "HAPPI" Evaluation report - An evaluation of the centacare homeless and parenting program initiative in south Australia. (You may skip pages 21-32).

Answer the following questions, (up to 2 pages):

1. What were the main questions and goals of the evaluation?
2. What, in your opinion, were the main findings of the evaluation?
3. State any thoughts, reflections or reservations you have about the research described in the report.

Reports should be **printed** and handed in individually by November 13, 2014. No additional bibliography is required for this assignment.

### **Final paper**

Your final paper will include writing a proposal of a program evaluation (the program can be one you have created, thought about or even executed. It can be a program that exists in an actual service or one that was written about in an article - please specify the source of your program). Write a paper that includes the following sections:

1. Description of the intervention program (the intervention must target a group or a community, but not an individual) – including general information about the program, the

organization in which it takes place, the needs that the program is supposed to meet, the target population, program's activities and planned outcomes.

2. Theory of the problem and theory of the intervention (theory of the problem refers to where this problem is believed to stem from; theory of the intervention refers to the assumptions that have led us to believe that this specific intervention will help with this problem).

3. Logic model of the program.

4. Evidence-Based Practice – specify findings from evaluations done on similar programs in Israel or abroad (if there weren't any evaluations of the exact same program, use findings from similar programs).

5. Program's proposed evaluation:

5.1 What will be the tools or methods used for measuring changes and reasons why you chose these tools or methods and not others? (include the full questionnaires or interview guides in the appendix)

5.2 What is the proposed research design (at what points will the measurement occur and through what ways).

6. Summary

6.1 Summary of the proposed evaluation.

6.2 Personal summary of the process of writing the proposed evaluation.

Base your paper on current academic literature (at least 5 literature items from the last 5 years, and another 5 from the last decade). Papers should not exceed 15 pages (double space, not including references). All papers should be in APA format.

The final assignment is an individual assignment.

The final assignment should be **printed** and handed in to Nilli's office by **February 26, 2015**.

**Grading-** The reading report will be graded on a Pass/Fail basis. You must receive a passing grade in order to receive your final grade. The final grade in this course will be the grade given on your final paper.

## Reading List

### 1<sup>st</sup> week: 30/10/14

#### Topic

- Evaluation- Terms, Definitions and Goals

#### Required reading

Donaldson, S. I., Gooler, L. E., & Scriven, M. (2002). Strategies for managing Evaluation Anxiety: Toward a psychology of program evaluation. *American Journal of Evaluation*, 23, 261-273.

#### Additional Reading

Bemelmans-Videc, M. L., Lonsdale, J., & Perrin, B. (Eds.). (2007). *Making accountability work*. New Brunswick: Transaction Publishers.

Stufflebeam, D. L., & Shinkfield, A. J. (2007). *Evaluation theory, models, and applications*. San Francisco, CA: Jossey-Bass. (pp. 3-51).

### 2<sup>nd</sup> week: 6/11/14

#### Topic

- Workshop Introduction: What is evaluation for me?

#### Required reading

Porter, M. & Witham, P. (2003). "HAPPI" Evaluation report - An evaluation of the centacare homeless and parenting program initiative in south Australia. (You may skip pages 21-32).

#### Additional Reading

Stufflebeam, D. L., & Shinkfield, A. J. (2007). *Evaluation theory, models, and applications*. San Francisco, CA: Jossey-Bass. (pp. 57-76)

### 3<sup>rd</sup> week: 13/11/14

#### Topic

- Different approaches in Evaluation

#### Required reading

Bickman, L., & Reich, S. M. (2009). Randomized controlled trials: A gold standard with feet of clay. In: S. I. Donaldson, C. A. Christie & M. M. Mark (Eds.), *What counts as credible evidence in applied research and evaluation practice?* (pp.51-77). Thousand Oaks, CA: Sage.

### **Additional Reading**

- Donaldson, S. I. (2007). *Program theory-driven evaluation science: Strategies and applications*. New York: Lawrence Erlbaum Associates. (Chapters 1-3, pp. 1-40).
- Fetterman, D. (1996). Empowerment evaluation: An introduction to theory and practice. In: D. Fetterman, S. J. Kaftarian & A. Wandersman (Eds.), *Empowerment evaluation: Knowledge and tools for self-assessment and accountability* (pp. 3-46). Thousand Oaks, CA: Sage.

### **4<sup>th</sup> week: 20/11/14**

#### **Topic**

- Issues and Dilemmas in program evaluation: Assessment of the "HAPPI" report

#### **Required reading**

- Wholey, J. S. (1986). Using evaluation to improve government program performance. *Evaluation Practice*, 7, 5-13.

### **5<sup>th</sup> week: 27/11/14**

#### **Topic**

- Evidence Based Practice

#### **Required reading**

- Christie, A. C., & Fleischer, D. (2009). Social inquiry paradigms as a frame for the debate on credible evidence. In: S. I. Donaldson, C. A. Christie & M. M. Mark (Eds.), *What counts as credible evidence in applied research and evaluation practice?* (pp.19-30). Thousand Oaks, CA: Sage.

### **Additional Reading**

- Grinnell, R. M., & Unrau, Y. A. (1993). *Social work research and evaluation: foundations of evidence-based practice*. New York: Oxford University Press.
- Kazdin, A. E., (2008). Evidence-Based treatment and practice: New opportunities to bridge clinical research and practice, enhance the knowledge base, and improve patient care. *American Psychologist*, 63(3), 146-159.

### **6<sup>th</sup> week: 4/12/14**

#### **Topic**

- Evidence Based Practice Workshop

#### **Required reading**

Gibbs, L., & Gambrill, E. (2002). Evidence-based practice: Counterarguments to objections. *Research on Social Work Practice, 12*, 452-476.

### **Additional Reading**

MacDonald, G. (2002). The evidence-based perspective. In: M. Davies (Ed.), *The Blackwell companion to social work* (pp. 424-430). Oxford: Blackwell.

Webb, S. (2002). Evidence-based practice and decision analysis in social work. *Journal of Social Work, 2*, 45-63.

### **7<sup>th</sup> week: 11/12/14**

#### **Topic**

- Wholey's approach: evaluation and stages in the lives of programs

#### **Required reading**

Wholey, J. S. (1987). Evaluability assessment: developing program theory. *New directions for Program Evaluation, 33*, 77-92.

#### **Additional Reading**

Rutman, L. (1980). *Planning useful evaluations: Evaluability assessment*. Beverly Hills, CA: Sage.

Smith, M. F. (1989). *Evaluability assessment: A practical approach*. Norwell, MA: Kluwer Academic Publishers.

Wholey, J. S. (1997). Trends in performance measurement: Challenges for evaluators. In: E. Chelimsky & W. Shadish (Eds.), *Evaluation for the 21<sup>st</sup> century: A handbook* (pp. 124-133). Thousand Oaks, CA: Sage. –

### **8<sup>th</sup> week: 18/12/14**

#### **Topics**

- The Logic Model as a tool for preliminary assessment

#### **Required reading**

Mclaughlin, J. A., & Jordan, G. B. (1999). Logic Models: A tool for telling your program's performance story. *Evaluation and Program Planning, 22*, 65-72.

#### **Additional Reading**

Frechtling, J. A. (2007). *Logic modeling methods in program evaluation*. San Francisco, CA: John Wiley & Sons.

On-Line Logic models: <http://www.cdc.gov/eval/resources/index.htm>

### 9<sup>th</sup> week: 8/1/15

#### **Topic**

- First introduction of the Logic Model

#### **Required reading**

Savaya, R., & Waysman, W. (2005). The logic model: A tool for incorporating theory in development and evaluation of programs. *Administration in Social Work*, 29 (2), 85-103.

### 10<sup>th</sup> week: 15/1/15

#### **Topic**

- Exercizing the Logic Model

#### **Required reading**

Waysman, M., & Savaya, R. (2004). Coalition-based social change initiatives: Conceptualization of a model and assessment of its generalizability. *Journal of Community Practice*, 12, 123-143.

### 11<sup>th</sup> week: 22/1/15

#### **Topic**

- Implementation and Process Evaluation, Outcome Evaluation.

#### **Required reading**

Centers for Disease control and prevention (2008). *Introduction to process evaluation in tobacco use prevention and control*. Atlanta: US. Department of Health and Human Services, Centers for Disease Control and Prevention and Health Promotion, Office on Smoking and Health. <http://www.cdc.gov/tobacco/publications/index.htm>

#### **Additional Reading**

Colton, D. (2007). *Designing and constructing instruments for social research and evaluation*. San Francisco, CA : Jossey-Bass.

Fixen, D. L., Naoom, S. F., Blase, K. A., Friedman, R. M., & Wallace, F. (2005). *Implementation research: A synthesis of the literature*. Tampa, FL: University of South Florida.

<http://nirn.fmhi.usf.edu/resources/publications/Monograph>

Johnson, R. L., Penny, J. A., & Gordon, B. (2009). *Assessing performance: Designing, scoring, and validating performance tasks*. New York: The Guilford Press.

Rossi, P., & Freeman, H. (1989). *Evaluation: A systematic approach* (5th ed.). Newbury Park, CA: Sage.

**12<sup>th</sup> week: 29/1/15**

**Topic**

- Outcome Evaluation

**Additional Reading**

Wandersman, A. (2004). *Getting to Outcomes 2004: promoting accountability through methods and tools for planning, implementing, and evaluation.*

Available on-line at: [http://www.rand.org/pubs/technical\\_reports/TR101.html](http://www.rand.org/pubs/technical_reports/TR101.html)

**More relevant books:**

Davidson, E. J. (2005). *Evaluation methodology basics: The nuts and bolts of sound evaluation.* Thousand Oaks, CA: Sage.

Wholey, J. S., Hatry, H. P., & Newcomer, K. E. (Eds.). (1994). *Handbook of practical program evaluation.* San Francisco, CA: Jossey-Bass.

**Main journals in the field of evaluation**

American Journal of Evaluation

Evaluation

Evaluation and Program Planning

Evaluation Quarterly

Evaluation Research

Evaluation Review

Journal of Social Work Research and Evaluation

New Directions for Program Evaluation

Research on Social Work Practice

Social Work Research

**Additional materials will be handed out during the course and will be available through the course's web site.**

### Schedule of classes

Date of Lecture	Date of Workshop	Lecture	Workshop	Written Assignments
30.10.14		Evaluation: Terms, Definitions and Goals		
	6.11.14		Workshop Introduction: What is evaluation for me?	
13.11.14		Different approaches in Evaluation		Please hand in your assessment of the HAPPI report by November 13 <sup>th</sup>
	20.11.14		Issues and Dilemmas in program evaluation: Assessment of the HAPPI report	
27.11.14		Evidence Based Practice		
	4.12.14		Evidence Based Practice workshop	
11.12.14		Wholey's approach: Evaluation and stages in the lives of programs		
18.12.14		The Logic Model as a tool for preliminary assessment		
	8.1.15		First introduction with the Logic Model	
	15.1.15		Exercizing the Logic Model	
22.1.15		Implementation and Process Evaluation, Outcome Evaluation.		
29.1.15		Outcome Evaluation		
The final assignment should be handed in by _____				