SESSION 400: EVENING RECEPTION and POSTER SESSION   MAUI BALLROOM

Poster 1:   To Risk or Not To Risk: A Holistic Approach to a Feminist Health Care NGO in Colombia, South America, Monica M Alzate, The University of Georgia at Athens

Within the academic community, the idea that an evaluation is not sufficient to assess the pros and cons of a given program or activity is well accepted. That is, the results of an evaluation, independently of what kind it is, do not provide a comprehensive picture of the object of the evaluation and its context. Furthermore, the reasons why an evaluation is done, or who sponsors or mandates it, might determine the importance of certain findings over others. Even though those findings could very well be supported by the data, the choice that evaluators make may minimize non-highlighted findings that are precisely the ones that target the "susceptible" issues, and could create controversies among the evaluation sponsors, or even among some stakeholders. This situation leads to an even more crucial decision, which is the core of this presentation: What are the risks of evaluating a program when the social context is adverse to it? What are the risks for the evaluators, sponsors, and stakeholders? And at the same, what is the risk for the entire community of not evaluating such program or stopping it?

Poster 2:   Tools To Help Community-based Organizations (CBOs) Use Needs and Resources Assessments, Arlene B Andrews & John Stewart, University of South Carolina

As CBOs interpret and give meaning to needs and resource information, various participants may interpret the data differently. Relatively few tools exist to facilitate this critical decision making process. Based on lessons learned from several CBOs working on different issues (fatherhood, early childhood, Kids Count, domestic violence), useful guidelines and tools will be described. Issues addressed include planning structure (who interprets the data through what processes), data format (maps, visuals, reports), and decision-making. Special attention is given to assuring historically excluded populations are heard, including bridging the cultural gap between community-grounded and data-oriented participants.

Poster 3:   The Role of the Student Survey in Evaluation of Educational Programs: Development, Administration, and Utilization of a Comprehensive Student Survey at Milton Hershey School, Tara L Atkins-Brady, Milton Hershey School

Surveys of students are often utilized in evaluations of educational programs. In complex educational settings such as the Milton Hershey School (MHS) - a private, residential school for needy children - where many programs operate simultaneously, educators risk over-surveying the student population. When this occurs, survey completion interferes with class time, and students lose interest in participating in the evaluation process. In an effort to streamline data collection across school programs, the MHS Office of Research and Evaluation developed and administered a Comprehensive Student Survey to collect information on student beliefs and behaviors with respect to learning and living at the school. It was our intent that data from this, and subsequent surveys, be used to inform programmatic decisions and facilitate communication regarding sensitive and potentially serious issues at the school. This paper discusses survey development and administration, and describes the evaluators' strategies for helping school staff utilize survey findings.

Poster 4:   The Design of a Model Safe School Climate Survey To Identify Crime and Violence in Public Schools, Rosemary V Barnett, Glenn D Israel & Janice O Easton, University of Florida

This poster documents the recent development of a statewide model school safety climate survey. The focus is the process of designing a survey which measures factors that may facilitate or inhibit safety and learning and identifies perceived threats to school safety. The survey was initially developed and tested in fourteen schools in a paper and pencil format with versions for students, parents, and teachers. The second phase of survey development involved testing a web-hosted version by students in four schools. Other states may use this information should they desire to

create their own version for use by districts and schools to collect consistent and meaningful data from various stakeholders.

Poster 5: **Mapping for Program Evaluators,** Jerry Bean, Independent Consultant

This poster session is designed to illustrate how program evaluators can use maps in creative ways to examine and display data. The session has two objectives. First, it will describe how analytic maps can be used to examine the geographic component of data collected in a needs assessment process or in a program impact assessment. Advances in personal computing have brought extensive geographic information system (GIS) functionality to the desktop making analytic mapping affordable and relatively easy to implement. Second, actual examples of how analytic maps have been used in planning for and evaluating child abuse and neglect and teen pregnancy prevention programs in Ohio will be presented. These examples will demonstrate how various analytic map types have been employed to identify patterns of child abuse and neglect and teen pregnancy that have been useful in targeting prevention programming and in tracking change over time.

Poster 6: **Models for Planning and Evaluation of Integrated Projects: Collaborative Research, Extension, and Education**, Claude F Bennett, US Department of Agriculture

There is a trend toward integrated/collaborative projects among university research, extension, and teaching staffs that are built upon cooperative and coordinative arrangements among these staffs. In order to facilitate the planning and evaluation of such integrated projects, there is need for conceptual models that integrate or link planning and evaluation of research and extension functions. This poster displays two inter-related models for planning and evaluating integrated projects. The first model identifies linked roles of research, extension, and users of technologies and practices; the second identifies a hierarchy for planning project objectives and evaluating project performance. The seven levels of the hierarchal model may be applied to help plan and evaluate the performance of each of the identified, linked roles of research and extension. The poster displays 'inputs,' 'outputs,' 'outcomes' and 'impacts' relative to the functions of research, extension, and higher education.

Poster 7: **Profiles of Offenders in Residential Substance Abuse Treatment,** Erica J Boyce & G Edward Wensuc, Colorado Division of Criminal Justice; Maureen L O'Keefe, Colorado Department of Corrections; and Cynthia A Zupanec, University of Colorado at Colorado Springs

Minimal information on intensive residential, substance abuse treatment programs (IRT) exists in the substance abuse literature. Through exploratory research, Colorado has been able to provide treatment participant profiles for four IRT programs located throughout the state. Colorado offers treatment services in halfway houses designed for felony offenders. An evaluation of 250 offenders was conducted based on demographic information, referral source, criminal history, substance abuse, and treatment motivation of the client. Data were collected through electronic file systems, self-report questionnaires, and file reviews. Comparisons of offenders are made between each of the four sites to let treatment staff and referral agencies understand the clientele they are treating. Analysis also depicts how different residential programs treat populations of substance abusing offenders. This evaluation also analyzes the variance between those offenders who completed the treatment program and those who did not successfully finish. Results will also assist in understanding who is being served.

Poster 8: **The AEA Job Bank: A Summary of Who, What, Where, When and How Much,** Jennifer M Camacho, University of Illinois at Chicago and Nicole Vicinanza, Aquirre International

Evaluation is a rapidly growing field as evidenced by postings to the AEA Job Bank web page and EvalTalk. These services regularly update national and international employment opportunities. This poster will examine information from Job Bank and EvalTalk postings for the past year. The analyses will include: 1) job types and locations, 2) the types of posting agencies, 3) degrees and experience required and/or preferred, and 4) salary ranges announced. To illustrate the outcomes that have occurred, this poster will also present the results of a survey administered to employers and employees who have participated in the electronic and/or the AEA Orlando (1999) Job Bank. The poster will provide users with at-a-glance job bank statistics in tabular and graphic form, as well as an analysis of

evaluation job announcement trends. Readers will also learn how to access the electronic job bank web page, both to search for and to post positions.

Poster 9: **A Survey of Key Stakeholders' Perspectives on Hospital Performance,** François Champagne, Henriette Bilodeau, Isabelle Trabut, Claude Sicotte & Lambert Farand, University of Montreal; and Jan Barnsley, University of Toronto

To date, a single model of organizational effectiveness or performance has not been found which captures the total meaning of organizational performance. The multitude of existing models reflect different, but complementary dimensions of performance. These different dimensions are often valued differently by various organizational stakeholders. Each stakeholder or stakeholder group has their own aims, preferences and values. We will present the results from a survey that asked healthcare providers what they considered to be the most important dimensions of performance in hospitals. The survey, which was conducted in three Canadian provinces obtained ratings on the importance of fifteen dimensions of performance from different stakeholder groups including hospital physicians, nurses, managers, staff, and community representatives. Similarities and differences between stakeholder group responses will be discussed as well as implications for the development of regional performance assessment systems.

Poster 10: **Learning about Community Collaboration**, Stacie S Cherner & Kathleen M Hebbeler, SRI International

Community Partnerships for Healthy Children (CPHC) is a Northern California initiative funded by the Sierra Health Foundation. CPHC is directed at improving the health and well being of children by fostering the development of solutions through grassroots-level decision-making and actions. The evaluation of the initiative includes an annual survey of community collaborative members about the perspectives they bring to the table, their experiences with the collaborative, and their perceptions about community and personal change. The collaborative membership survey has been an important methodology to determining the effectiveness of community collaboration as a tool for improving outcomes for children and families. This poster will display the results of these surveys across the seven years of the initiative.

Poster 11: **Creating and Documenting Service Linkages: Operation Link Emergency Shelter for Multiply-diagnosed Homeless Persons with HIV/AIDS,** Elaine V Cohen & Christian Carroll, Operation LINK Catholic Community Services

Operation Link, a Special Project of National Significance demonstration emergency shelter, has successfully served homeless, often hard-to-reach men and women with HIV/AIDS and co-occurring mental illness and substance abuse disorders through connecting them to on-site and community-based services. This poster session will outline the progressive engagement philosophy of care that has enabled those with chronic or repeat homeless cycles to access services toward stabilizing their lives. It will also present key demographic and social client characteristics as well as service utilization patterns of those in the Operation LINK program and those seen through street outreach. In addition to learning about implementation of such a program, the evaluation instrument used to capture services delivered will be described for those interested in building evaluation capacity. Handouts will be available for those seeking to serve this population through a progressive engagement approach and for evaluators charged with documenting the intensity of services provided.

Poster 12: **Peer Workers: A Case Study of Their Role and Experiences in an Emergency Shelter for Multiply-diagnosed Homeless Persons with HIV/ AIDS,** Elaine V Cohen & Christian Carroll, Operation LINK Catholic Community Services

Peer workers are often helpful in working with specialized target populations. This poster session reviews an exploratory case study of the role and experiences of peer workers and the Director in Operation LINK, an emergency shelter for multiply diagnosed homeless individuals with HIV/AIDS. Through content analysis of in-depth interviews and field notes, challenges and rewards for both peer workers and the Operation LINK shelter Director are outlined and illustrated by narrative from the peers and Project Director themselves. Peer workers are seen as an important staffing pattern in serving multiply diagnosed homeless individuals with HIV/AIDS. Recommendations for local evaluation strategies to assess the contributions of peer workers, and for training, ongoing supervision and future research

directions are outlined. An accompanying handout will fully discuss the qualitative methodology and its importance in validating the peers' work and furthering their sense of being valued in the Project.

Poster 13: **Demonstration of a Successful Comprehensive Tracking Protocol For Locating Persons with Co-ocurring Disorders and Criminal Justice Involvement**, Robbianne TM Cole, Maureen H Rumptz, Michael Finigan, Piper Hackett, Chris Heiser, Richard Matthews & Leslie Bernhard, NPC Research Inc.

In longitudinal community-based studies it is important to develop a comprehensive tracking protocol because of the difficulty in maintaining contact with participants over time. Tracking strategies must be action-oriented, focused, and creative; research indicates that it is not one particular tracking method that works best but the combination of strategies within a comprehensive tracking protocol that works. This poster presentation will highlight strategies and results of the comprehensive tracking protocol used in a large-scale evaluation of a jail diversion initiative for persons with co-occurring disorders. Over 200 individuals with mental health and substance abuse disorders and co-occurring criminal justice involvement were interviewed at baseline, 3 and 12-month follow-up. This presentation will highlight the 85% retention rate at both follow-up time periods as evidence of the success of the tracking protocol. The relevance of this comprehensive tracking strategy to other 'difficult to locate' populations will also be discussed.

Poster 14: **Separating the Wheat from the Chaff: Issues in Sorting Evidence in Program Evaluation**, Laurel E Cuthbertson, Andrew McConney & Robert Ayres, Western Oregon University

What happens when evaluators use mixed methods to authenticate findings and policy makers, program producers, program staff, and program constituents place varying values on evidence of program effects? An external evaluation of the Structure of Intellect (SOI) Model Schools Pilot Program, mandated by the Oregon legislature for implementation in elementary schools since 1998, has produced findings from a multi-site, mixed-method program evaluation that illustrates this challenge. The ongoing charge of the evaluation is to address questions of student achievement, behavior, and special education referrals, based on the program's claims for improvement in those areas as a result of exposure to the SOI Program. This session will use the SOI evaluation to illustrate differences among stakeholders' views about the value of different sources of evidence. Additionally, we will suggest one systematic method for assigning value to each source of evidence that is both understandable and useful to policy makers, stakeholders, and evaluators.

Poster 15: **Strength-based Evaluation: Promoting Successful Prevention**, Michelle L Cyrulik, Alliance for Children and Families

The Families and Schools Together (FAST) program is a collaborative prevention program designed to reduce factors associated with school failure, juvenile delinquency, and substance abuse while promoting success at home, at school, and the community. The program includes the whole family and participation is voluntary. Since 1991, the Alliance for Children and Families has successfully conducted evaluation for over 500 sites throughout the nation and Canada. Throughout these ten years, FAST has grown along with the changing needs of society. The growth in evaluation includes incorporation of both successful intervention and prevention and continues to remain strong in commitment to program goals and philosophy. The poster will include information about the FAST program goals, philosophy, and process. Changes in evaluation trends and design, and the Alliance movement to promoting evaluation through the implementation of a user-friendly model for agency staff, parents, and FAST team members will also be presented.

Poster 16: **Evaluating Comfort Level with Diversity in Undergraduate Students**, John A Dantzler & Judith A Burry-Stock, University of Alabama

In evaluating institutional change processes within a college of engineering, the programmatic goal to increase the value of diversity among students was incorporated in the program goals. Questions arose regarding how to adequately understand and measure student's "value of diversity". The Team Identification Comfort Level Inventory was devised to assess the comfort level of students when presented with hypothetical team-based situations. Analysis of the data collected from freshmen and seniors indicate that the goal might be misguided. Freshmen students

seemed to be ambivalent about serving on diverse teams, but senior level students showed a significant preference for white-male dominated teams. One possible conclusion drawn from evaluators is that the very real presence of institutional racism and sexism has an attitude changing effect on students during their college career. Increasing the value of diversity in faculty, staff, and administration should become a high-priority goal of the program. Method, data and implications are addressed, and the evaluator's role in programmatic goal redirection is explored.

Poster 17: Assessing Adolescent Substance Use with the Time Line Follow Back: Implications for Program Evaluation, Dennis D Deck & Trey Guy, RMC Research Corporation

The calendar-based Time Line Follow Back (TLFB) approach was developed to stimulate better recall of substance use. As an added benefit, the method permits greater flexibility in developing summary indicators for outcome analyses. As part of a SAMHSA/CSAT-funded study of the impact of managed care on chemical dependency treatment, 320 adolescents described their pattern of substance use using both the TLFB approach and more conventional summary questions over a six-month period. This presentation reports data from a baseline assessment at intake to treatment and a 6-month follow-up to examine measurement and scaling issues in assessing program outcomes. Several multivariate analyses are used to used to examine patterns of substance use, estimate the impact of TLFB administration on recall, determine the influence of days spent in controlled settings, and assess the loss of information imposed by scaling decisions in some measures. Outcome analyses are repeated using several alternative indicators to highlight implications for program evaluation.

Poster 18: A Process Evaluation of Prison Therapeutic Community Program, Dina L Dunn & Kelli J Klebe, University of Colorado at Colorado Springs; and Maureen L O'Keefe & Joe Stommel, Colorado Department of Corrections

This process evaluation examined the Crossroads to Freedom House therapeutic community (TC), a prison-based substance abuse program in Colorado that houses male inmates. The TC is a highly structured, intensive treatment modality that emphasizes community living and peer support. The objectives of this study were to describe the program and determine if actual practices are consistent with a traditional TC approach. Qualitative and quantitative program information was collected from a variety of sources, including client files, program observation, interviews, and program literature. A scale of TC essential elements was used to measure the program's adherence to the TC model. Research findings identify strengths of the program as well as areas where staff can improve program services. This process evaluation describes both a treatment and research model that may be applied to other settings.

Poster 19: Evaluating a Children's Grief Support Group: Issues in Methodology, Victoria L Essenmacher & Melanie Hwalek, SPEC Associates

A children's grief support program for inner city youth and their families, based in Michigan, provides support group services for youth and their families. During their weekly sessions, the participating families eat together, and are then divided into different age groups for facilitated support groups which include discussions, art therapy, and other therapeutic modalities. In evaluating this program, several barriers become evident that inhibit the use of more usual methods of outcome measurement such as pre-post surveys. While funders often seek quantifiable outcome data and, when possible, internal evaluation capacity building, some human services such as children's grief support groups may not be conducive to gathering such data. This poster session will outline the issues the evaluator faced in developing an outcomes measurement system for this grief support program.

Poster 20: Predictors of Return To Work from Outpatient Occupational Rehabilitation Settings, Helen P Gardiner, Columbia Health Care Inc; and Kathy Graham & Reesa John, Workers Compensation Board – Millard Centre

The literature suggests a number of variables are influential in successfully returning injured individuals to employment after an Occupational Rehabilitation (OR) program. Factors cited include severity and type of injury, timely onset of rehabilitation, client age, gender, education level, occupation, and co-existing medical conditions to name a few. The current study examines the utility of each factor, alone and in combination, to determine which, if any, are significant predictors of return to work. Logistic regression is the primary statistical process employed. In the spirit of increasing evaluation capacity and utility within organizations, the Millard and Columbia Rehabilitation Centers combined their

extensive (5,000+ clients) OR databases to determine statistical and practical utility of the variables for RTW prediction and planning. Our approach is distinctive in it's comprehensiveness and it's collaborative nature. Together the Millard and Columbia centers represent 93% of the population in the province of Alberta.

Poster 21: **Health Care Continuum of Services in Quebec: New Strategies for Evaluation**, Marie Gervais, Laval University and Julie Lavoie, Institut de Réadaptation en Déficinece Physique de Québec

In the fall of 1999, an analysis of an innovative experience in neurotraumatology (spinal cord injured persons and traumatic brain injured persons) was performed in the province of Quebec. A qualitative methodology was used 1) to gather information on the actual level of development of the continuum of services in neurotraumatology (strengths, weaknesses); 2) to specify the impacts of the transformation of the health care system on the persons and on their relatives, 3)) to specify the facilitating and restricting factors associated with planification and implementation of the continuum of services. Therefore, a group of 155 people including representatives of the health care system, of the community services, the teaching institutions and the work force as well as a group of 20 injured persons participated in the project. First, the results will be presented in terms of impacts for the clients and for the continuum of services. Then, the elements to consider for further development of continuum of services for other type of clients will be discussed. Lessons learned in regard of the evaluation process will finally be exposed (methodological choices, sampling strategies, conditions of success, problems, mandate of the evaluator, etc.).

Poster 22: **Development Of An Injured Worker Satisfaction Survey To Provide Occupational Rehabilitation (OR) Service Providers and Workers Compensation Board Alberta (WCB-AB) Contract Managers with a Measurement Tool To Evaluate Worker Satisfaction**, Kathryn E Graham & Reesa John, Workers Compensation Board – Millard Centre; and Helen Gardiner, Columbia Rehabilitation Centre

Customer satisfaction has long been recognized as a corner stone of an organization's quality improvement plan. According to a recent survey of a large managed care organizations and hospitals, patient satisfaction is rated as a more important indicator of quality in the marketplace than either published outcomes or use of clinical guidelines. The WCB-AB has identified the achievement of high customer satisfaction and the promotion of health care and vocational outcomes as strategic objectives for the Corporation. These objectives are directly supported by the development of processes and tools for the measurement of injured worker satisfaction with health care services. This study had three objectives. The first objective was to determine the factors and predictors of injured worker satisfaction. The second objective was to develop a psychometrically valid and reliable satisfaction survey which involved a comprehensive literature review, analyses of injured worker satisfaction data, an iterative process involving worker focus groups, nominal group technique, pilot surveys, etc. The third objective was to enable the WCB-AB, and its contracted OR providers, to improve services by identifying the factors and predictors of high customer satisfaction.

Poster 23: **Evaluating a Community based AIDS Organization: Steps toward Building Organizational Capacity,** George J Greene, Bianca Wilson & Robin L Miller, University of Illinois at Chicago; and David Jimenez, Minority Outreach Intervention Project

The Chicago HIV Prevention Evaluation Demonstration Project, funded by the AIDS Foundation of Chicago (AFC), was created to help community-based organizations learn program evaluation skills. The AFC hired university researchers to collaborate with organizations to develop process evaluation procedures for their programs. This poster will describe evaluation activities in which researchers assisted an organization in assessing its outreach efforts to young African-American and Latino men who have sex with men. The poster will present: (1) summaries of observational data of intervention venues; (2) findings from outreach worker training assessments; (3) results from consumer surveys of awareness of the organization's activities; and (4) preliminary data from a client-based needs assessment. Taken together, these data will illustrate how the process evaluation sought to understand the organization's conceptualization, design, and implementation of intervention activities and how the collaborative assisted the organization to improve its capacity to use the evaluation findings.

Poster 24: **Juggling Multi-year, Multi-site Data: Using Hierarchical Linear Modeling To Get a Handle on Complex Projects**, Daniel J Heck, Horizon Research Inc.

Hierarchical linear modeling (HLM) is a statistical technique that is useful for analyzing evaluation data that are nested either longitudinally (e.g., observations nested within teachers) or organizationally (e.g., teachers nested with projects). HLM is particularly well suited for analysis in evaluation of multi-year and/or multi-site projects. An series of examples will demonstrate how HLM is being used in data analysis for an evaluation of a multi-year and multi-site (80 sites currently, up to 5 years per project) education program-the Local Systemic Change through Teacher Enhancement Program of the National Science Foundation. Analyses of these data examine the relationships over time among teacher beliefs and practices in mathematics and science education, teachers' hours of professional development in the projects, and a variety of strategies for delivering professional development across projects. Data collection strategies, useful types of analysis, and issues in modeling nested data will be identified and analyzed.

Poster 25: **Patterns of Drug Use and Prior Treatment History among Adolescents in Drug Treatment,** Yih-Ing Hser, Christine E Grella, Cyleste C Collins & Vandana Joshi, UCLA Drug Abuse Research Center

This study will examine drug use and treatment history among 3,382 adolescents who participated in the nationwide Drug Abuse Treatment Outcomes Studies for Adolescents (DATOS-A), sponsored by the National Institute on Drug Abuse (NIDA). Past research has shown that drug addiction often begins in adolescence, but little is known about the early stages of drug use careers. This sample of adolescents showed high rates of regular use of alcohol (35.5%), marijuana (88.4%), cocaine (15.7%), and crack (13.3%), and many reported prior treatment histories (30.2%). We developed indexes to assess the severity of alcohol and marijuana use; these two measures were then used to determine the relationship of severity of use to treatment history and outcomes. Findings from this study will provide a better understanding of the progression of drug use and treatment utilization from adolescence into adulthood, as well as information that can be used to improve treatment for adolescents.

Poster 26: **Using Computers To Construct Student Understanding**, Douglas Huffman & Elisabeth Palmer, University of Minnesota

This presentation includes data from a yearlong national evaluation of the impact of computers on student and teachers. Twelve teachers throughout the United States pilot-tested a new computer-based science curriculum called CPU - Constructing Physics Understanding. The curriculum was designed to help teachers create a constructivist-learning environment. Computer simulations, electronic journals, and electronic activities were all linked interactively to help students construct understandings. A mixed-methods, quasi-experimental design was used to evaluate the impact of the project. Data to be presented include class observations, student and teacher interviews and surveys, and pre-post student achievement tests. Comparisons will be made between computerized and non-computerized classes. A laptop computer with CPU simulations and activities will also be presented. Implications for mixed methods evaluation design and for the use of computers in the classroom will be discussed.

Poster 27: **A Medley of Marketing Materials from Independent Evaluation Consultants,** Melanie Hwalek & Amy Juntunen, SPEC Associates

This poster session is for evaluators as well as users of evaluation services. A collection of marketing materials from the TIG for Independent Consultants will be displayed for review. Included in the collection will be business cards, brochures, web page designs, competency statements and the like. The collection will give the audience ideas for ways to 'sell' evaluation services both within an organization and within the evaluation market. The session will also give evaluators an opportunity to learn what users look for in written and electronic promotional materials about evaluation.

Poster 28: Agent Performance and Customer Satisfaction: Results from Cooperative Extension, Glenn D Israel & Bryan Terry, University of Florida

Customer satisfaction surveys are often used by Extension to document the quality of services delivered and the impacts of programs offered by county Extension offices. Given the importance of customer satisfaction and their increased use in accountability, we believe it is equally important to understand the relationship that exists between employee performance and customer satisfaction results. A sample of 35 (of 67) counties was selected and approximately 1500 persons using Extension's services during the years 1997-1999 were included as part of the telephone survey. During the same time period, evaluation scores of extension agents' performance and the number of agents in each county were collected. We conduct an analysis to determine if there is an association between customer satisfaction and the evaluation scores and the resources available in the county. Our evaluation will help provide administrators information, which can be used to allocate limited resources more efficiently. Additionally, it will help provide information that can be used in developing in-service training opportunities for Extension personnel.

Poster 29: A Retrospective Quasi-experimental Evaluation of a Residential Substance Abuse Treatment Program for Male Offenders: A Multi-organizational Data Collection Effort, Deborah S John, Michael W Kirby & Nancy R VanDeMark, Arapahoe House, Inc.

A quasi-experimental retrospective design was used to investigate the effectiveness of a two-week residential treatment program (STIRRT) for male substance abusing offenders at high risk of incarceration. The evaluation involved comparing a sample of STIRRT clients (n=201) to a sample of similar clients from parole and probation (n=266). Although a few significant baselines between group differences existed, results indicated that STIRRT clients (39%) were significantly less likely to enter DOC in the year following baseline than those in the control group (53%). After controlling for incarceration, the STIRRT group had a significantly lower average number of positive urinalyses in the first 6-month period following baseline and were more likely to be employed and earned significantly more in the year following baseline than those in the control group. Using multi-organizational data allowed for a more rigorous evaluation of this program and effective methods in this area should be further explored.

Poster 30: Evaluation of Traffic Calming Projects in Honolulu, Karl E Kim & Eric Y. Yamashita, University of Hawaii at Manoa

Honolulu, one of the largest metropolitan governments in the U.S., recently began an extensive traffic calming program. Traffic calming involves changing the behavior of motorists, pedestrians, and others interacting on our roadway in order to increase safety, mobility, accessibility as well as the quality of life. After reviewing the various traffic calming devices and strategies adopted in Honolulu and elsewhere, a framework for evaluating the success of these projects is developed. Traffic calming presents a variety of challenges to the evaluator. In addition to the usual concerns regarding the quality and availability of appropriate data, there are also larger problems related to conflicting objectives, unintentional effects, and differences between perceptions and reality. Measurement issues are also discussed in the context of different approaches for evaluating the success and failure of traffic calming. The paper then concludes with a set of best practices appropriate to the evaluation of traffic calming projects.

Poster 31: **Designing Legal Service Evaluations Informed by Attorney-client Privilege,** C Eric Kirkland, Legal Services Corporation

The Legal Services Corporation is a congressionally funded provider of grants that support the national legal aid service for the poor. Problems in the reporting of cases led to a national evaluation of the accuracy of case service records. A central issue that confronted the evaluation was attorney-client privilege, which affected key evaluation data about cases. In particular, attorneys consider disclosure of the combination of a client's name and a description of their problem to infringe privilege. At the same time, regulations require these data be collected for all reported cases. This paper presents the design of data collection methods and information systems to support the evaluation. To avoid privilege issues, the evaluation implemented what is known by attorneys as a 'Chinese wall.' This presentation discusses the issues of attorney-client privilege; the design of secure, compartmentalized data collection systems in such a context; and lessons learned.

Poster 32: **Is the Criminal Justice Response to Domestic Violence in Multnomah County, Oregon Protecting the Women Who Call for Help?** Lisa M Lucas & Maureen H Rumptz, NPC Research Inc.

A local public safety council in Multnomah County, OR, in collaboration with criminal justice agencies (including police, sheriff, district attorney's, and parole and probation) commissioned an in-depth exploration of the stated goals and objectives of the criminal justice system with respect to domestic violence. This study analyzed one month of police reports (n=546) addressing domestic violence incidents, the corresponding 911 calls, results of the intervention (prosecution), and the criminal justice histories of offenders. Outcomes of the study highlight how this system attempts to provide safety to women and their children, holds batterers accountable for their actions -- and where agency and policy limitations prevent successful intervention. The importance of defining and flagging high priority cases (defined by this study as those cases with a history of reported domestic violence, current felony level charges, and the use of weapons) for immediate intervention within police follow-up agencies will be explored.

Poster 33: **Evaluating HIV/ AIDS Prevention Mass Media Campaign Targeting Spanish Speaking Puerto Rican Adolescents, 1998-1999,** Alexie M Lugo-Canales, Jacqueline Molina & Marfa M Ayala, Puerto Rico Department of Health

The General objective of this project was to evaluate the 1998 HIV/AIDS Mass Media prevention campaign targeting adolescents in Puerto Rico. More specifically, it aimed to measure the HIV/AIDS knowledge and prevention methods presented during the campaign in TV, Radio, Press and Posters. We conclude that overall the mass media campaign was well accepted by the youths, because: the campaign utilized a vocabulary that youth could relate to, offered options and not mandate for them to select from as the best form for them to use to Prevent HIV, including their decision to have sexual relations or not. In the knowledge area, the males indicated lack of information about the correct use of condoms. The females considered the abstinence an alternative to prevent the HIV infection. The participants recommended for future campaigns the use testimonials, partner in risk behavior

Poster 34: **Collaborative Evaluation of the Dream Team Program for Middle School Students,** Samuel J Maddox, Suzanne E Upson, Chaundrissa M Oyeshiku & Ron Prinz, University of South Carolina

The authors were asked to evaluate a middle-school motivation program called Dream Team. Applying the Linney and Wandersman four-step program assessment model, evaluators collaborated with program creators to identify: (1) primary goals and target audience; (2) program structure; (3) expected short-term outcomes; and, (4) expected long-term impact. Since collaboration started well ahead of implementation, evaluators and program creators were able to restructure the plan to include an appropriate control condition, careful attention to how expectations were communicated to participants, and well-framed consent forms. Based on input from the program team, the evaluator's custom designed survey instruments for parents and youth that encapsulated the target areas such as school attachment, leadership skills, and educational commitment. Plans were developed to access academic records in order to assess longer-term impact. The four-step model was successful in getting a stratified randomized design underway for what otherwise would have been an inadequately evaluated program.

Poster 35: **Strengths and Challenges of the Resource Family Experience**, Susan P Maude & Brenda Maro, Loras College

The purpose of this study was to evaluate the strengths and challenges of the resource family experience. The resource family experience or "mentor family" is becoming a recommended practice in many education courses across the nation. At this particular institute of higher education, this is a course requirement for undergraduate and graduate students in early childhood and special education. The purpose of the experience is to link students to families of children with and without special needs; to learn to listen to families; to learn about the complexities of having children with and without special needs; and to help in facilitating current and future partnerships with families.   The study was conducted over a three-year period and includes both qualitative and quantitative methods with respondents including undergraduate and graduate students as well as participating families of children and young adults with and without disabilities.

Poster 36: **Using E-mail in Evaluation: Benefits and Drawbacks,** Miriam H Mulsow & Jacki Fitzpatrick, Tech University

In the best of all worlds, we would each have endless time, money, and staff to conduct the best of all evaluations. In the real world, however, there are many studies that must be conducted with less than adequate resources. We will discuss the ways in which E-mail was used to reduce time and expenses in designing two evaluations: one on two closely-linked undergraduate social science degree programs and the second on services to student affiliates of an international professional organization. The design for the degree-program process evaluation was developed as part of a one-semester graduate class on program development and evaluation. The student-affiliate impact evaluation was designed and conducted by three faculty members who were donating limited time to the organization. Benefits and drawbacks of using email in designing evaluations will be discussed.

Poster 37 **Evaluating the Linkage of Resource Allocation and Community Priority Setting for HIV Prevention Programs in Los Angeles County**, Pamela C Ogata, Henry D Anaya & Mark E Miller, Los Angeles County Office of AIDS Programs and Policy

Recently the Centers for Disease Control and Prevention have mandated state and local health departments develop and implement evaluation activities for agencies providing HIV prevention services. These activities include an evaluation of the linkage between resource allocation and community priority-setting. As Los Angeles Office of AIDS Program and Policy (OAPP) develops a comprehensive evaluation plan and integrates evaluation activities into HIV prevention programming, we examined existing sources of data including monthly provider reports, a Countywide Risk Assessment Survey (CRAS), and Prevention Planning Committee (PPC) priorities to determine suitability for analysis. Data were compared and differences found. Limitations inherent in each data source hindered effective evaluation of priorities and resource allocation. Future directions and recommendations will be discussed and include the following: determining formula-based priorities for resource allocation revising data collection instruments, such as the monthly provider reports improving client-level survey implementation strategies These comparisons underscore the need to obtain accurate data to ensure adequate evaluation for the allocation of resources for future priority setting.

Poster 38: **Building Organizational Planning and Evaluation Capacity: Reflections on Participation and Utilization**, Lucia E Orellana-Damacela, Louis Delgado, Michael E Rohrbeck & Yolanda Suarez-Balcazar, Loyola University Chicago

A university-based consulting team facilitated a one-year long process of designing a multi-services organization's 3-year strategic plan. The organization is located in a large metropolitan area, and serves a predominantly low-income Hispanic population. This paper describes the process of developing a "living document", which integrates strategic vision with annual activities and budgeting, fundraising, administration, performance evaluation and program evaluation. This "bottom-up" participatory process included training and coaching to management and staff, departmental meetings and continuous feedback. We discuss the challenges of facilitating the process in a multi-service agency. Utilization was defined in a broad sense, and examined at several times. Firstly, utilization was explored as it referred to applying the training to development of the strategic plan and evaluation. Then, follow-up was

conducted to examine the degree to which the plan and evaluation was fully implemented. Finally, we discuss the impact of the participatory process on utilization.

Poster 39: An Experiment in Brain-based Teaching: Evaluating a Year-long Curriculum Intervention in an Elementary School, Beverly D Payne & Stacy Schwartz, University of Georgia

Following summer workshops where all teachers (n=17) in a K-5 elementary school received in-depth training in how to apply the latest in brain research to their classroom's instructional methodology, teachers returned to their classrooms and incorporated movement, music, art, and drama into their daily curriculum. A second elementary school that was geographically contiguous to the treatment school was used as a contrast group. An investigation of the impact of the program was undertaken by examining the following variables: (a) academic achievement as measured by the Iowa Test of Basic Skills, (b) self-concept as measured by the Self-Description Questionnaire I (Marsh, Relich, & Smith, 1983), (c) attitude toward school as measured by the Feelings About My School (Payne, 1995), (d) discipline referrals, (e) parent attitudes toward the curriculum as measured by open-ended questions, and (f) teacher attitudes toward the curriculum as measured by interviews and open-ended questions. A combination of pre-post, retrospective, and contrast group experimental design was created to gather data at the treatment school (n = 320) and at the contrast school (n = 380) during 1999-2000.

Poster 40: Living Evaluation: A Student Generated Model for Increasing Evaluation Capacity, Peggy G Perkins, LeAnn G Putney & Jeff I Gelfer, University of Nevada at Las Vegas

In this session, we examine how students in two graduate level Evaluation Research courses used self-evaluation skills to determine that the current evaluation models were limited in the amount and kind of information they produced about the programs they were evaluating. In their evaluation project, the first group of students initiated the need for a different type of evaluation model that would provide the program managers with the potential implications of the evaluators' recommendations. The second group of students confirmed the need for a more inclusive model for evaluation, and generated a model that determined whether a program is being carried out in the way it was intended. If the program varied from the actual intent, what difference, if any, did that make for the program and those involved? The development of this model demonstrates, through their self-evaluation skills, the students' need to increase their evaluation capacity.

Poster 41: Assessing Quality of Extension Programs through Customer Satisfaction Surveys, Rama Radhakrishna, Clemson University

Provisions in the Government Performance Results Act (GPRA) of 1993 stipulates the use of customer satisfaction as a key component of performance measurement. In 1998, the South Carolina Budget Control Board mandated that Customer Satisfaction Surveys (CSS) be conducted by all public agencies as part of fulfilling the accountability requirement. As a result, Clemson University Cooperative Extension Service conducted customer satisfaction surveys to determine what recipients of extension programs feel about the programs and services provided by Clemson Extension Service. The purpose of this poster session is to describe how the Clemson Extension Service is measuring the satisfaction of clientele who participate in extension educational programs. Two levels of participation were examined--office visits and participation in planned extension programs. Individuals responding to CSS had previously attended a variety of Extension programs--food safety, water quality, crop production, horticulture, community development, master gardener, youth development, etc. A team of extension agents and other county staff was formed to collect data in each of the 46 counties. A set of questions was developed based on customer satisfaction surveys conducted by the universities of Florida and Kentucky. Each county team was asked to randomly select 30 participants to collect data using a telephone survey method. Step-by-step guidelines for collecting data were also provided to the team. Once administered, completed surveys were sent to Extension Staff Development unit for entering into a database and for analysis.

Poster 42: She Said, He Said! Gender Communications between Women-owned and Male-owned Businesses, Sonia Rivas, DLR Consultants Inc.

This poster summarizes a qualitative analysis of gender communication between a women-owned small independent consulting company and the male and female-owned companies they provide services to. Data includes instances of "male-talk" vs. "female-talk" and gender differences in training styles based on gender of audience.

Poster 43: **Building Evaluation Capacity for Urban Schools and Their Staff in K-8: Support for Successful Instructional Practices and Accountability to Proficiency Performance Standards,** Donna M Ruiz, University of Cincinnati

Implementing outcome evaluation within the urban school environment presents specific challenges. The state of Ohio is embarking on a systemic change for urban school districts of a shared vision for urban education and success of urban children. Shared responsibility, accountability and resource allocation are key. A new perspective on leadership and training of administrators and staff are the motivational forces of why building capacity for evaluation is being more closely examined and held to higher levels of accountability. This presentation demonstrates the efforts of a university partnership with four districts that is intent on bringing outcome-based evaluation to the forefront. They have increased their evaluation capacity through demonstrated increases in district level internal improvement, allocating resources and supports, operating by means of informed decision making, and through organizational awareness of the benefits of evaluative efforts. The districts have moved from little evaluative efforts to strong buy-in, participatory collaboration, and implementing evaluation.

Poster 44: **Mapping Community Indicators and Nonprofit Resources,** Lizabeth L Sklaroff, John S and James L Knight Foundation

As part of Knight Foundation's Community Indicators project, the evaluation team is developing new planning and evaluation tools that provide stakeholders with useful visual displays that simultaneously describe community attitudes, local needs and local resources. Audiences for the maps include evaluation staff, program staff, nonprofit groups and local leaders. The tools are useful in determining priority outcomes, planning programs, devloping logic models and designing evaluations. Further, the tools are useful in ensuring an alignment of needs with resources and activities. Finally, the tools are useful in advancing discussions with local stakeholders about tactics and strategies for improving the quality of life in the community. The poster session will present attendees with information on the Foundation's work in mapping community needs and resources in Macon, Georgia.

Poster 45: **Assessing Community Capacity for Change,** Neale Smith, Lori Baugh Littlejohns & Kathy GermAnn, David Thompson Regional Health Authority and Judie Bopp & Michael Bopp, Four Worlds Centre for Development Learning

Efforts to strengthen community capacity, i.e. the ability of community members to organize around and act on locally important determinants of health, have increasingly become central to health promotion and community development programs. Community capacity is a valuable outcome in its own right, but it is also recognized as an important short-term measure of health improvement processes that often take many years to produce evident changes in more traditional measures of health status. It is important, then, that evaluators in such initiatives incorporate tools and measures that capture the extent to which community capacity is or is not built. This poster reports on work conducted in 3 communities in central Alberta in developing measures of community capacity, assessing existing capacities, and developing, implementing and evaluating actions to build upon these strengths and resources. The poster has been previously presented at the 3rd conference of Local Health Authorities of the Americas (Quebec City, Canada, March 2000).

Poster 46: **Surveys and Incentives: Response Patterns,** V Michelle Stewart & Michael Shafer, University of Arizona

Surveys are frequently used to gather data in evaluation endeavors and evaluators must decide the mode of administration and whether to offer incentives to respondents. The influence of incentives and mode of administration on results are frequently debated. This poster presents the results of a survey conducted with businesses in the metropolitan Phoenix area regarding experience with, and attitudes toward the Americans with Disabilities Act (ADA). A small 2X2 study was built into this large scale survey by varying whether respondents completed the survey via phone or mail and whether they received a cash incentive or not. The results reveal the influence of incentives and mode of administration on response rates and help disentangle whether incentives induce people with more extreme attitudes to

respond. As seen in previous research, it appears that favorable attitudes toward the subject matter of the survey are more important in improving response rates than incentives or mode of administration.

Poster 47: **A Web-based Course To Improve Program Planning in Tobacco Control: A Feasibility Study**, Sharon F Storoschuk & Chris Lovato, University of British Columbia and Stephen R Manske, Lyle S Hallman Institute University of Waterloo

This project pilot tested a web-based workshop to increase local capacity for program planning in youth tobacco control. The specific goals were to develop (1) an infrastructure for delivering information and training to public health personnel; and (2) a prototype that can be applied to other health related areas. The web-based workshop taught program planners to collect and analyze data for planning interventions for youth tobacco control. It also provided tools for monitoring and assessing tobacco-use and the level of community programming. A pilot test was conducted with health service staff from five communities in Canada. We assessed the feasibility of expanding this program by using telephone interviews, surveys, data on web use, and our project team log notes. Based on results, it appears that delivery of training through a web-workshop is feasible and acceptable to users. Lessons learned relate to development, implementation and data collection. In the next phase of research we will compare the effects of a traditional (face-to-face) workshop with the web-based approach on improving tobacco control programs.

Poster 48: **A Tool for Measuring Strengths-based Practices in Social Services**, Jerod M Tarte & Beth L Green, Northwest Professional Consortium, Inc.

An increasing number of social service programs have adopted a "strengths-based" philosophy of practice. Services delivered in a manner consistent with this philosophy are thought to be more effective and empowering to families. Program evaluators interested in understanding how program services lead to improvements in family functioning need ways to measure this philosophy. We have developed the "Family Support Practices Indicators Instrument" as a tool for measuring strengths-based practices. Factor analysis from data using three early childhood programs (N = 358) will be presented. Results of the factor analysis will be compared to parent characteristics and other outcomes to validate the measure and to explore its relationship to parent outcomes.

Poster 49: **One Project's Journey into Process Evaluation and the Use of Evaluation Findings for Project Improvement**, Phyllis M Thomas, Judy Florian & Judy Schlecte, Mid-continent Research for Education and Learning (McREL)

Collaboration has been defined as a relationship between partners that involves exchanging information, altering organizational activities, sharing resources, and enhancing capacity of another for mutual benefit to achieve a common purpose (Himmelman, 1994). As organizations have engaged in collaborative work, evaluators have been called upon to provide feedback on the nature of the collaboration and how it could be proved. If process evaluation activities are incorporated into project work, evaluators can help participants to reflect upon their collaborative work and improve it as the project develops. This poster will depict the process evaluation for a multi-phase, collaborative research and development project, the nature of collaboration issues, and how evaluation findings were used at different points in time. The session should appeal to evaluators of collaborations in various settings. It is related to the conference theme in that it focuses on enhancing capacity and promoting use of evaluation findings.

Poster 50: **Learning by Doing: A Program Evaluation Workshop on the Web,** Allison L Titcomb, University of Arizona

In December of 1999 the Institute for Children, Youth and Families received a distributed learning grant to begin development of a web-based workshop on evaluation. This poster will highlight the website and will illustrate the techniques used to create the information and interactive activities. Details about various software programs used and pitfalls encountered in the design will be shared. Evaluation results from focus-group review will also be included. Audience members who are contemplating this sort of web site will benefit from a "low-tech" presentation of the experience. Audience members who have already developed such a site may gain new ideas and are invited to share their own experiences.

Poster 51: Florida's Tobacco Program: Evaluation, Challenges, and Barriers, Edward J Trapido, Norman Weatherby, Richard Rodriquez & Stefanie Kline, University of Miami

The Florida Tobacco Pilot Program [TPP] was implemented in 1998 to prevent and reduce youth tobacco use through coordinated programs of school and non-school based education, a media campaign, implementation of anti-tobacco community based activities through county partnerships, and enforcement of youth-related tobacco laws. Evaluation has consisted of large surveillance studies, plus program-specific evaluations. Although the results of the combined evaluation will be presented, this poster will focus on barriers to the evaluation. These include access to and cooperation of various populations (youth, parents, teachers, etc.), the need to separate the effectiveness of co-occurring interventions, the development of scales of exposure and susceptibility, the balancing of qualitative and quantitative approaches, challenges of data quality assurance, and the need to be responsive to various interest groups in the context of a high profile, quick moving program.

Poster 52: Student's Criteria in Evaluating Instructors, Mark E Troy, Nancy Simpson & Nancy Rhodes, Texas A&M University

Rating courses and professors is an activity expected of students at most universities. It gives students the opportunity to think analytically about the education process and to provide information that could be useful to faculty in improving teaching. For faculty, the student ratings give crucial information about teaching performance. For the university administration, the ratings give information, which can be used in making decisions about rewards, assignments and promotions. For the ratings to be useful, however, faculty and administration need to know what criteria students use in making the ratings. This paper reports the results of a two semester study using 1) focus groups, 2) a telephone survey and 3) content analysis of the comments on the backs of the ratings forms. The end product is a list of characteristics of effective teaching. The authors attempt to relate those characteristics to the numerical ratings generated by the ratings form.

Poster 53: Evaluating Family-based Programs: The Challenge of Multiple Perspectives, Deborah L Wasserman, The Ohio State University

In recent years, research and political opinion have identified the family as one of the most important factors in child and adolescent behavior. The social services have responded with family-based programs that present particular challenges to evaluators. To date, attempts to measure programming effect on participants' family functioning show little significant family change, despite positive longer-term outcomes such as reduced recidivism or improved educational achievement. This lack of significance may not be due to programming, but instead to the method of measurement and analysis. Specifically, evaluators have rarely considered the complex methodological questions that arise from attempting to measure family systems. This poster first explores the history of how families have been measured in evaluation designs. It then uses data from a family-based juvenile-court diversion program evaluation to compare the significance levels obtained from various methods of utilizing and analyzing data from multiple perspectives on the family system.

Poster 54: Cross-cultural evaluation issues in a study of agricultural research networks, Jamie L Watts, International Plant Genetic Resources Institute

A recent study explored participation and decision-making within four international agricultural research networks. Using the case study approach and qualitative methodology, the networks were studied as complex organizations through the perspectives of members, coordinators and others. The study methodology, which included interviews of 30 individuals from 27 countries, was adapted to address the needs of this culturally and linguistically diverse study group. This paper will focus on three particular aspects of the study that relate specifically to cross-cultural evaluation:

* Selection of interview subjects across countries and cultures;
* Interviewing subjects who speak English as a second language;
* Research conclusions that relate to the cross-cultural context of the networks.

The experiences from the study will help build the capacities of others faced with conducting evaluations in a cross-cultural context.

Poster 55: **Intensive Residential Treatment**, G Edward Wensuc & Erica J Boyce, Colorado Division of Criminal Justice; Maureen L O'Keefe, Colorado Department of Corrections; and Cynthia A Zupanec, University of Colorado at Colorado Springs

This study evaluated four intensive residential treatment (IRT) programs for substance abusing felons. Colorado's criminal justice system uses a standardized assessment to place offenders into one of seven treatment levels. IRT programs fall at the upper end of the treatment continuum. Treatment participants include male and female offenders, referred from various jurisdictions (e.g., probation, drug courts, and parole). Evaluation data was collected through surveys, program observation, interviews, and client file reviews. This evaluation describes program services at each facility and assesses how these programs meet the needs of the criminal justice system. In particular, the matching of assessed treatment needs to services is discussed. Study findings will inform line staff as well as administrators about the quality of treatment services at each site. The data obtained from this process evaluation will lead to an outcome evaluation that will ultimately inform policy-makers about the effectiveness of this treatment modality.

Poster 56: **Collaboration Evaluation: A Multi-site, Multi-method Approach**, Judith A Whiting-Fickling & Anita G Floyd, University of South Carolina

This poster presentation will show the use of a multi-site, multi-method evaluation to a) test an evaluation model for use with community-based collaborative and b) increase the capacity of these collaborative to engage in and use the findings of evaluation. This evaluation used three methods to describe and assess the feasibility, development, functioning, and progress toward meeting objectives of several community-based collaborative: case studies, a member survey, and an evaluation of the external evaluation team. The poster presentation will include a brief description of each collaborative, samples of the data collection instruments and protocols, an explanation of the data analysis strategies, and the findings of this study.

Poster 57: **Community Involvement in Educational Management for a Rural Village in Thailand,** Rangsun Wiboonuppatum, Florida State University

Community involvement is called for the proper and efficient educational management both developed and developing countries. This paper will present a possible design for a rural area in Thailand about planning, ongoing and evaluation processes. The designs would be applied in a particular area since I will use the gathered information from my visiting a village in Thailand during summer 1999. The paper begins with illustrating the general demands for a greater educational managing involvement in local level. Especially, when it comes to decentralization as localization, the greater involvement in a community is expected. The voices of parents are viewed as a source of interest in the community level. The designs in this paper will facilitate mostly the needs of parents. The suggested strategies will be presented according to the condition as mentioned earlier. Alternative designs in this paper target to express my awareness of the flexibility of the design.

Poster 58: **Measuring Student Reach in Distance Education**, Stephanie B Wilkerson & Robert A Keller, Mid-continent Research for Education and Learning (McREL)

The PREL Star project provides distance education to schools throughout the Pacific region and the mainland. Student programming is distributed via satellite to cable companies, education service agencies, and districts, which then deliver it to schools and classrooms in their service areas. Because teachers do not register for programming and costs to directly measure reach are prohibitive, the actual number of students reached is unknown. As a result, estimates are typically based on unreliable customer reports or on arbitrary percentages of the target audience. As part of its evaluation of PREL Star, McREL is obtaining empirical data regarding the extent to which Kid Science programming reaches mainland students. The study traces the use of Kid Science through a series of telephone interviews; first with satellite customers and ultimately with a representative sample of teachers in the schools they serve. Findings are expected to improve estimates of student reach for PREL Star's distance learning efforts.