

School of Business and Nonprofit Management
Course Syllabus

Course: SBNM 5780 - Measuring Outcomes & Assessments
Academic Year: 2013/14 **Semester/Quad:** Summer B
Credit Hours: 2
Prerequisites: none

Instructor: Debra M. Stonikas, MBA
Phone: North Park SBNM #: 773-244-6270
Email: dmstonikas@northpark.edu

Instructor Availability:

The best communication option is e-mail, to which I will reply within several hours. If a telephone conversation is needed, please provide me with your available times and number, and we can arrange a call.

Course Description:

This course examines the assessment of program effectiveness against delivery objectives. The course uses the logic model, utilization-focused evaluation, and other methodologies to better understand the outcomes and assessment process. The ultimate goal of which is the practical application of the evaluation as a means to improve organizational performance.

Introductory Comments:

Communicating a program's intent was previously the primary challenge of nonprofit leaders. Today's challenge however, is communicating a program's impact. This course will cover techniques and methodologies used in the profession of evaluation and assessment. These include: evaluability assessment, program evaluation planning and design, data collection techniques, data analysis, communication of evaluation findings, and performance measures designed for continuous improvement.

Course Materials:

REQUIRED TEXT: Wholey, J., H. Hatry & K. Newcomer (ed.s). (2010). *Handbook of Practical Program Evaluation, 3rd ed.* San Francisco, CA: Jossey-Bass. [ISBN: 978-0-470-52247-9]

Articles: Relevant articles will also be posted as supplemental reading.

Essential IDEA Objectives:

1. **Gaining factual knowledge**
Student will be exposed to terminology and methodologies used by program evaluators.
2. **Learning fundamental principles, generalizations, or theories**
Student will learn how to analyze, synthesize and report findings.
3. **Learning to apply course material**
Student will demonstrate learned theories, processes and tools.

Specific Course Objectives:

We utilize the text *Handbook of Practical Program Evaluation* (Wholey, Hatry & Newcomer, 2010) because it is a balanced collection of theory and practical applications. Upon successful completion of SBNM 5780, students will understand and be able to apply:

- * The elements of evaluation planning and design
- * Logic Model components
- * Commonly utilized data collection methodologies
- * Quantitative and Qualitative analysis strategies
- * Communication strategies for presenting evaluation findings
- * Performance measurement for ongoing program evaluation

Course Methodology:

The goal of a good management education program is to provide students the opportunity to both study and apply management theories. SBNM5780 - *Measuring Outcomes and Assessments (MOA)* - provides both. It is taught in an intensive format covering a broad scope of practice terminology and principles, so that the student will understand the components of MOA in general; will understand how the components of MOA factor into the context of a Federally Mandated Program; and how to apply MOA to a local or familiar program of the student's choice. Forum questions, terminology quizzes and an applied learning assignment/paper will be required.

Computer Requirements:

In order to effectively participate in and successfully complete this course, each participant will need to have access to a computer and a high-speed internet connection. For information on computer requirements, please visit:

<http://www.northpark.edu/Campus-Life-and-Services/Information-Technology/Network/Minimum-Requirements>

Schedule of Weekly Assignments:

Week	Topics	Assignments
1	Overview & History of MOA	Read: Chapter 1 and 2 Complete Assignments as posted
2	Designing Evaluations	Read: Chapter 3, 5, 6 and 7 Complete Assignments as posted
3	Collecting Evaluative Information & Data	Read: Chapters 11, 12, 13, 14, 16, 17 Complete Assignments as posted
4	Analyzing & Synthesizing Information & Data	Read: Chapters 19 and 22 Supplemental: 20 and 21 Complete Assignments as posted
5	Communicating Evaluation Findings and Outcomes	Read: Chapters 24 and 25 Complete Assignments as posted
6	Evaluating Evaluations	Read: Chapter 23 and 28 Complete Assignments as posted
7	Student Program Evaluations	Complete Assignments as posted

Grading:

	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Total Points	Grade %
Participation	10	10	10	10	10	10	10	70	18%
Assignments: Skill Building and Applied Learning	20	50	20	20	50	10	140	310	82%
Total	30	60	30	30	60	20	150	380	100%

Grade Mapping:

Numeric Grade	Letter Grade	Numeric Grade	Letter Grade
475-500	A (95-100%)	400-414	B- (80-82%)
450-474	A- (90-94%)	385-399	C+ (77-79%)
435-449	B+ (87-89%)	365-384	C (73-76%)
415-434	B (83-86%)	350-364	C- (70-72%)
		0-299	F (<60%)

Student Responsibilities:

1. This is a graduate-level course. Your presence and full participation are required for this class. You cannot successfully complete this course without completing the weekly readings, postings and assignments, which may take 10-12 hours per week.
2. Some assignments will be posted on-line for others to see. You will be asked to comment and provide feedback to one another on their work.
3. Use proper “netiquette” (see *A Guide to Netiquette in Course Information folder on-line*).
4. Communicate with the instructor if you need guidance or clarification on an assignment or topic.

Instructor Responsibilities:

1. Design course and learning modules in such a way that students have every opportunity to achieve the learning objectives.
2. Provide appropriate feedback to student responses and discussion in order to clarify important ideas and concepts.
3. Provide opportunities for concept and theoretical learning.
4. Provide opportunities for applying concepts.
6. Read and critically assess student assignments within 7 days of receipt.

POLICY STATEMENTS**Academic Honesty**

In keeping with our Christian heritage and commitment, North Park University and the School of Business and Nonprofit Management are committed to the highest possible ethical and moral standards. Just as we will constantly strive to live up to these high standards, we expect our students to do the same. To that end, cheating of any sort will not be tolerated. Students who are discovered cheating are subject to discipline up to and including failure of a course and expulsion.

Our definition of cheating includes but is not limited to:

1. Plagiarism – the use of another’s work as one’s own without giving credit to the individual. This includes using materials from the internet.
2. Copying another’s answers on an examination.
3. Deliberately allowing another to copy one’s answers or work.
4. Signing an attendance roster for another who is not present.

In the special instance of group work, the instructor will make clear his/her expectations with respect to individual vs. collaborative work. A violation of these expectations may be considered cheating as well. For further information on this subject you may refer to the Academic Dishonesty section of the University’s online catalog.

In conclusion, it is our mission to prepare each student for a life of significance and service. Honesty and ethical behavior are the foundation upon which such lives are built. We therefore expect the highest standards of each student in this regard.

Attendance Policy for Graduate Courses

The graduate courses in the SBNM are all 7 weeks in length. Missing one class session is allowed without penalty as long as all readings and assignments are made up by the student within a reasonable time period (the following week). Failing to log into an online course site for an entire week is allowed, but a penalty may be applied at the instructor's discretion. Missing a second class session is allowed only in unusual circumstances by prior arrangement with the instructor. Since this represents almost 30% of the engagement time for the course, the student runs the risk of receiving a lower overall grade for the class. Faculty are encouraged to drop the course grade by a full letter grade in this situation. A student who misses three classes (or the equivalent for an online class) will automatically fail the course, unless the student drops the course before the seventh week of class. Students who drop a course will be held responsible for tuition, based upon the current North Park University policy outlined in the University Catalog (found on the NPU website).

Attendance Policy for Undergraduate Courses

Attendance and participation are vital. Thus, students are expected to attend every class session, and to arrive on time – tardiness is undesirable and disruptive to your fellow classmates. This course has a strict requirement of documented, advance notification. If you are unable to attend any class session, you are to inform me (preferably by email) **prior to** that session. You need to provide a reason for your absence. Failure to provide advance notification will result in an unexcused absence. Be advised that poor attendance can affect your grade adversely

APA Requirement

The School of Business and Nonprofit Management (SBNM) has adopted the *Publication Manual of the American Psychological Association* (APA) as the standard and required format for all written assignments in SBNM courses.

Our goal in adopting the *APA Manual* is to enhance student learning by:

- 1) Improving student's writing skills.
- 2) Standardizing the required format of all written assignments in all SBNM courses.
- 3) Emphasizing the importance of paper mechanics, grammatical constructs, and the necessity of proper citations.
- 4) Holding students accountable for high quality written work.

If you are unfamiliar with the requirements of the *APA Manual*, we recommend that you purchase the reference manual and/or that you consult one or more of the suggested resources as listed on the Student Resources section of the SBNM website. ***It is your responsibility to learn and ensure that all written work is formatted according to the standards of the APA Manual.***

Students with Disabilities

Students with disabilities who believe that they may need accommodations in this class are encouraged to contact your program's office (Business: 773-244-6270). Please do so as soon as possible to better ensure that such accommodations are implemented in a timely manner. For further information please review the following website: <http://www.northpark.edu/ada>