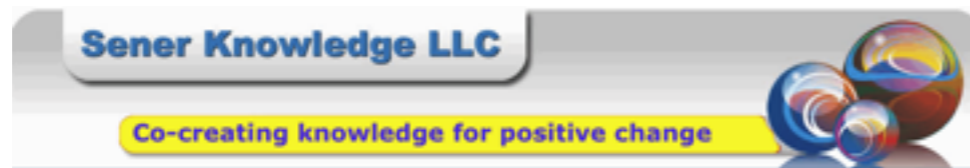# Evaluation of ATE Centers and Projects: Lessons Learned

**3CS Conference**
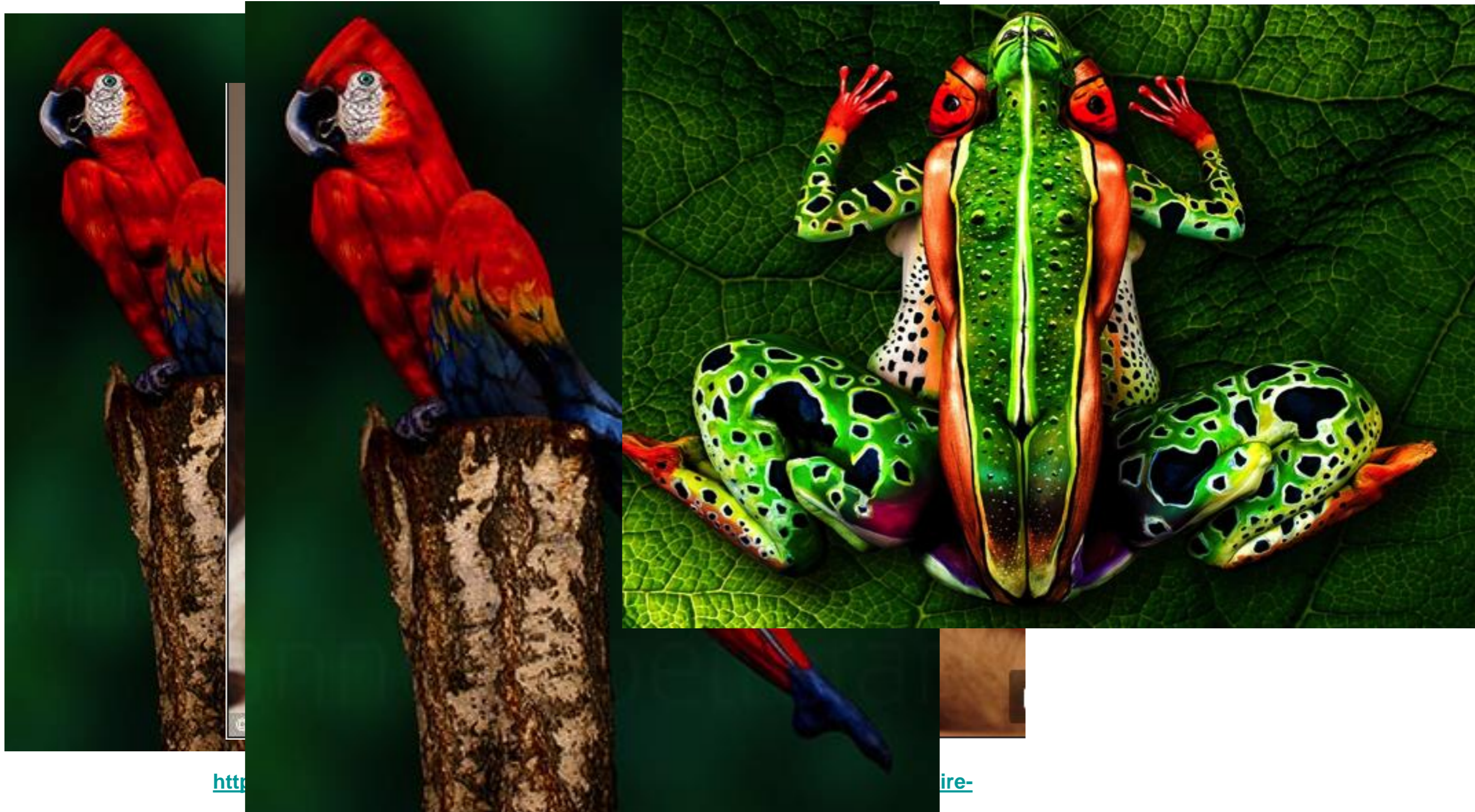**Moraine Valley CC, Palos Hills, IL, July 21, 2014**



John Sener
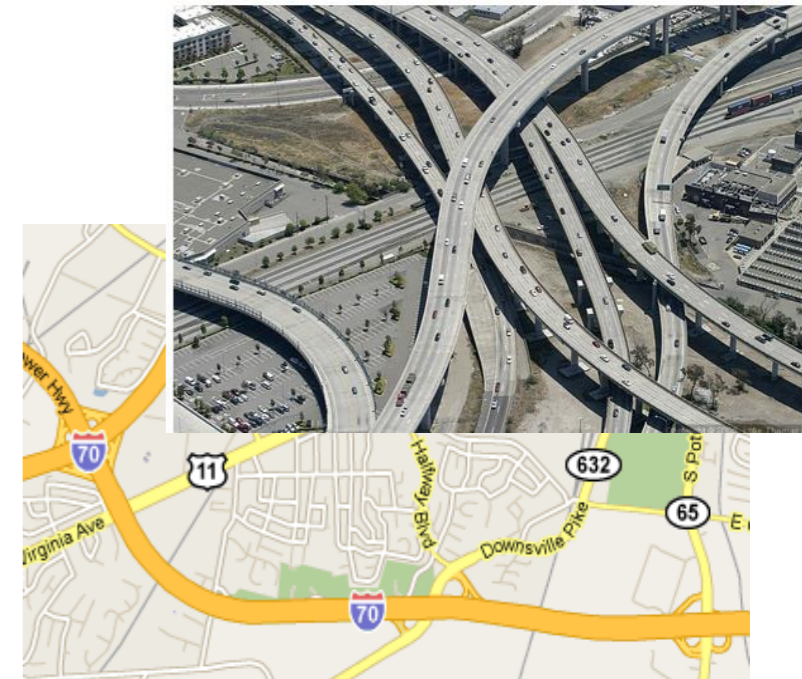Founder/CKO,
Sener Knowledge LLC

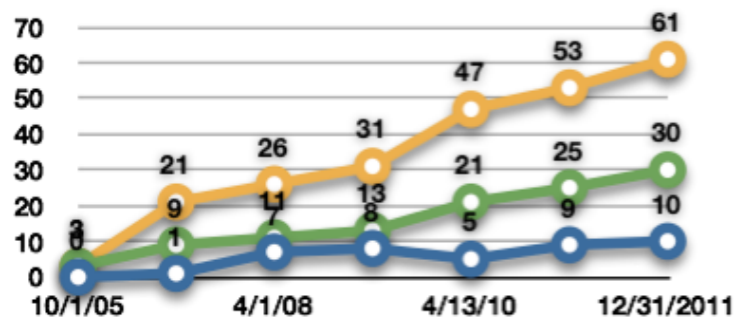# Two Minutes of Inspiration: Wildlife Art as ATE Adventure...
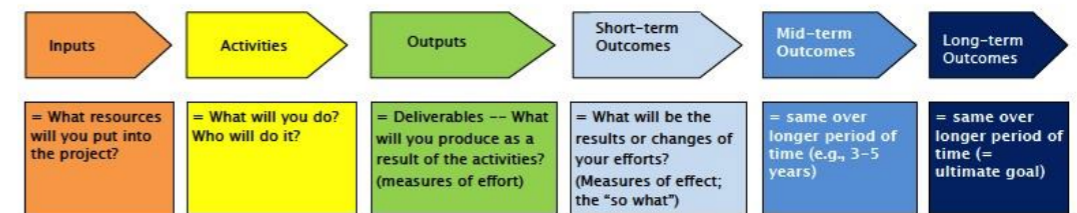
http://www.johannesstoetterart.com/



http... ...ire-

# Evaluating ATE Centers & Projects: Lessons Learned

- Connect map with territory
- Move from pipeline to interstate
- Evaluation is not "external"
- Build a productive PI-evaluator relationship
- Determining impact, effectiveness is key



**Logic Model: Template**

| Inputs | Activities | Outputs | Short-term Outcomes | Mid-term Outcomes | Long-term Outcomes |
|---|---|---|---|---|---|
| = What resources will you put into the project? | = What will you do? Who will do it? | = Deliverables -- What will you produce as a result of the activities? (measures of effort) | = What will be the results or changes of your efforts? (Measures of effect; the "so what") | = same over longer period of time (e.g., 3–5 years) | = same over longer period of time (= ultimate goal) |



# of institutions w/mappings in progress
# of institutions w/mappings completed
# of mappings completed

**national CyberWatch center**

**APRIL 2014**
cyberwatchcenter.org
(301) 322-0452

**NCC Research Team -**
Conducting Research on Competency Driven Simulation Design

The **National CyberWatch** Center Research team, in collaboration with the **National Cyber** League (NCL) Education Committee and the Cybersecurity Competition Federation, is mapping the NCL competition structure (competition events, iSIGHT Partners' Puzzle

CyberWatch researchers, Dr. David Tobey, Dr. Portia Pusey, and Dr. Diana Burley, will highlight the process and outcomes of the job performance mapping for designing, scoring, comparing, and evaluating cybersecurity competitions; present lessons learned and discuss how to apply the mapping process to other competitions at the 2014 Community College Cyber Summit (3CS), *July 21-22* in Chicago.

**Fall 10 Evaluate CONDUIT**
EVALUATION RESOURCE CENTER for advanced technological education
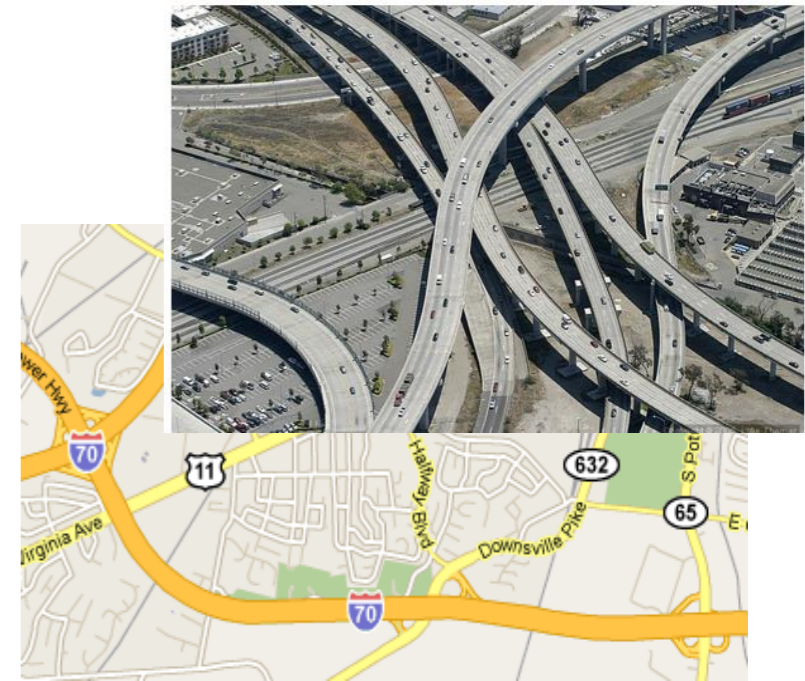WESTERN MICHIGAN UNIVERSITY

**OUR mission**
Evaluatie is the evaluation resource
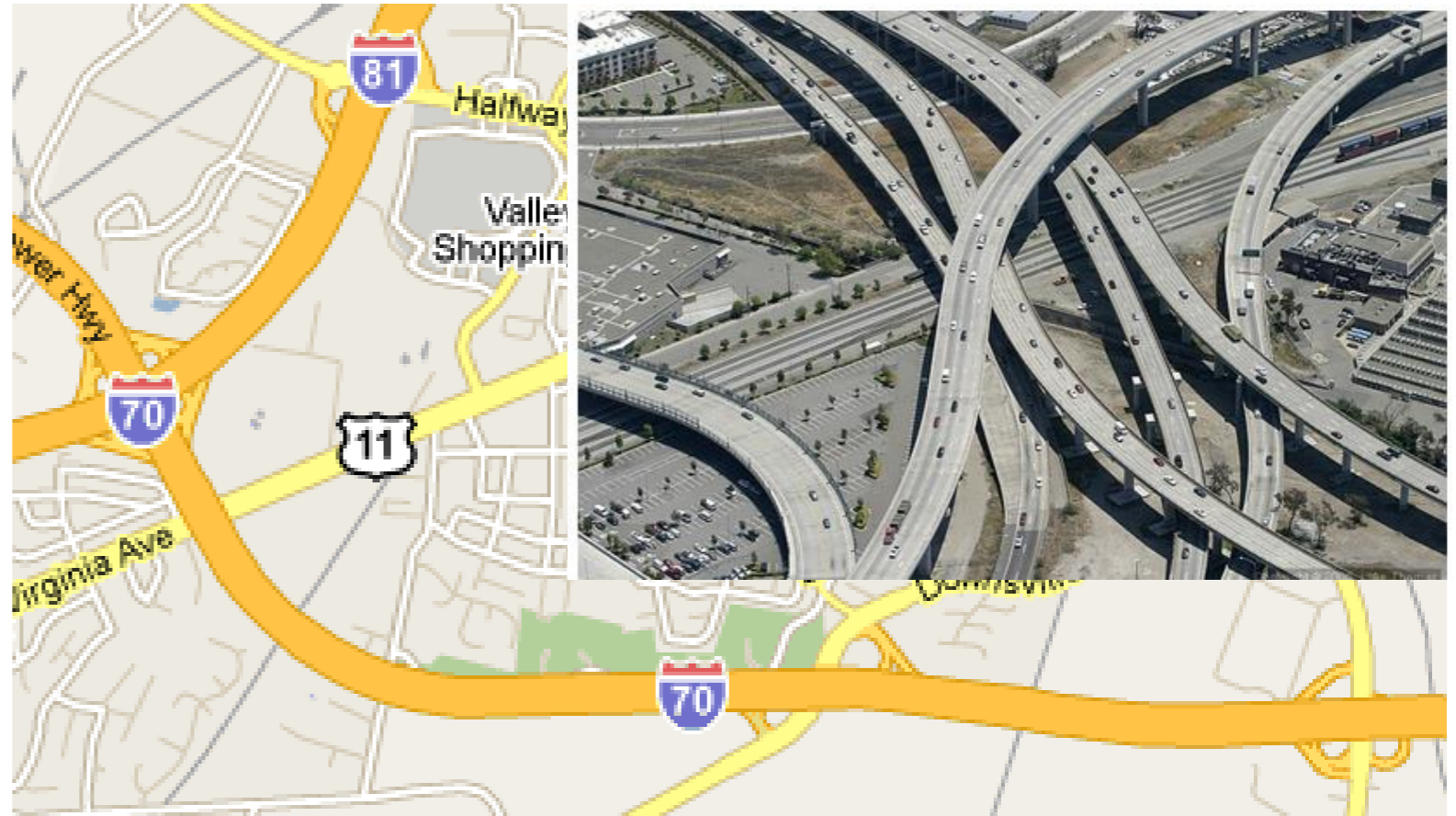
**The PI-Evaluator Relationship**
What is the key to a productive PI-evaluator relationship? Vera Zdravkovich and John Sener share their perspectives.

# Connecting the map with the territory



- Evaluator's role: help you relate proposal plans to real-life execution
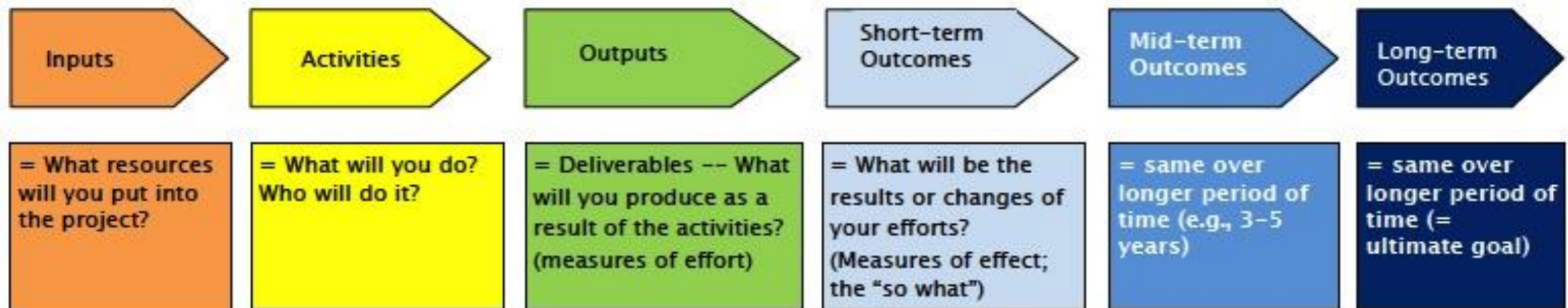
# Pipeline vs. Interstate



- Point A --> Point B
- Moving a commodity
- Relatively direct, uniform flow, schedule

- Multiple entry/exit points
- Users have, make choices
- Variable flow, schedule
- Alternate routes; a roadmap helps
- Frequent on/offs ("stopouts")
- Two-way traffic (e.g., "return" to comm. coll.)

# Evaluation is not "external"

- External evaluator does not mean evaluation is (just) external

## Logic Model: Template

| Inputs | Activities | Outputs | Short-term Outcomes | Mid-term Outcomes | Long-term Outcomes |
|---|---|---|---|---|---|
| = What resources will you put into the project? | = What will you do? Who will do it? | = Deliverables -- What will you produce as a result of the activities? (measures of effort) | = What will be the results or changes of your efforts? (Measures of effect; the "so what") | = same over longer period of time (e.g., 3–5 years) | = same over longer period of time (= ultimate goal) |

# Building a Productive PI-Evaluator Relationship

- Evaluator as active team member, resource vs. silent observer
- Develop a collegial, synergistic relationship
- Treat evaluation as an opportunity for value, meaning
- Get evaluation/evaluator involved early in process
- Long-term: evaluation team member becomes institutional memory source

Fall

10

A newsletter for ATE projects and centers
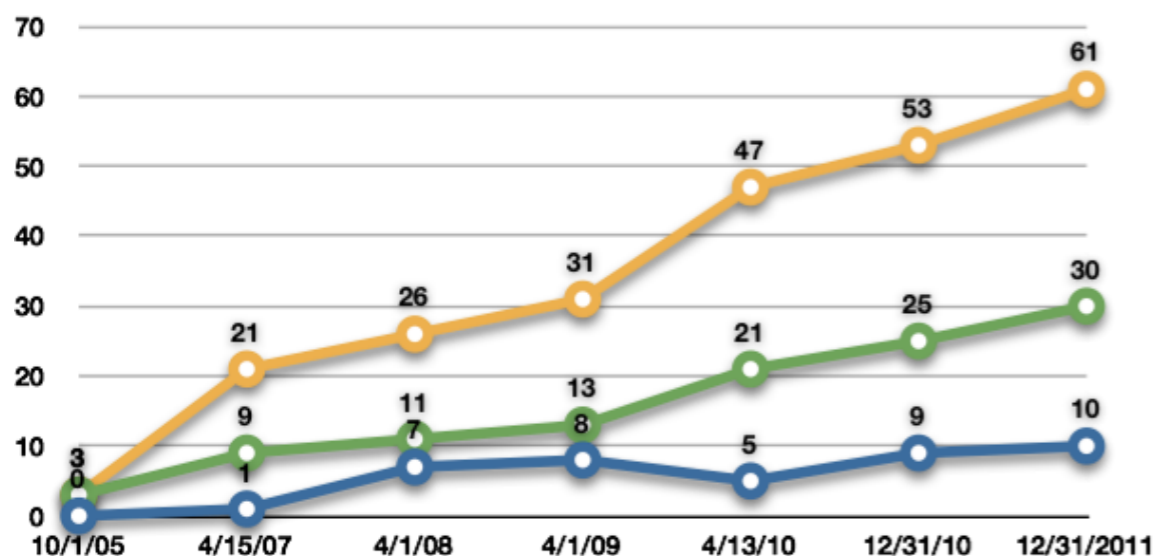
**Evalu*a|t|e* CONDUIT**

EVALUATION RESOURCE CENTER *for*
*advanced technological education*

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**OUR mission**

Evalualtle is the evaluation resource

## The PI-Evaluator Relationship

What is the key to a productive PI-evaluator relationship? Vera Zdravkovich and John Sener share their perspectives.

http://evalu-ate.org/downloads/resources/conduit-fall10.pdf

# Defining Measures of Impact and Effectiveness: Some Tips

- Stats and stories
- Establish common agreement on terms and language



- ◇ # of institutions w/mappings in progress
- ◇ # of institutions w/mappings completed
- ◇ # of mappings completed



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http://evalu-ate.org/downloads/resources/SENER_challenge_handout.pdf

# Defining Measures of Impact and Effectiveness: Some Tips

- Big picture and shining example (nuggets)
- ROE > ROI (ROE = Return on Expectations)



http://www.sciencebuzz.org/image/earth-our-place-space



http://www.wpclipart.com/rocks_minerals/G/gold/Gold__156_ounce_nugget_found_with_metal_detector.png.html

http://evalu-ate.org/downloads/resources/SENER_challenge_handout.pdf

# Defining Measures of Impact and Effectiveness:
# Some Tips

- Seek alignment

- Keep timeframe in mind

- Pay attention to the unanticipated

# Contact Info; Q&A/Discussion

- John Sener, Sener Knowledge - jsener@senerknowledge.com

- More on *Seven Futures*: www.thesevenfutures.com

- Follow me on Twitter! @jsener