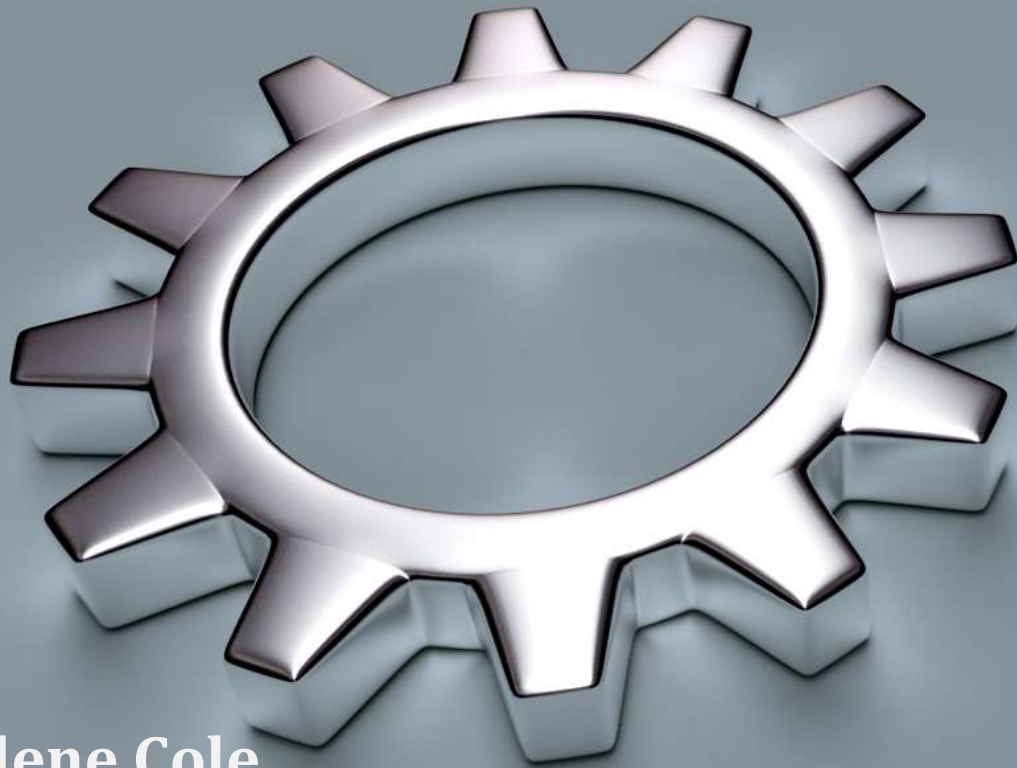


# Introduction to GEAR UP Evaluation



**Darlene Cole**  
CEO / Director of Research, CoBro Consulting  
**Keren Brooks**  
Chief Research Analyst, CoBro Consulting

**GEAR UP California Partnership Initiative Annual Convening**  
**October 25<sup>th</sup> and 26<sup>th</sup>, 2018 • CSU-Fullerton, CA**



# Overview

## Importance of Program Evaluation (Why?)

- Ensure effective processes
- Monitor progress toward goals
- Demonstrate impact

## Evaluation Methodology (How?)

- It starts with a logic model
- Data collection
- Evaluation design to examine impact
- Surveys
- ED-mandated GPRA indicators
- Clarifying roles and responsibilities
- Negotiating relationships





# Importance of Program Evaluation (Why?)

## Ensure Effective Processes

- Accountability: ED compliance
- Evaluation of staffing, operations, service coverage, etc.
- Function of Annual Performance Report





# Importance of Program Evaluation (Why?)

## Monitor Progress Toward Goals (Formative Assessment)

- Identify effective/ineffective elements
- Continuous program improvement
- Annual & biennial evaluations






# Importance of Program Evaluation (Why?)

## Demonstrate Impact (Summative Assessment)

- Goal attainment
- Unanticipated effects
- Vital for NCCEP advocacy of GEAR UP





# Importance of Program Evaluation (Why?)

Overall GEAR UP Goals




**Raise Postsecondary  
Participation**

**Strengthen Academic  
Preparation & Achievement**

**Increase Postsecondary  
Awareness & Aspirations**







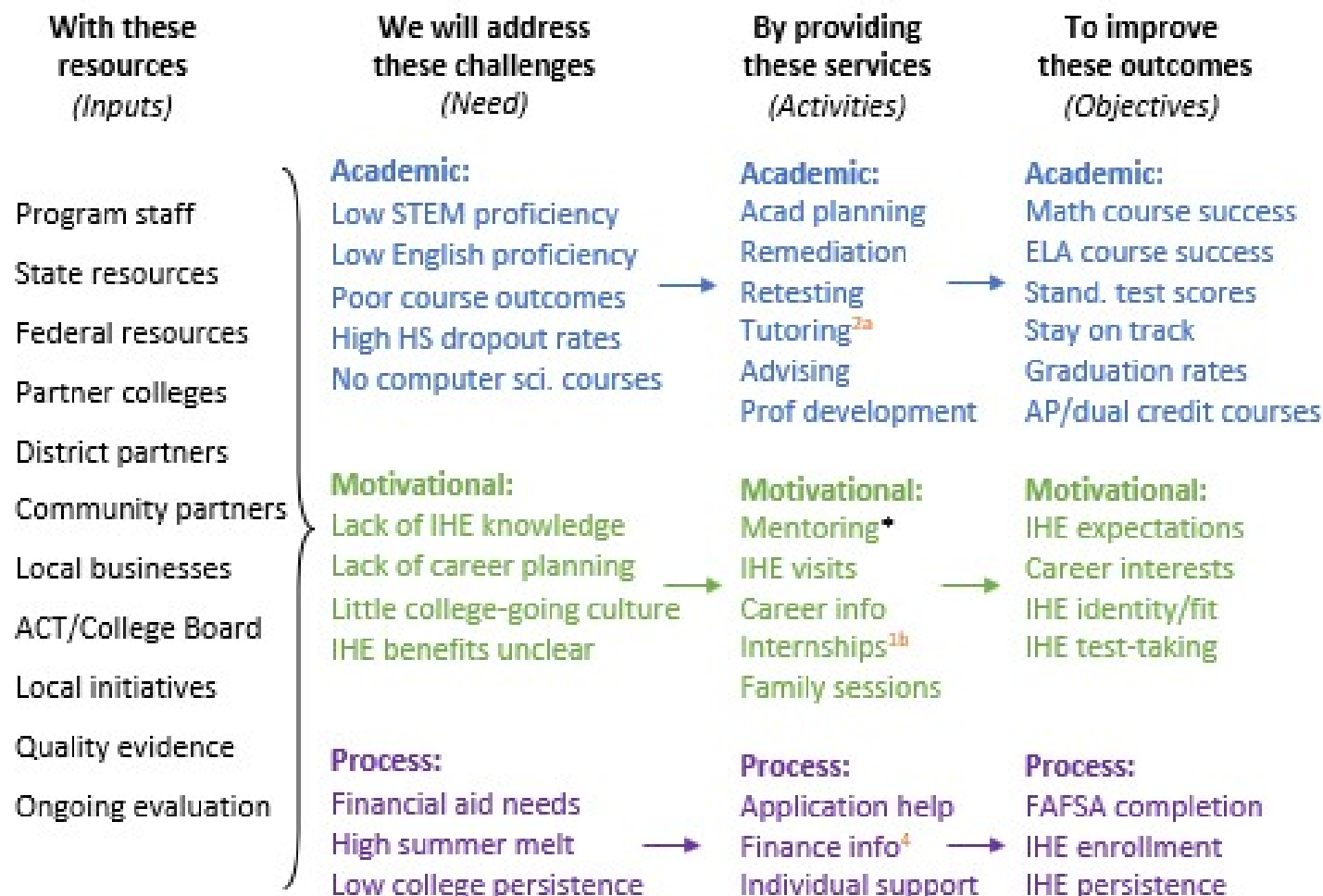
# Evaluation Methodology

## It Starts with a Logic Model

- Theory of change
- Identify effective/ineffective elements
- Continuous program improvement
- Annual & biennial evaluations



# Sample Logic Model



## And achieve these goals

<b>Academic:</b>	Increase the academic performance and preparation for postsecondary education for GEAR UP students.
<b>Motivational:</b>	Increase GEAR UP students' and their families' knowledge of postsecondary education options, preparation, and financing.
<b>Process:</b>	Increase the rate of high school graduation and enrollment in postsecondary education for GEAR UP students.


\* Demonstrates a rationale and provides promising evidence. (Include citations in this footnote)

Addresses Absolute Priority Categories:

- 1b. Work-based learning experiences for in-demand careers
- 2a. Supporting mastery of key prerequisites for success in STEM fields
- 4. Supporting financial literacy









# Evaluation Methodology


## Data Collection (minimum)


- Year-round
  - Inputs:
    - Service participation data
    - For students, parents, & staff
  - Outcomes:
    - Student academic achievement data
    - Student and parent surveys (depending on grant objectives)
- 



# Evaluation Methodology

## Evaluation Design to Examine Impact

- Quasi-experimental evaluation
  - Comparative change model
    - Student and course-level data
    - Baseline data
    - Comparison groups
  - Dosage effects
  - Multiple outcome measures
- 



# Evaluation Methodology

## Surveys

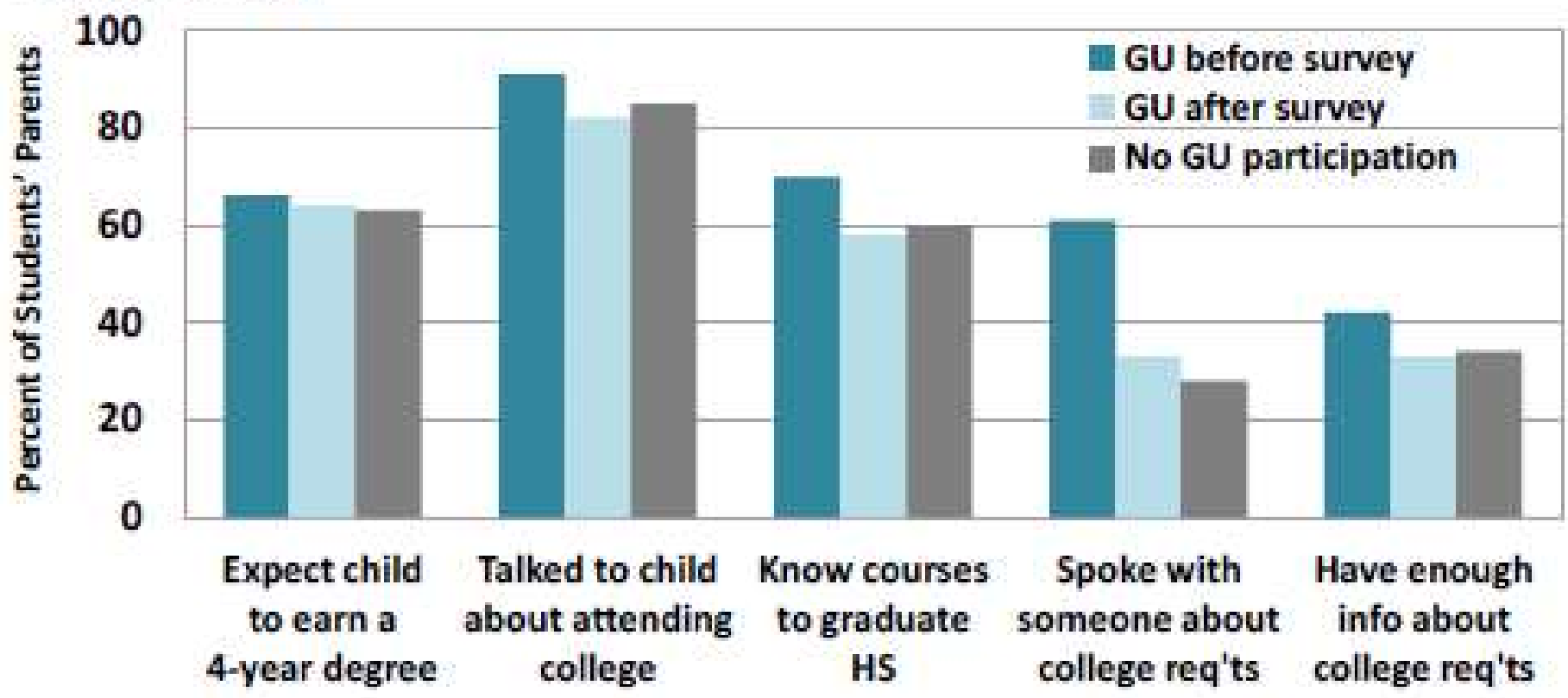
- Students, parents, & staff
- No more mandated APR items. Just focus on those useful to grant
- Survey processing/data entry
- Interpreting (and using) results






# Survey Analysis Example


Figure 3. Parent knowledge of college by GEAR UP participation timeframe, 2012-13 survey





# Evaluation Methodology

## ED-Mandated Government Performance & Results Act (GPRA) Indicators

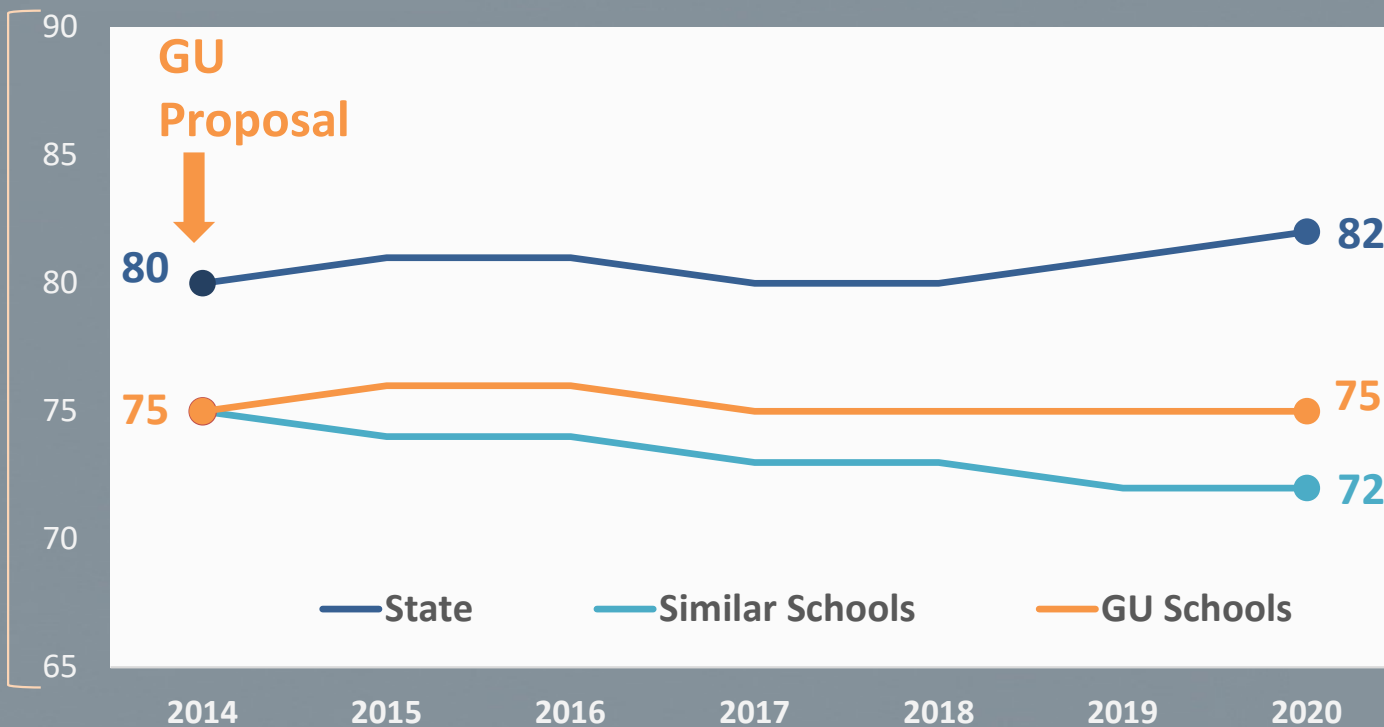
- Ten indicators phrased as “The % of GEAR UP students who...”
  - Address academic achievement, HS graduation, college enrollment & progress, knowledge of financial aid and college benefits, parent engagement.
  - Designed to track progress toward achieving program goals.
- 




# Outcome Example

HS Graduation Rates

(Note: Don't do this with your graphs!)








# Evaluation Methodology

## Clarify Roles & Responsibilities

- Define tasks & end products
- Identify data sources
- Determine responsible party
  - evaluator
  - program administrators/staff
  - school/district staff
- Develop data collection timeline
- Document and disseminate the plan





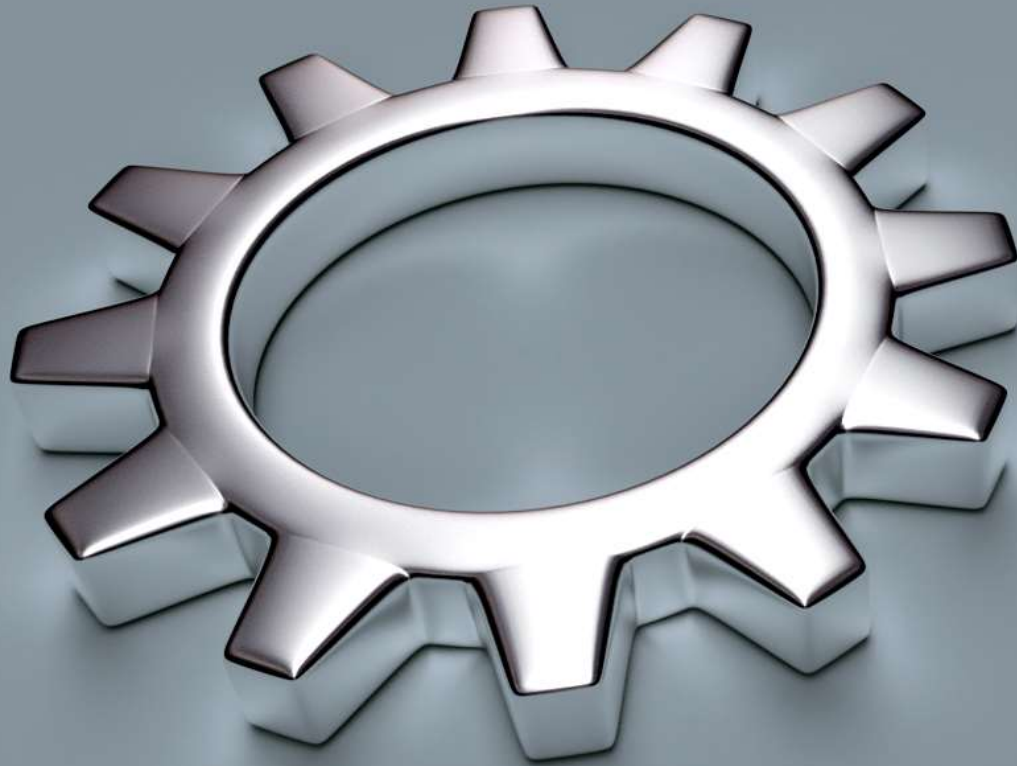
# Evaluation Methodology

## Negotiating Relationships

- Family Educational Rights & Privacy Act
  - FERPA defined
  - Implications for data collection
- Institutional Review Boards
  - IRB Regulations
  - Implications for data collection
- Data confidentiality agreements
- National Student Clearinghouse
  - StudentTracker



# Questions?



**Darlene Cole**

858.395.7899, [dcole@CoBroConsulting.com](mailto:dcole@CoBroConsulting.com)

**Keren Brooks**

619.227.2462, [kbrooks@CoBroConsulting.com](mailto:kbrooks@CoBroConsulting.com)