CoBro’s approach to qualitative data

**• The extent to which the methods of evaluation include the use of objective performance measures that are clearly related to the intended outcomes of the project and will produce quantitative and qualitative data to the extent possible**

<If using CoBro traditional surveys for students, parents, and/or staff >

Data will also include findings from quantitative- and qualitative-based items on annual surveys of students, their parents, and school staff. Our survey instruments will be psychometrically sound and will include items to examine needs assessment, knowledge acquisition, perceived barriers to college enrollment, and levels of college aspirations and expectations, as well as parent and student perceptions of service and program effectiveness. The instruments will be developed in both paper-based and online formats, to ensure we obtain optimal response rates.

<If using focus groups>

Qualitative data will consist of results from annual assessments of project processes and policies via focus groups and structured interviews of program staff. Such information will help establish the context of the program and understanding of program processes, climate, and culture. Incorporating such a variety of outcome metrics will serve to increase the construct validity, as well as the reliability and credibility of our findings.

*<If using focus surveys>*

Additionally, we will administer annual augmented qualitative surveys to various GEAR UP stakeholders as part of our multi-method approach. These online survey instruments will have some multiple choice items, but also a variety of open-ended questions as well, giving the respondents the opportunity to elaborate on topics. This information will elicit more comprehensive information about program processes, successes, challenges, and suggestions for improvement, to provide input into programmatic decisions. We use this method to collect qualitative data from a larger group of GEAR UP stakeholders for whom focus groups might not be feasible or representative. CoBro consultants will conduct a qualitative analysis on the resulting information, synthesizing it into a summary information report of findings. These outcomes will provide us with a deeper understanding of the program's framework and context.

**• The extent to which the methods of evaluation will provide performance feedback and permit periodic assessment of progress toward achieving intended outcomes;**

<If using CoBro traditional surveys for students, parents, and/or staff >

 Surveys will provide insight into perceptions and attitudes about the program and educational experiences, as well as change in knowledge of postsecondary information over time. CoBro consultants will generate item response distribution reports showing results of student, parent, and program staff/instructor surveys, at the program-level as well as for each region (school, district) of interest. Analyses of resulting survey data will include examination of multiple measures to identify trends across the annual reporting cycles. Further, results of such analyses will be disaggregated by demographic characteristics and other self-reported data, in order to determine any disparate effects for different student populations.

<If using CoBro surveys with student identification>

 Because we collect student unique identification numbers on student surveys, survey responses will also be linked to, and analyzed in relation to, other data housed in Compass, allowing for an examination of student attitudes, aspirations, and knowledge attainment in conjunction with their GEAR UP participation and academic achievements.

<If using focus groups/focus surveys>

Our emphasis on gathering in-depth qualitative data through focus groups/augmented surveys demonstrates our commitment to ongoing assessment and improvement of program processes toward achieving targeted outcomes. Such information brings the quantitative data into perspective, providing a broader understanding of our successes and challenges so that we can continue to improve.