



COBRO  
CONSULTING



PROGRAM EVALUATION  
SYSTEMS & SERVICES



# RESEARCH & EVALUATION ♦ ♦ ♦

## ♦ EVALUATION PLAN DEVELOPMENT

CoBro Consulting collaborates with programs in the development of a cohesive evaluation framework, incorporating research methodology with proven efficacy. This may involve development of a preliminary logic model, or definition of relevant program goals and objectives. We assist in establishing indicators and target metrics that closely align with the corresponding program objectives, and allow for thorough formative and summative assessment through the duration of the program. CoBro consultants also help identify optimal data elements for inclusion in the analyses, to ensure a comprehensive evaluation plan is established.

## ♦ DATA ANALYSIS

CoBro consultants have extensive statistical knowledge and expertise, and a comprehensive understanding of a variety of education-related data. We work with clients to clarify research needs and determine the most appropriate evaluation designs and statistical analyses to examine program processes and outcomes. Sound research methodology is paramount to CoBro Consulting, and our evaluations typically include data triangulation techniques, using multiple data sources and evaluation methods to maximize the validity of our study findings.

## ♦ SURVEY SERVICES

Surveys can elicit valuable information on participant opinions, attitudes, and knowledge, and provide constructive contextual information and feedback. CoBro Consulting staff have designed, administered, and analyzed hundreds of psychometrically sound survey instruments. We design surveys for use in needs assessment studies, baseline program measurement, and examination of program effectiveness. We produce both online and paper-based, scannable surveys with a quick turnaround time for results. Our survey services also include processing, descriptive and inferential statistical analysis of resulting data, and development of multilevel survey results reports.

## ♦ QUALITATIVE PROGRAM EVALUATION

Incorporating qualitative evaluation methods helps to provide a context for analysis findings, and also offers insight into program processes. Such methods include structured focus groups and interviews, as well as open-ended surveys. CoBro consultants carefully construct topics and questions for focus groups and interview sessions in collaboration with program staff. We have also designed a variety of online open-ended qualitative surveys for use in larger or more expansive programs. CoBro consultants conduct a qualitative analysis of the resulting information, and summarize findings in formal results reports.

## ♦ RESULTS REPORTS

CoBro Consulting develops a variety of evaluation results reports, from summary reports of key topics to in-depth evaluations. Our reports include narrative, graphical, and tabular displays to clearly communicate findings and conclusions. Such reports are useful in guiding internal program development, or sharing program progress and outcomes with stakeholders. We also develop reports for clients to comply with any federal or agency mandated reporting needs.

*“I love the fact that all of the CoBro Consulting staff are approachable and reachable when I need them, whether it’s at a conference, by email, or phone, the staff is always willing to set time aside to answer questions and explain options to me and to my school site staff. In addition, as we have turn over, new staff can get training online immediately when they need it, and in a way that works for them. CoBro always has staff available for questions and training when needed.”*

*– Amy Kernin-Laye  
GEAR UP Idaho State Program Director  
Idaho State Department of Education*

# DATA MANAGEMENT ♦ ♦ ♦



## COMPASS

CoBro Consulting created the Comprehensive Program Assessment System (Compass) to assist with the extensive data collection and reporting tasks required of education programs. Compass is a secure, online data management and evaluation tool that expedites data entry, organizes program participant data, links such data (at the participant level) with academic outcomes data, allows for easy student tracking, generates a variety of reports, and conducts statistical analyses to monitor and evaluate program success.

### COMPASS SYSTEM FEATURES

- ♦ Each system is customized to conform to unique program needs.
- ♦ Web-based format ensures access from multiple settings, devices, and web browsers.
- ♦ Easy-to-navigate data entry screens facilitate input of program participation data.
- ♦ Data files are electronically transferred into system on request or by the system user directly.
- ♦ Over 75 user-defined, preformatted reports available on demand to users.
- ♦ The batch entry function allows for rapid recording of group activities.
- ♦ A series of statistics options are available in a user-friendly drop-down menu format.
- ♦ All Compass data reside within state-of-the-art, secure, SSL certificated servers.
- ♦ Pre-existing (legacy) data can be integrated into the system.



## COMPASSMATCH

CoBro Consulting designed the online CompassMatch system to manage in-kind contributions, and mitigate the challenges that come with collecting, calculating, and reporting contributions from a wide variety of grant partners. This allows grant administrators to track real-time progress toward meeting contribution goals, and dramatically reduces time and effort on match documentation tasks.

### COMPASSMATCH SYSTEM FEATURES

- ♦ System options are customized to conform to unique program needs.
- ♦ Pre-existing data can be formatted and integrated into the system.
- ♦ User-friendly data entry screens contain drop-down menus for easy data entry.
- ♦ Batch entry functions record service contributions of multiple staff in one step.
- ♦ A variety of reports generated on demand provides timely information about in-kind contributions.
- ♦ Batch email functions send staff automated reminders and notices.
- ♦ The online format allows for easy access by multiple users across wide-area programs.
- ♦ All CompassMatch data reside within state-of-the-art, secure, SSL certificated servers.

# CoBro Consulting Principals ♦ ♦ ♦

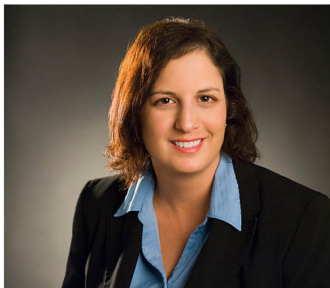


## DARLENE COLE CEO/DIRECTOR OF RESEARCH

Darlene Cole has an M.S. degree in Industrial-Organizational Psychology and over 20 years of experience supervising broad-scale research projects. For over 10 years, she has worked extensively with a large variety of education reform programs, including over 50 GEAR UP programs, to optimize their evaluation and data systems management capacity. Darlene created the Compass online data management system to facilitate GEAR UP program evaluation processes. She has directed the CoBro Consulting team since its inception.

## URBAN PELICON CHIEF INFORMATION OFFICER

Urban Pelicon has extensive experience supervising teams of programmers in designing and developing data management systems to deliver maximum utility. For over 10 years, he has specialized in developing and managing large-scale, web-based data management and reporting systems for a variety of education programs, including many GEAR UP statewide and partnership programs. Urban directs the development and technical support for the online Compass and CompassMatch data management systems, and oversees all aspects of data management, integrity, and security.



## KEREN BROOKS CHIEF RESEARCH ANALYST

Keren Brooks has conducted program evaluation and statistical data analysis in the areas of education reform and academic institutional research for over 15 years. Keren has an M.S. degree in Industrial-Organizational Psychology and in-depth expertise in managing and analyzing large-scale databases, conducting comprehensive academic program evaluations, and assisting with the design of software systems for optimal data management and evaluation functionality. For more than ten years, she has conducted and supervised GEAR UP program research design, survey projects, statistical data analyses, and outcomes reporting for CoBro Consulting.

*“The Tennessee Higher Education Commission has used CoBro Consulting’s data management services since 2008 for multiple statewide college access grants. Since 2012, CoBro has also served as the external evaluator for Tennessee’s GEAR UP grant. We have been extremely satisfied with CoBro’s technical abilities and professionalism. CoBro staff are very reliable in completing projects and have a high level of expertise in evaluation design, data analysis, and annual reporting. They present findings in a way that is easily digestible and clearly articulated, and they are a pleasure to work with.”*

*– Leigh Ann Bodie  
Assistant Director of College Access Initiatives  
Tennessee Higher Education Commission*

*“CoBro Consulting has been one of our most important partners with our GEAR UP grants. We have relied on CoBro’s Compass system for our data collection and reporting since 2007. We always aim to go beyond the APR with our program assessment and data-driven decision making strategies, so we always count on CoBro to optimize our data systems and evaluation processes. New grantees would be wise to begin their proposals and grants with CoBro Consulting; continuing grantees should explore what CoBro can do for you!”*

*– Calvin One Deer Gavin  
Director of Grant Funded Student Programs/GEAR UP  
Palomar College*