

A black and white photograph of a classroom. In the foreground, several students are seen from behind, with their arms raised high, indicating an interactive learning environment. The background shows a chalkboard with some faint writing. The overall scene is bright and focused on student participation.

The 2010 College Access & Success Conference

**Effective Data Collection &
Evaluation Strategies
for College Access Programs**

**Darlene Cole & Urban Pelicon
CoBro Consulting**

Effective Data Collection & Evaluation Strategies for College Access Programs

Overview

- ❖ Importance of Program Evaluation
- ❖ Evaluation Methodology & Research Design
- ❖ Optimal Data Elements & Data Collection Processes
- ❖ Surveys
- ❖ Using Research Results

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Importance of Program Evaluation

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

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Importance of Program Evaluation

Ensure effective processes

- Accountability and compliance
- Evaluation of staffing, operations, service coverage, etc.
- Typical function of DOE reporting

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Importance of Program Evaluation

Monitor Progress Toward Goals (formative assessment)

- Identify effective / ineffective program elements
- Modify program processes & services accordingly
- Continuous program improvement

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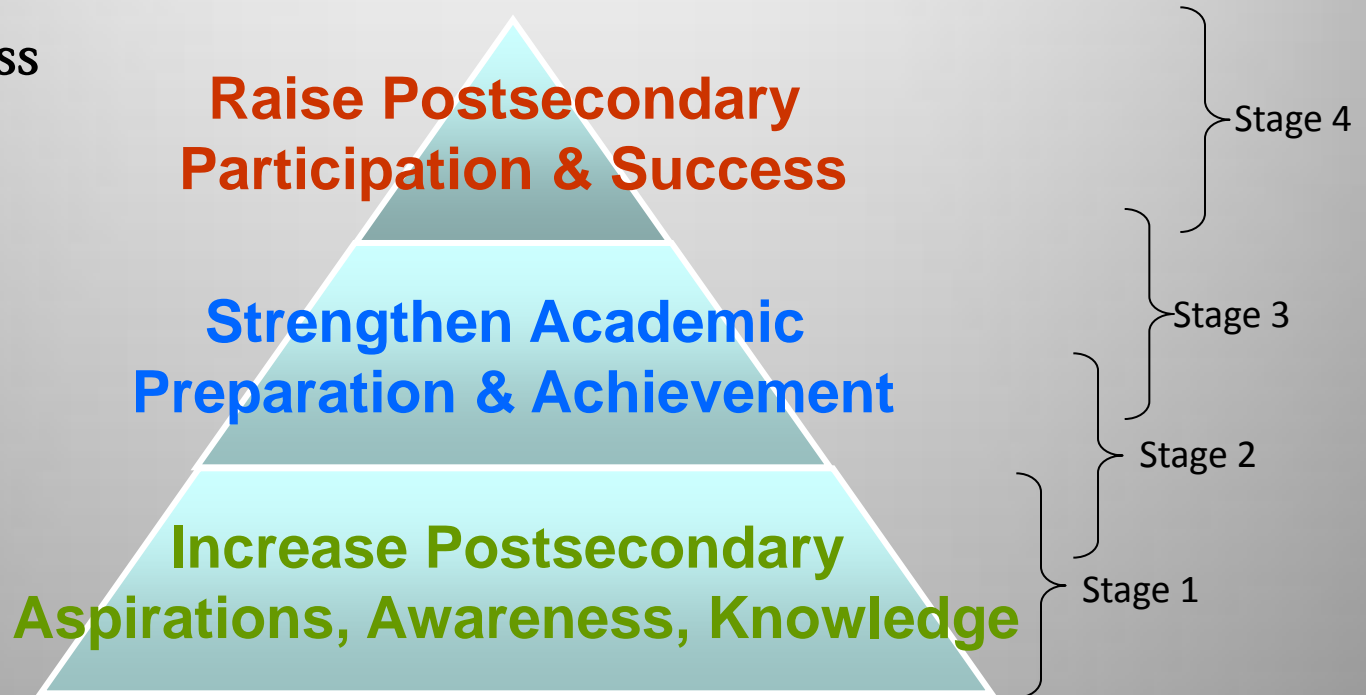
Importance of Program Evaluation

Demonstrate Impact (summative assessment)

- Goal attainment
- Unanticipated effects
- Vital for college access program advocacy

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General Progression of
College Access
Program
Goals



Stage 1 (grades 6 - 8): Aspirations, awareness, & knowledge acquisition

Stage 2 (grades 9 & 10): Aspirations, knowledge acquisition, acad enrollment, & prep

Stage 3 (grades 11-12): Academic enrollment, preparation, & achievement

Stage 4 (1st postsecondary year): College course enrollment, success, & persistence

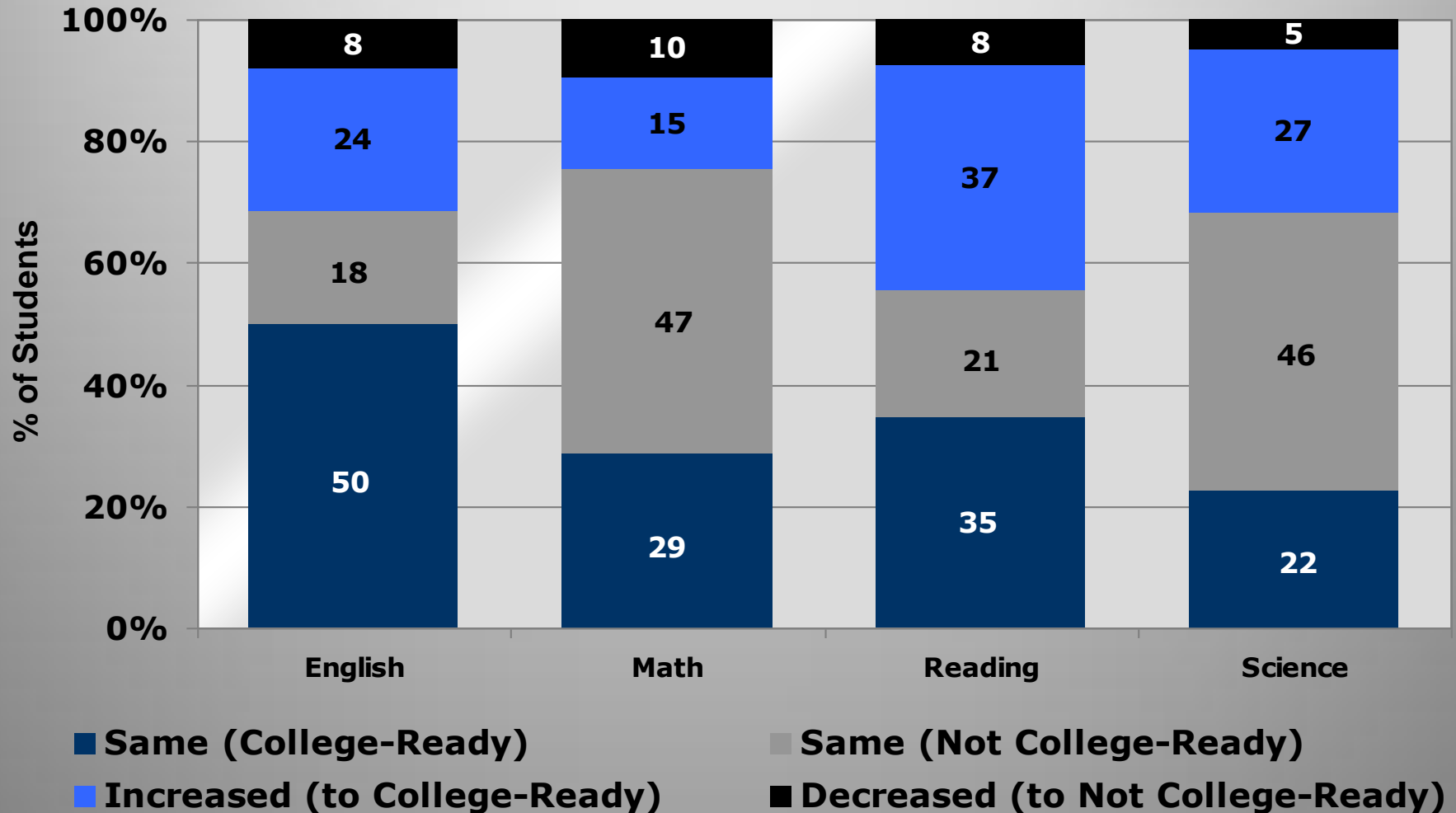
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Evaluation Methodology & Research Design

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

Program Outcomes

Change in College-Readiness Status: EXPLORE (8th Grade) to PLAN (10th Grade)



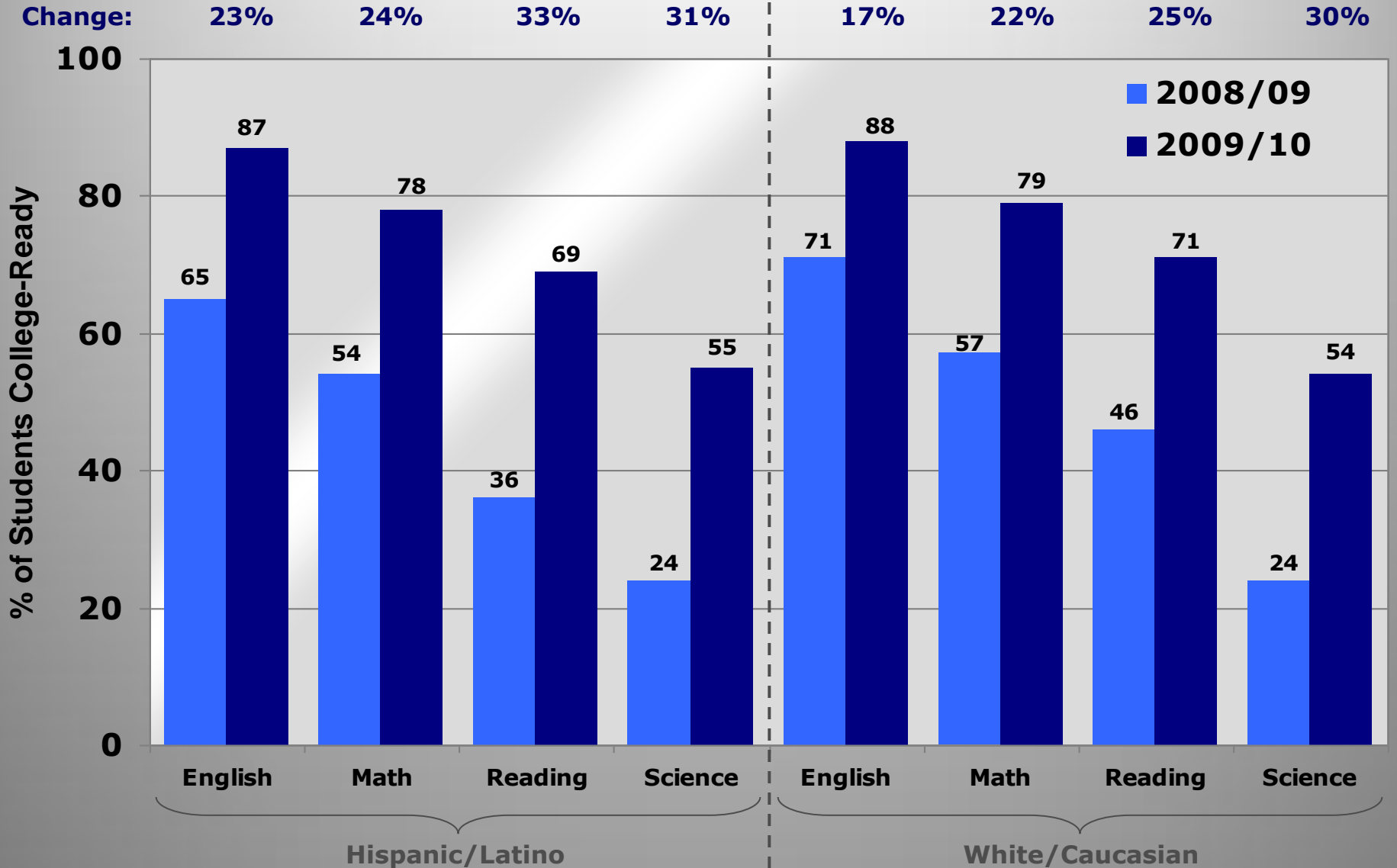
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Optimal Data Elements

- ❖ Student-level & course-level
- ❖ Variety of sources:
 - Surveys
 - Focus groups
 - Program service & activity participation
 - Transcript files (demographic & academic)
 - Test achievement
 - Higher education enrollment

Program Outcomes

PLAN Test College-Readiness Rates by Race/Ethnicity



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Data Collection Processes

- ❖ Ongoing, year-round
- ❖ Electronic files vs. manual data entry
- ❖ Compliance with FERPA regulations
- ❖ Providing IT staff with a data record layout

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COMPASS...

The Comprehensive
Program
Assessment
System

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Surveys

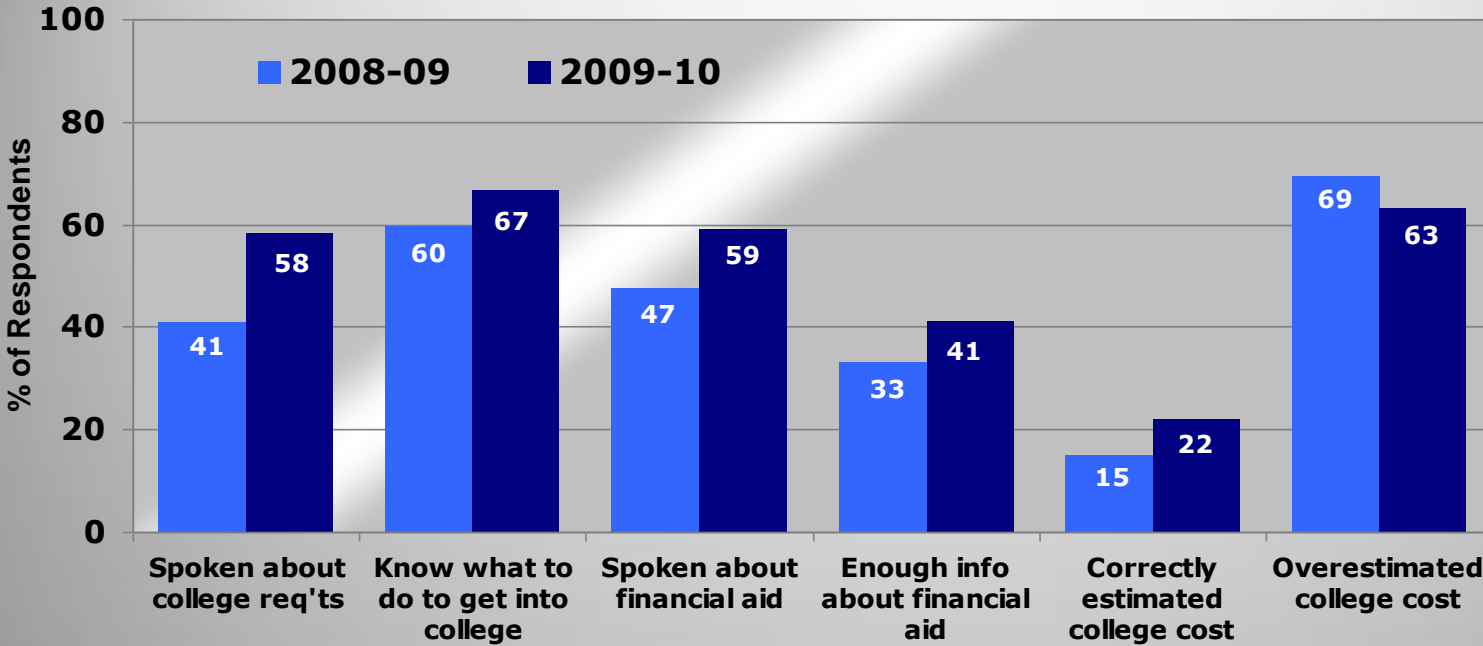
- ❖ Assess attitudes, awareness, knowledge
- ❖ Students, parents, staff
- ❖ Survey processing/data entry options
- ❖ Interpreting (and using) results

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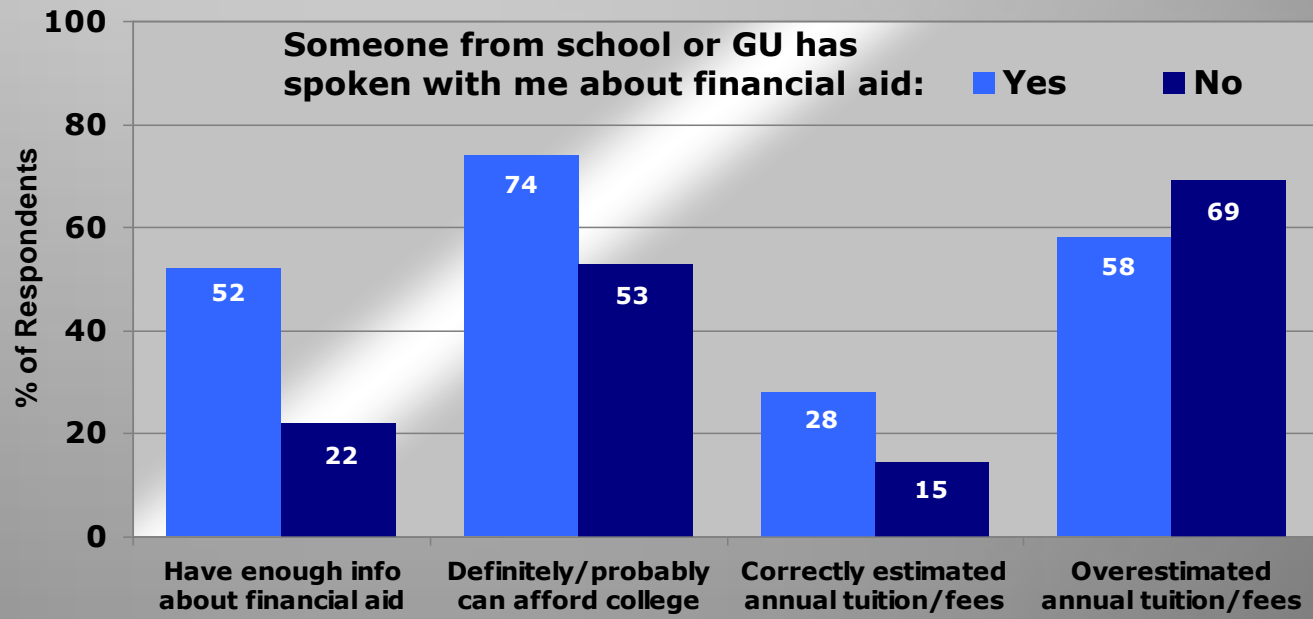
Using Research Results

- ❖ Use clear, concise text
- ❖ Include graphics – tables and charts
- ❖ Disseminate to stakeholders
- ❖ Builds staff and participant morale
- ❖ Informs program processes

Program Outcomes



Survey Results



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Questions?

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