

**The University of Western Ontario  
Faculty of Health Sciences  
Bachelor of Health Sciences Program**

**Health Sciences 4090B  
Program Evaluation  
Winter 2011**

**1.0 Course Description**

This course will develop your conceptual and applied understanding of program evaluation. It will focus on the types, purpose, application, and importance of evaluation techniques in the health field and will help you to develop the skills and strategies for preparing and managing evaluation activities. This course will also focus on data collection strategies (e.g., surveys, feedback forms, focus groups and interviews) and analysis. Another important component of the course is that you will develop skills in group work and presenting.

**2.0 Course Information**

Instructor: Stacy Miller, MSc  
Smille23@uwo.ca

Lecture Time and Location: Mondays 7:00 – 10:00pm  
Health Sciences Building  
Room 9

Office Hours: By appointment only

**3.0 Course Objectives**

At the outset of this course, you can expect to:

- Have an understanding of the steps involved in program evaluation
- Have an understanding of the different types and methods of program evaluation
- Have an understanding of basic evaluation techniques
- Have an understanding of how to prepare an evaluation plan

You will also be evaluated on class and group participation by both the instructor and your peers.

**4.0 Course Format**

The classes will consist of lectures, a test, group work and a guest lecture. Students should review the assigned readings and be prepared to participate in class discussion. Students will receive a 15 minute break approximately halfway through the lecture. Attendance and participation in class is expected.

- 4.1 **WebCT:** All students enrolled in this course will have access to WebCT. Resources, such as lectures, handouts and/or readings will be posted on WebCT. You will be responsible for checking WebCT regularly for any updates or announcements. If you have any difficulties accessing WebCt please contact Instructional Technology Services (ITS) at 519-661-3800, or <http://www.uwo.ca/its/>.
- 4.2 **Contact/Questions:** Course content questions should be posted on the WebCT discussion board. Discussion boards will be used regularly as a 'first line' for asking questions on course content. Student can expect questions to be answered within 48 hours, with the exception of weekends.
- 4.3 **Lecture Slides:** All attempts will be made to post lecture presentations on WebCT by 5pm on Monday before class.

## 5.0 Evaluation

Assignment #1	15%
Assignment #2	30%
Evaluation Plan Presentation	15%
In Class Midterm Test	30%
Participation	10%

### 5.1 Assignments

There will be one major assignment for this class that will be done with a group of approximately 4 people. Groups will be assigned randomly and will be posted on WebCT. Any concerns regarding group assignments should be discussed with the instructor immediately.

This assignment will be divided into 3 components:

1. A summary of the program and purpose of the evaluation (Assignment #1).
2. The full evaluation plan (Assignment #2).
3. A group presentation of the evaluation plan to the class.

The purpose of this assignment is to complete a program evaluation plan utilizing all of the information presented during the course as well as any other program specific information that may be necessary. A more detailed outline of the assignments will be presented in class and posted on WebCT.

### 5.2 Midterm Test

The test will consist of multiple choice and short answer questions. A more detailed review will take place in class prior to the test. The test will take place during class time on February 14<sup>th</sup>, 2011.

### 5.3 Participation

Participation for this course will be based on your participation in in-class discussion as well as on your participation within your group for the assignments. At the completion of your assignments you will complete an evaluation based on the contributions of yourself and other group members to the assignments and group activities. In addition, you will also complete evaluations of the presentations of other class members. These assessments will be used to determine your participation mark in the course.

### 6.0 Course Material

All course readings are currently available for free on the internet. Many of the materials are available through The Health Communication Unit ([www.thcu.ca](http://www.thcu.ca)), a resource centre of the Ontario Agency for Health Protection and Promotion (OHAPP). A list of links to the recommended readings and resources will be posted on WebCT.

### 7.0 Lecture Schedule

The following outline presents a TENTATIVE schedule of the lecture topics that will be presented. This schedule may be altered if necessary.

Date	Lecture Summary
January 3, 2011	Introduction & Course Overview, What is program evaluation? Types of Evaluation, Steps in an Evaluation
January 10, 2011	Steps 1 – 4 (Clarify your program, Engage Stakeholder, Assess Resources, Design the Evaluation)
January 17, 2011	Step 5 (Determine the Appropriate Methods of Measurement and Procedures), Survey Development, Interview/Focus Group guide development
January 24, 2011	Step 6 – 8 (Develop the Work Plan, Budget and Timeline for Evaluation, Collect the Data, Process and Analyze the data)
January 31, 2011	Step 9 – 10 (Interpret and Disseminate Results, Take Action), Evaluation Guidelines and Standards (Canadian Evaluation Society)
February 7, 2011	Guest Lecture, Test Overview & Group Work
February 14, 2011	In-Class Midterm & Group Work Time (Assignment #1 Due – Evaluation Plan Proposal, Peer Evaluation Due)
February 21, 2011	No class. Reading Week.
February 28, 2011	Logic Model Development
March 7, 2011	Website Evaluation & Program Evaluation Tools
March 14, 2011	TBA
March 21, 2011	Presentations (Assignment #2 Due – Full Evaluation Plan, Peer Evaluation Due the day of your Group Presentation)
March 28, 2011	Presentations
April 4, 2011	Presentations, Course Review & Special Topics.

## **8.0 Course Policies and Procedures**

Students are expected to attend all lectures. While attendance is not part of the marking, there will be material covered in class that will be asked on the test and required for the evaluation plan preparation.

### **8.1 Late Assignments**

A late penalty of 5% per day applied (including weekends). There will be no make up for missed tests and assignments. Late assignments should be submitted via email and a hard copy submitted in class the following week. If there is a medical reason for a late assignment, you are required to obtain a Western Student Medical Certificate filled out by the attending physician and submit this to the School of Health Studies main office. You may visit Western's Policy on Accommodation for Medical Illness at: [http://www.uwo.ca/univsec/handbook/appeals/accommodation\\_medical.pdf](http://www.uwo.ca/univsec/handbook/appeals/accommodation_medical.pdf) for further details.

### **8.2 Use of Electronic Devices**

Students may use laptop computers to take notes during class. The use of the internet for any non-class purpose is prohibited and students may be asked to leave class. The use of cell phone, pagers and PDAs is prohibited in class and during tests. Please turn all electronic devices off when entering class.

### **8.3 Academic Offences**

Scholastic offences are taken seriously and students are directed to read the appropriate policy, specifically, the definition of what constitutes a Scholastic Offence, at the following website:

<http://www.uwo.ca/univsec/handbook/appeals/scholoff.pdf>

Plagiarism: Students must write their assignments in their own words. Whenever students take an idea, or a passage from another author they must acknowledge their debt both by using quotation marks where appropriate and by proper referencing such as footnotes or citations. Plagiarism is a major academic offence. All required papers may be subject to submission for textual similarity review to the commercial plagiarism detection software under license to the University for the detection of plagiarism. All papers submitted for such checking will be included as source documents in the reference database for the purpose of detecting plagiarism of papers subsequently submitted to the system. Use of the service is subject to the licensing agreement, currently between The University of Western Ontario and Turnitin.com (<http://www.turnitin.com>).

#### **8.4 Grading Criteria**

The university-wide descriptor of the meaning of letter grades, outlined as follows, are approved by Senate.

A+	90-100	One could scarcely expect better from a student at this level.
A	80-89	Superior work which is clearly above average.
B	70-79	Good work, meeting all requirements, and eminently satisfactory.
C	60-69	Competent work, meeting requirements.
D	50-59	Fair work, minimally acceptable.
F	>50	Fail.