

Module 4: *Measuring and Evaluating*

1. Theories and Types of Evaluation

Purpose and Benefits of Evaluation
Measurement Process
Evaluation Development Issues: Validity and Reliability
Goal Attainment Methods and Performance-Based Training Evaluation
Formative Versus Summative Evaluation
Donald Kirkpatrick's Four Levels of Evaluation
ROI Methodology
The Balanced Scorecard Approach
Meta-Evaluation Methods

2. Statistical Theory and Methods

Use of Statistics
Measures of Central Tendency (Averages)
Frequency Distributions
Measurement Scales, Variables, and Classifications
Measures of Variance
Correlation
Statistical Inference and Hypothesis Testing
Effect Sizes
Confidence Intervals
Appropriate Use of Statistical Information and Data

3. Research Design

Concepts and Issues
Sources of Measurement Error
Rights of Human Subjects
Tools for Problem Identification
Preparation for Research Design Development
Data Collection Methods
Data Storage

4. Analysis Methods

Uses of Analyses

5. Interpretation and Reporting of Data

Qualitative Data
Visual Display of Quantitative Information
Estimation and Reporting of Error

Synthesis of Data
Communication to Users
Use of Recognized Parameters to Report Information

6. Glossary

7. Answer Key

8. Index

9. Case Studies

Proposed Implementation of a Client Relationship Management System
Tax Relief and Community Investment