Project Design and Evaluation Workshop

NOAA Coastal Services Center

DAY 1 Time	Topic, objectives, and activities
9:00	**Introduction, workshop overview and objectives** Participants will: Know other participants, workshop objectives, and logistics.
9:30	**Instructional Design Theory** Participants will: Understand the big picture of instructional design theory (what it is, what it entails). Correctly identify and describe the steps in the ADDIE Model.
10:00	**Needs Assessment** Participants will: Describe where needs assessment fits in the process of program and project planning; know the benefits of conducting a needs assessment; discuss the 12-step process for conducting needs assessments.
10:45	**Break**
11:00	**Needs Assessment (continued)** Participants will: Describe the first 6 steps (the planning phase) of the Needs Assessment process and how they relate to each other. Briefly explain each of the 6 types of data collection methods/instruments and discuss the benefits and limitations of each.
12:00	**Lunch**
1:00	**Needs Assessment (continued)** Participants will: Review needs assessment instruments and identify common mistakes in writing data collection questions.
1:30	**Needs Assessment (continued)** Participants will: Describe situations when it may be impractical or unnecessary to conduct a complete, 12-step needs assessment.
2:00	**Project Design** Participants will: Describe the general steps of project design, including writing project goals and objectives. Explain the steps in designing a project work structure.
2:15	**Break**
2:30	**Project Design: Logic Models** Participants will: Define the components of a logic model. Create and review a project logic model.
3:45	**Project Design (continued: Goals and Objectives)** Participants will: Define and differentiate between goals and objectives. Write SMART project objectives for their logic model outcomes.
4:45	**Review and wrap-up (quick exit survey)**

Day 2	
9:00	**Review Day 1 and Preview of Day 2** Review exit survey. Review exit survey/discuss their use in formative evaluation.
9:30	**Project Design (continued: Logic Models and SMART Objectives)** Participants will: Review and revise logic models and objectives.
10:00	**Project Design continued: Evaluation Design** Participants will: Define the types of evaluation that should be considered in the project design phase. Use a logic model to identify the appropriate points in the in the project design process for evaluation to take place.
10:15	**Project Design continued: Evaluation Design** Participants will: Use a logic model to identify the appropriate points in the in the project design process for evaluation to take place and create an evaluation plan.
10:45	**Break**
11:00	**Project Design continued: Performance Measures** Participants will: Describe performance measures and their use. Explain the relationship between performance measurement and evaluation. Identify and select some performance measures for projects.
12:00	**Lunch (Geometric Shapes survey)**
1:00	Review and discuss the use of the geometric survey tool as a data collection instrument for formative assessments.
1:30	**Project Development** Participants will: Describe the steps in developing a project and the importance of building on the design phase. Discuss the concept of adult learners.
2:00	**Project Development (continued)** Participants will: Use the activity-objective matrix to select the most appropriate delivery methods to achieve various objectives. Use the methods variety scale to sequence and vary delivery methods to promote learning. Use process agendas to manage timing, activity level, and sequencing for optimum learning.
2:45	**Break**
3:00	**Project Implementation** Participants will: State the components of project implementation. Discuss the relevance of NA results, performance measures, and formative evaluation to implementation.
3:15	**Evaluation** Participants will: Explain the 5 levels of evaluation and how these apply to program design and delivery. Use the evaluation matrix to select the appropriate types and levels of evaluation for different project and activity types.
4:00	**Evaluation** Participants will: Discuss, demonstrate, and conduct new data collection methods (timing and tracking, rubrics, product review, case studies, and concept mapping). Select the appropriate data collection methods and techniques for project evaluation.
4:30	**Program Design and Evaluation** Participants will: Apply logic models to planning at various scales in an organizational hierarchy to ensure consistency of program and project outcomes within the organization's mission.
4:40	**Discussion of applications to participants' projects** Participants will: Complete evaluation forms. Reflect and digest workshop materials by participating in a round of PDE-Jeopardy.
5:00	**Thanks and Conclude**