Fall 9-14-2018

Online Evaluation Training Program

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The Western Michigan University (WMU) Evaluation Center and Extended University Programs are developing an online professional development program in evaluation. The learner-centered program will include a mix of live and self-paced instruction, including webinars, videos, text, assessments, and practice exercises. The following qualities set this program apart from existing academic and ad hoc evaluation training programs:

**Equity-informed:** As a critical aspect of high-quality evaluation practice, the curriculum is infused with guidance on how to address equity throughout the evaluation process.

**Practical:** Instruction is connected to practical application so learners can use what they learn right away.

**Accessible:** Barriers to learning about evaluation are minimized.

**Engaging:** Dynamic, multi-media content maintains learners’ attention and serves diverse learning styles.

### OVERVIEW

The WMU Evaluation Center has been advancing evaluation theory, practice, and utilization since 1965. The Evaluation Center operates EVALUATE, a National Science Foundation-funded evaluation resource center that has delivered 50 webinars to 4,000 participants worldwide. WMU is home to the world’s only fully interdisciplinary Ph.D. in evaluation, the only open-access evaluation journal (*Journal of MultiDisciplinary Evaluation*), and the popular Evaluation Checklists Project.

### KEY FEATURES

- **Personalized Pathways:** Create individualized learning plans based on your needs and interests.
- **Sector-Specific Focus Areas:** Choose general instruction or focus on specific sectors like education or health.
- **Graduated instruction:** Learn at introductory, intermediate, and advanced levels.
- **Self-Paced Content:** Learn at your own pace through online modules.
- **Direct Engagement:** Participate in live webinars, engage directly with peers, and utilize instructor office hours.
- **Micro-Credentials:** Earn badges, certificates, or continuing education credits.
- **Job Aids:** Get practical job aids such as checklists and templates to support real-world application of content.

### AUDIENCE

The flexible and practical curriculum is designed to engage professionals in diverse sectors around the globe, including:

- Novice evaluators
- Midcareer professionals in diverse fields
- Experienced evaluators seeking professional growth
- Foundation personnel who guide grantees on evaluation matters
- Grant writers who include evaluation in proposals
- Faculty and trainers who teach evaluation

### CURRICULUM

The curriculum is comprehensive, covering the entire evaluation process, in addition to conceptual foundations and theory:

1. Evaluation Foundations
2. Evaluation Theory
3. Evaluation Preparation and Management
4. Evaluation Design
5. Stakeholder Engagement
6. Contextualization
7. Data Collection
8. Data Analysis
9. Interpretation
10. Communication and Use of Evaluation Results
11. Metaevaluation
12. Evaluation Capacity Development

### CONTACT

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