

PROGRAM EVALUATION

Molinaro 214 • 262-595-2121

Degrees Offered:

None. A certificate in program evaluation is offered.

Director:

Mary Kay Schleiter, Ph.D.

Program Overview

Program evaluation is the process of using social science research methods to study, appraise, and help improve programs in nonprofit organizations, educational systems, governmental departments, and businesses. Program evaluation is an important component of strategic planning – working to improve the effectiveness of an organization. Program evaluation can employ both qualitative and quantitative research methods. The ability to conduct a research-based evaluation is valuable preparation for leadership roles in the workplace. Program evaluation includes not only the theory, research, multicultural, and data management skills of the social science disciplines but also verbal communication skills, report writing, teamwork, project management, strategic planning, and leadership.

Community Based Research

Classes in this program give students experiences working on projects for organizations in the community. Hands-on experience helps students to close the gap between theory and practice and strengthen their career development. Students in this Certificate Program learn how to use their social science knowledge to better understand the role of groups in social change, increasing their effectiveness in social action work. They develop analytical skills and learn methodological tools that are relevant for both the workplace and graduate study.

Requirements for the Program Evaluation Certificate (15 credits)

Core Courses

SOCA 295 Social Science Research Methods 2 cr

Similar classes from other departments or universities can be submitted for approval.

SOCA 300 Data Collection & Analysis:
Program Evaluation 3 cr

SOCA 406 Advanced Program Evaluation 3 cr

SOCA 300 Statistics for Evaluation Research 2 cr
or

SOCA 250 Social Science Statistics 4 cr

Similar classes from other departments or universities can be submitted for approval.

SOCA 496 Portfolio Development 1 credit

Elective Courses

One or more of the following courses adding up to 4 credits

SOCA 304 Leadership Skills 1-3 cr
1 credit each. These include courses on topics such as team building, nonprofit organization, and report writing.

GNED 290 Diversity Circles 1 credit

SOCA 300 Data Collection & Analysis 1-3 credits

SOCA 390 Grant Writing 3 credits

SOCA 306 Research in Community Needs 3 credits

Or other courses approved by the director.