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 (17 credits)
A. Required Core Courses (13 credits)
   - SOCA 295 Social Science Research Methods ........2 cr
   - SOCA 250 Statistics for the Social Sciences ..........4 cr
   - SOCA 300 Data Collection and Analysis: Program Evaluation ........................................3 cr
   * Similar classes from other departments or universities can be submitted to director for approval.
   - SOCA 406 Advanced Program Evaluation .............3 cr
   - SOCA 498 Portfolio ..............................................1 cr

B. Elective Courses (4 credits)
   Choose courses from list to reach a minimum of 4 credits:
   - SOCA 107 Diversity Circles .................................1 cr
   - SOCA 300 Data Collection and Analysis ..............1-3 cr
   - SOCA 304 Skill Development in Leadership ..........1 cr
   * These include courses on topics such as team building, nonprofit organization, and report writing.
   - SOCA 306 Research in Community Needs .............3 cr
   Or other courses approved by the director.