

**WWS 515: Program Evaluation
Spring 2003**

10:40-12:10 T and Th; Room 011 Robertson

Instructor:

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Office Hours:

By appointment

Assistant:

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Daily 9-5

This course, which will be taught in both the fall and spring, will be limited to a total of 20 MPA2 or MPPs each term.

Texts:

1. Handbook of Practical Program Evaluation. 1994. Edited by Wholey, Hatry, and Newcomer. An excellent reference book with well-written chapters addressing many evaluation areas—such as developing survey, running focus groups, etc.
2. Social Experiments: Evaluating Public Programs with Experimental Methods. 1999. Larry Orr. An excellent book on random assignment evaluations.
3. Evaluation, Second Edition, 1998. by Carol Weiss.

Evaluation: A Systematic Approach, Sixth Edition. 1999. Edited by Rossi, Freeman, and Lipsey. There are no readings assigned from this book but if you want a good synthesized summary of the course material (at a somewhat easier level), this is a good book.

Reading Packets are available from the WWS business office. Several of the cases in yellow envelopes we will use are available at the U-Store. **You need both.**

Sept. 11. Tailoring Evaluations—The Art of Evaluation

Readings:

JF Kennedy School Case 978.4 Public Sector Program Evaluation: Part A—Defining the Purpose, Setting Objectives and Designing Program Performance Measures

Sept. 16. Defining and Prioritizing the Questions

Readings:

Weiss Ch 3 Understanding the Program pp. 46-71
Ch 6 Developing Measures pp. 114-151

Sept. 18. JFK Case: Auditing the Auditor

Minor Homework (due Sept 23)—logic models

Sept. 23 Implementation Evaluation and Monitoring

Readings:

Wholey et al., Ch. 3 Designing and Using Process Evaluation, pp. 40-68
Ch. 14 How to Use Focus Groups pp. 338-349

Major Homework 1 (Due Oct. 9): Design an Implementation and Monitoring evaluation of a program of your choice. You should work in small groups (of 3-4 people). Groups must come see me to talk about their design. The final paper should be emailed to me on Oct. 9th.

Sept. 25 Case: The Overcrowded Clinic

Sept. 30 The Role of Evaluation in Public Policy
Guest Speaker: Gary Walker, President of Public/Private Ventures

Oct. 2. Strategies for Assessing Impacts

Readings:

Kennedy School Case 979.4 Public Sector Program Evaluation: Part B—Selecting a Method, Collecting the Data and Analyzing the Results

Berk and Rossi pp. 71-97 (Reserve)

Oct. 7. Experimental Design Evaluations

Readings:

Orr Ch 1 and 2 pp. 1-64

Oct. 9. Sample Size Issues Orr, Chapter 4, pp.103-115, pp132-143

Implementation papers should be emailed to me at jgrossma@princeton.edu.

Homework (Due Oct. 14 in class): Calculate minimum detectable differences and cost and provide written answers case questions.

Oct. 14. Experimental Design Case

Readings:

Newman, Rawlings and Gertler

Case: Cognitive Abilities Of Malnourished Children In Columbia Guest

Oct. 16. Speaker: Laura Leviton, Senior Evaluation Officer, Robert Wood Johnson; The Use of Random Assignment in Health

Oct. 21. Quasi-Experimental Design Program Evaluations

Reading:

Valadez and Bamberger, Ch 8 Quasi-Experimental Designs pp. 227-288

Or

Wholey et. al, Ch 6 and 7 pp. 119-152.

Oct. 23. Pros and Cons of Quasi-Experimental Evaluations

Heckman and Smith JSTOR JEP 1995

Shadish, Cook and Campbell, pp. 484-504 (optional)

Major Homework (Due Nov. 18): Design an Impact study on a program of your choice. Again, work in teams, come see me at least once and email me the final paper.

BREAK WEEK (Oct. 25-Nov. 2)

Homework (Due Nov. 4 in class): Provide written answers case questions.

Nov. 4. Case: Team READ

Nov. 6. Report Critique

Nov. 11. Full Coverage Program Impact Evaluation

Reading:

Wholey et. al, Chapter 7 Convincing Quasi-Experiments: Interrupted Time Series and Regression-Discontinuity pp. 133-154

Hollister and Hill (Reserve)

Nov. 13. JFK Case: Evaluating JICA's Coastal Aquaculture Development Project in Thailand

Nov. 18. Guest Speaker: Laura Rawlings, Impact Study of the Nicaraguan Social Fund

Impact papers should be emailed to me at jgrossma@princeton.edu.

Nov. 20 & 25. Choosing a Right Evaluation Design

Reading:

Dennis--Ethical and Practical Randomized Field Experiments

(actually of all impact studies)

pp. 155-197 in Wholey et al.

Dec. 2, 4 & 9. Cost Effectiveness and Benefit Cost Analysis

Reading:

Wholey et al., Ch 19 Benefit-Cost Analysis in Program Evaluation pp. 456-488

Greenberg and Appenzeller, Chapter 4 (on measuring program costs)

Dec. 11. Review/Open Session

Take Home exam—will be available from Blackboard at the beginning of reading period and due Jan 12. It should take you about a day to do. Exams are emailed to me at jgrossma@princeton.edu.