



2020 - 21
ANNUAL
REPORT



WESTERN MICHIGAN UNIVERSITY
The Evaluation Center

wmich.edu/evaluation

(269) 387-5902

ABOUT US

A group of people is holding a large yellow banner. The banner features the Western Michigan University logo, which consists of a purple circle containing a white 'W' with a purple 'M' inside it. To the right of the logo, the words 'WESTERN MICHIGAN UNIVERSITY' are printed in a bold, purple, sans-serif font. The background shows people in various clothing, including a person in a blue shirt and another in a denim jacket, standing outdoors in what appears to be a campus setting.

**WESTERN
MICHIGAN
UNIVERSITY**

The Evaluation Center was established in 1965 at The Ohio State University and relocated to WMU in 1973. It is a research unit that reports to the Vice President for Research and Innovation. Our mission is to advance the theory, practice, and utilization of evaluation through research, education, service, and leadership.

PERSONNEL

In 2020-21, WMU's Office of the Vice President for Research and Innovation provided \$233,178 to The Evaluation Center, which covered 78% of the salary and fringe for the executive director, assistant director, and administrative assistant senior. All other Center staff and operations are funded through externally funded projects.

Leadership Team

Brad Watts, Assistant Director
Ph.D., Interdisciplinary Evaluation, WMU

Lori Wingate, Executive Director
Ph.D., Interdisciplinary Evaluation, WMU

Research Staff

Ruqayyah Abu-Obaid, Temporary Part-Time Staff
M.A., Economics, Al al-Bayt University, Jordan

Lyssa Wilson Becho, Principal Research Associate
Ph.D., Interdisciplinary Evaluation, WMU

Arlen Gullickson, Emeritus Researcher
Ph.D., Educational Research, University of Colorado

Miranda Lee, Project Manager Research
M.A., Webster University

Michael Maranda, Temporary Part-Time Staff
Ph.D., Sociology, New York University

Valerie Marshall, Project Manager Research
M.A., Sociology, Boston College

Stephen Magura, Research Director of Behavioral Studies
Ph.D., Sociology, Rutgers University

Kelly Robertson, Principal Research Associate
Ph.D., Interdisciplinary Evaluation, WMU

Megan Zelinsky, Senior Research Associate
M.A., Social Work and Public Administration, Grand Valley State University

Administrative Staff

Emma Binder (Leeburg), Marketing and Communication Specialist Senior
B.A., Anthropology, Arizona State University

Anastasia Councill, Project Assistant Senior
B.B.A., Business Administration, WMU

Bonnie Gabriel, Budget Analyst (through November 2020)
M.S.F., Walsh College

Tina Smith-Balanda, Budget Analyst (starting November 2020)
B.S., Eastern Michigan University

Mary Ramlow, Administrative Assistant Senior
M.P.A., Public Affairs and Administration, WMU

Student Employees

Wessam Abdelaziz—Evaluation, Measurement, and Research (Ph.D. student)

Maritza Miranda—Social Work (B.S.W. student)

Christopher Proctor—Aerospace Engineering (Ph.D. student)

ACTIVITIES



Visiting Scholar

Tom Grayson
President, American Evaluation Association

January 25, 2021

Tom Grayson's visit included virtual meetings with Center staff, doctoral students, and WMU Vice President for Research Terri Goss Kinzy; and a virtual Evaluation Cafe presentation titled "Evaluation Past and Present: Meeting the Moment."

Evaluation Café Series

The Evaluation Café is a series of presentations on evaluation topics held weekly at The Evaluation Center during the academic year. The Evaluation Café was on hiatus from March 2020 through January 2021 due to COVID-19 and resumed virtually on a limited basis in the spring semester.

Evidence-based policymaking is doomed to fail - and why that is okay!

February 16, 2021

Gregory Greenman II—Alumnus, Interdisciplinary Ph.D. in Evaluation, WMU

Showcasing your evaluation competence in your vita or resume

March 16, 2021

Lori Wingate—Executive Director, The Evaluation Center, WMU; and Lyssa Wilson Becho—Principal Research Associate, The Evaluation Center, WMU

The decade of evaluation for action: Discussing evaluation advocacy through the eval4action campaign

April 13, 2021

Zach Tilton—Doctoral Student, Interdisciplinary Ph.D. in Evaluation, WMU

Evaluating advocacy tactics to challenge barriers to HIV services among gay and bisexual men and transgender women in Africa and the Caribbean

May 11, 2021

Robin Miller—Professor and Program Chair, Department of Psychology, Michigan State University

EvaluATE Webchat Series

EvaluATE is the evaluation hub for the National Science Foundation's Advanced Technological Education (ATE) program. EvaluATE hosts monthly webchats, which are an opportunity for small groups of ATE evaluation community members and others to come together to share and learn from each other in real-time. This year's webchats were facilitated by EvaluATE staff, in addition to some external experts, as noted below.

Conversation with the EvaluATE team

July 2020

Lyssa Wilson Becho and Emma Leeburg

Conversation with the EvaluATE team

August 2020

Lyssa Wilson Becho and Emma Leeburg

First conversations between principal investigator and evaluator

September 2020

Lyssa Wilson Becho and Emma Leeburg

ATE PI conference follow-up

October 2020

Lyssa Wilson Becho and Emma Leeburg

Equity, diversity, and inclusion and the ATE community

October 2020

Ayesha Boyce (University of North Carolina Greensboro) and Emma Leeburg

Evaluation use in ATE

December 2020

Michael Harnar (Assistant Professor, Interdisciplinary Ph.D. In Evaluation, WMU)

Lyssa Wilson Becho, and Emma Leeburg

ATE annual survey

January 2021

Valerie Marshall and Emma Leeburg

Data collection

February 2021

Emma Leeburg

ATE annual survey

February 2021

Valerie Marshall and Emma Leeburg

ATE proposals with Mentor-Connect

March 2021

Elaine Craft (Florence-Darlington Technical College) and Emma Leeburg

Evaluation reporting

April 2021

Kelly Robertson, Lyssa Wilson Becho, and Emma Leeburg

Equity, diversity, and inclusion

May 2021

Ayesha Boyce (University of North Carolina Greensboro), Tiffany Smith (University of North Carolina Greensboro), Lyssa Wilson Becho, and Emma Leeburg

Evaluator procurement

June 2021

Lyssa Wilson Becho, Emma Leeburg, and Lori Wingate

Presentations

Becho, L.W. (2020, July). *Evalu...What? A quick introduction to evaluation* [Conference presentation]. High Impact Technology Exchange Conference, Virtual.

Becho, L.W., Bragg, D., Cosgrove, J., & Zarch, R. (2020, October). *Evaluations in the era of COVID-19* [Conference presentation]. Advanced Technological Education Principal Investigators Conference, Virtual.

Leeburg, E., (2020, October). *Getting started for new grantees* [Conference presentation]. Advanced Technological Education Principal Investigators Conference, Virtual.

Maranda, M.J., Lee, M.J., & Magura, S. (2021, October). *What terms do states use to describe evidence-based behavioral health interventions, and how do they define them?* [Conference presentation] Annual Conference of the Association for Applied and Clinical Sociology, Virtual.

Marshall, V. (2021, April). *Wrong turns and lessons learned: Evaluations with federal and state-funded programs* [Conference presentation]. West Michigan Evaluators Network, Virtual.

Marshall, V., & Becho, L.W. (2020, July). *Data-driven proposals: Using ATE Survey findings in your next ATE proposal* [Conference presentation]. High Impact Technology Exchange Conference, Virtual.

Marshall, V., & Becho, L.W. (2020, October). *Annual surveys in STEM: Lessons learned from over two decades* [Conference presentation]. American Evaluation Association Conference, Virtual.

Wingate, L.A., & McMartin, F. (2020, October). *Visioning the future of evaluation in the ATE program* [Conference presentation]. Advanced Technological Education Principal Investigators, Virtual.

Blogposts

Becho, L.W. (2020, September). [Making the most of virtual conferences: An exercise in evaluative thinking](#). *EvaluATE blog*.

Leeburg, E. (2021, March). [Brand recognition with color](#). *EvaluATE blog*.

Marshall, V. (2020, November). [Tips for building and strengthening stakeholder relationships](#). *EvaluATE blog*.

Marshall, V., Zelinsky, M., & Becho, L.W. (2021, June). [Adapting monitoring surveys to response to and engage a community](#). *AEA365: A Tip-a-Day by and for Evaluators*.

Watts, B.R. (February 2021). PE Standards Week: (Re)Introducing the JCSEE Program Evaluation Standards. *AEA365: A Tip-a-Day by and for Evaluators*.

Wingate, L. A. (2020, September). [Shorten the evaluation learning curve: Avoid these common pitfalls](#). *EvaluATE Blog*.

Publications

Maranda, M.J., Magura, S., Gugerty R., **Lee, M.J.,** Landsverk J.A., Rolls-Reutz, J., & Green, B. (2021). State behavioral agency website references to evidence-based program registers. *Evaluation and Program Planning*, 85, 1-10.

Magura, S., Weller, B.E., Smith, D.R., Saxton, M.M., & Amaratunga, P. (2021). Surveillance by oral fluid of drugs subject to misuse among individuals under arrest. *The American Journal of Drug and Alcohol Abuse*, 47(2):247-254.

Magura, S., & Marshall, T. (2020) The Effectiveness of interventions intended to improve employment outcomes for persons with substance use disorder: An updated systematic review. *Substance Use and Misuse*, 55(7): 1-7.

Technical Reports

Becho, L.W., & Robertson, K. (2020). *Goodwill Industries of Southwest Michigan Life Guides program: 2019 Evaluation report*. Western Michigan University. The Evaluation Center.

Becho, L.W., Wingate, L.A., Gullickson, A., & Marshall, V.A. (2020). *ATE annual survey 2020*. EvaluATE The Evaluation Hub for the National Science Foundation's Advanced Technological Education program.

Becho, L. W., Wingate, L.A., Gullickson, A., & Marshall, V.A. (2020). *ATE annual survey: 2020 Highlights*. EvaluATE The Evaluation Hub for the National Science Foundation's Advanced Technological Education program.

Watts, B.R., & Schröter, D.C. (2020). *Annual evaluation report on Indiana State University's SMART program*. Western Michigan University, The Evaluation Center.

Rufh, R. J., Williams, C. T., **Zelinsky, M., & Becho, L.W.** (2021). *Student participation and completion of marketable credentials: An exploration of current systems for and barriers to counting students served by the Advanced Technological Education program*. Western Michigan University. The Evaluation Center.

Robertson, K., & Becho, L.W. (2021). *Participant satisfaction survey results summary for Goodwill Industries of Southwest Michigan Life Guides program*. Western Michigan University. The Evaluation Center.

Videos

Becho, L.W. (2020, August). *Evalu...WHAT? A quick introduction to Evaluation* [Video].

Leeburg, E. (2020, October). *Welcome to EvaluATE!* [Video].

Marshall, V.A. (2020, August). *Data-driven proposals: Using ATE survey findings in your next ATE proposal* [Video].

Marshall, V.A. (2021, July). *Data-informed NSF ATE proposals: Exploring and using the new ATE survey dashboard* [Video].

Webinars

Boyce, A., Smith, T., & **Leeburg, E.** (2021, May). *What gets measured gets done: Exploring ATE evaluators and principal investigators' attention to diversity, equity, and inclusion* [Webinar].

Becho, L.W., & Leeburg, E. (2021, February). *Evaluation crash course for non-evaluators* [Webinar].

Becho, L.W., & Leeburg, E. (2020, August). *How to avoid common pitfalls when writing evaluation plans for ATE proposals* [Webinar].

Becho, L.W., Leeburg, E., & Harnar, M. (2020, December). *Making the most of your evaluation: How to use evaluation findings to benefit your project* [Webinar].

Workshops

Becho, L.W., & Harnar, M. (2020, October). *Use it or lose it: How to get the most out of your project evaluation* [Workshop]. Advanced Technological Education Principal Investigators Conference, Virtual.

Leeburg, E. & Becho, L.W. (2020, December). *Creating one-page reports: A workshop on how to engage busy readers* [Workshop] EVAL 6970, Western Michigan University, Virtual.

Leeburg, E., & Becho, L.W. (2020, September). *How to develop one-page evaluation reports to engage a busy audience* [Workshop]. The Centers for Disease Control and Prevention, Virtual.



EXTERNAL FUNDING

The Center's portfolio included 16 grant and contract-funded projects in 2020-21. Over their total award periods, these projects are worth \$12,706,651. These projects span the areas of community development, human services, justice, higher education, public health, and substance abuse and addiction treatment. The Evaluation Center's sponsors include municipal, state, and federal agencies; universities, nonprofits, and WMU-based units. Projects active in 2020-21 are listed below. The award values reflect the overall value of these grants and contracts, not necessarily the amount received in 2020-21.

Grants and Contracts

Advancing the Use of Oral Fluids to Monitor Therapeutic and Illicit Drugs in Outpatient Clinical and Field Settings

Sponsor: National Institute of Health
Principal Investigator: Stephen Magura
September 2019 – August 2022
\$1,573,628

Community Utilization of Evidence-Based Program Registers in Behavioral Healthcare

Sponsor: National Institute of Health
Principal Investigator: Stephen Magura
August 2017 – June 2022
\$2,128,839

EvaluATE: ATE Evaluation Support Center

Sponsor: National Science Foundation
Principal Investigator: Lori Wingate | Co-Principal Investigators: Lyssa Wilson Becho, Arlen Gullickson, and Emma Binder
August 2016 – August 2021
\$2,037,850

EvaluATE: Evaluation Resource Hub for Advanced Technological Education

Sponsor: National Science Foundation

Principal Investigator: Lyssa Wilson Becho | Co-Principal Investigators: Emma Binder, Michael Harnar, and Lori Wingate

January 2019 – December 2023

\$6,407,856

Evaluation of Electronic Case Reporting (eCR)

Sponsor: CDC Foundation

Principal Investigator: Lori Wingate | Co-Principal Investigator: Brad Watts

January 2020 – December 2020

\$124,332

Evaluation of the ISU Sycamore Mentoring and Resource Team Space Project

Sponsor: Indiana State University | U.S. Department of Education

Principal Investigator: Brad Watts

October 2018 – September 2023

\$70,000

Evaluation of Goodwill Industries of Southwestern Michigan Life Guide and Capacity Strengthening Services

Sponsor: Goodwill Industries of Southwestern Michigan

Principal Investigator: Kelly Robertson | Co-Principal Investigator: Lyssa Wilson Becho

May 2019 – July 2021

\$50,000

Evaluation of Research University Alliance

Sponsor: University of Michigan | National Science Foundation

Principal Investigator: Brad Watts

March 2021 - March 2024

\$43,307

Hosting the Joint Committee on Standards for Educational Evaluation at The Evaluation Center

Sponsor: Joint Committee on Standards for Educational Evaluation

February 2019 – February 2021

\$6,000

How to Develop One-Page Evaluation Reports to Engage a Busy Audience

Sponsor: CDC

Principal Investigator: Emily Leeburg

August 2020 – September 2020

\$3,838

Internal Evaluation of the NSF-ADVANCE Midwest Partnership: Joining Forces

Sponsor: WMU College of Arts and Sciences | National Science Foundation

Lead Internal Evaluator: Lori Wingate

September 2019-August 2022

\$15,692

Michigan Overdose Data to Action Evaluation

Sponsor: Michigan Department of Health and Human Services

Principal Investigator: Stephen Magura | Co-Principal Investigator: Valerie Marshall

September 2019 – August 2022

\$100,000

Optics for Space Technology and Applied Research Program Evaluation

Sponsor: Delaware State University | NASA

Principal Investigator: Brad Watts

August 2015 – August 2020

\$75,039

Seeking Safety Project Evaluation

Sponsor: City of Grand Rapids, MI | U.S. Department of Justice

Principal Investigator: Kelly Robertson

May 2017 – September 2020

\$50,000

Upward Bound–Kalamazoo Program Evaluation

Sponsor: WMU Division of Multicultural Affairs | U.S. Department of Education

Lead Evaluator: Brad Watts

June 2017 – May 2022

\$10,000

Upward Bound–Van Buren Program Evaluation

Sponsor: WMU Division of Multicultural Affairs | U.S. Department of Education

Lead Evaluator: Brad Watts

September 2017 – August 2022

\$10,000

AWARDS



Director’s Award for Innovation—Centers for Disease Control and Prevention, Center for Surveillance, Epidemiology, and Laboratory Services

Lori Wingate, Brad Watts, and Valerie Marshall (as part of eCR evaluation team, along with numerous other project partners)

Evaluation Service Award—Michigan Association for Evaluation

Emma Binder

2020 Excellence in Discovery: Externally Funded Expenditures above \$500,000 –WMU Office of the Vice President for Research and Innovation

Lyssa Wilson Becho
Emma Leeburg
Stephen Magura
Lori Wingate

2020 Excellence in Discovery: Largest Award in Central Administration—WMU Office of the Vice President for Research and Innovation

Stephen Magura

Excellence in Partnership Award—Agency for Toxic Substances and Disease Registry and Centers for Disease Control and Prevention

Lori Wingate, Brad Watts, and Valerie Marshall (as part of eCR evaluation team, along with numerous other project partners)



PROFESSIONAL AND COMMUNITY SERVICE

Lyssa Wilson Becho

- Review Panel Member—Division of Undergraduate Education, National Science Foundation

Emma Binder

- Advisor—Match Maker Education Labs
- Advisor—Working Partners Workshop Grant
- Advisor—Potent Presentations Initiative
- Communications Chair—Children’s Nature Playscape on Bronson Park
- Communication Chair—Michigan Association for Evaluation
- Marketing Chair—High Impact Technology Exchange Conference
- Review Panel Member—Division of Undergraduate Education, National Science Foundation
- Steering Committee Member—Advanced Technological Education Principal Investigators Conference

Miranda Lee

- Voting Member—Human Subjects Institutional Review Board, WMU

Stephen Magura

- Advisor—Dissertation Committee, Interdisciplinary Ph.D. in Evaluation, WMU
- Chair—Dissertation Committee, Interdisciplinary Ph.D. in Evaluation, WMU
- Chief Editor—*Substance Use and Misuse*
- Consulting Editor—*Health and Social Work*
- Conference Proposal Reviewer—Behavioral Health Topical Interest Group, American Evaluation Association
- Commissioner—Zoning Board of Appeals, Cooper Charter Township, MI
- Elected Member—College on Problem of Drug Dependence
- Elected Member—Research Society on Alcoholism

Valerie Marshall

- Conference Proposal Reviewer—Topical Interest Group, American Evaluation Association

Mary Ramlow

- Building Co-Coordinator—Ellsworth Hall, WMU
- Chair—Ellsworth Hall Emergency Team, WMU
- Co-Chair—Professional Support Staff Organization, Annual Luncheon Team, WMU
- Team Member—Professional Support Staff Organization, Nominations and Elections, WMU
- Team Member—Professional Support Staff Organization, Membership, WMU

Brad Watts

- Chair—Joint Committee on Standards for Education Evaluation
- Member—Dissertation Committee, Interdisciplinary Ph.D. in Evaluation, WMU
- Review Panel Member—Division of Undergraduate Education, National Science Foundation
- Secretary—Meadows Homeowners Association

Lori Wingate

- Review Panel Member—Division of Undergraduate Education, National Science Foundation,
- Chair—Committee to Relocate the Interdisciplinary Ph.D. in Evaluation Program (2021)
- Member—Research Staff Position Compensation Review Committee
- Reviewer—Presidential Innovation Professorship

Megan Zelinsky

- Executive Director—No Surrender Running Club, Grand Rapids, MI (Volunteer)