



2021 - 22 ANNUAL REPORT



WESTERN MICHIGAN UNIVERSITY
The Evaluation Center

wmich.edu/evaluation

(269) 387-5902

ABOUT US

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 2021-22, WMU's Office of the Vice President for Research and Innovation provided \$432,763 to The Evaluation Center, which covered 77% of the salary and fringe for the executive director, assistant director, and budget analyst. 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, Research Associate
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 Jade Lee, Research Associate
Ph.D., Interdisciplinary Evaluation, WMU

Valerie Marshall, Research Associate
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 Lopez, Senior Research Associate
Ph.D., Philosophy, Northeastern University

Administrative Staff

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

Tina Smith-Balanda, Budget Analyst
B.S., Eastern Michigan University

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

Student Employees

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

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

ACTIVITIES



Visiting Scholar

Veronica Olazabal

President-Elect, American Evaluation Association

November 30-December 1, 2021

Veronica Olazabal's visit included in-person meetings with Center staff and doctoral students and a virtual meeting with Michigan Association for Evaluation board members. She also gave a presentation for the Evaluation Cafe presentation titled "Evolving Evaluation for People and Planet."

Evaluation Café Series

The Evaluation Café is a series of presentations on evaluation topics held weekly at The Evaluation Center during the academic year.

Walking the evaluation tightrope

September 23, 2021

Rakesh Mohan, Director of the Office of Performative Evaluation, Idaho State Legislature

Tips and tricks for data cleaning in Excel

September 29, 2021

Miranda Lee-Easton, Project Manager, Western Michigan University

Evidence matters: Towards a renewed global evaluation agenda

October 6, 2021

Sarah Farina, Founder and Principal, Broadleaf Consulting

Applying a feminist lens to enhance evaluation rigor

October 13, 2021

Kirsten Zeiter, Chair, Feminist Issues in Evaluation AEA Topical Interest Group

Evaluation and decoloniality: Intersection and tensions

October 27, 2021

Caitlin Mapitsa, Senior Lecturer of Monitoring and Evaluation, University of Witwatersrand, South Africa

A conversation about the EvalYouth global network

November 17, 2021

Gabriela Renteria Flores and Mark Mulobi, Chair and Co-Chair of EvalYouth

Evolving evaluation for people and planet

December 1, 2021

Veronica Olazabal, Managing Director, Measurement, Evaluation and Organizational Performance at The Rockefeller Foundation; Adjunct Professor, Columbia University; President-elect, The American Evaluation Association

Antiblackness is real, but another world is possible

January 20, 2022

Dr. Monique Liston, Founder, Ubuntu Evaluation

Compassion and critique, care and courage: Generative conflict and consciousness raising as an alternative to 'do no harm' in evaluation

February 2, 2022

Aisha Rios, Founder and Learning and Change Strategist at Coactive Change and Vidhya Shanker, Co-Chair of the American Evaluation Association's DEI Working Group

Why R is magic

February 9, 2022

David Keyes, Founder and CEO, R for the Rest of Us

New and emergent directions in utilization-focused evaluation

February 16, 2022

Michael Quinn Patton, Founder and Director, Utilization-Focused Evaluation and Charmagne E. Campbell, Director, Organizational Learning and Evaluation

Definitional problems in the field of evaluation: Evaluation, research, research on evaluation, and more

February 23, 2022

Dana Wanzer, Assistant Professor of Psychology in Evaluation, University of Wisconsin-Stout

Assessment for liberation: From theory to practice

March 16, 2022

David Sul, Owner and Principal, Sul & Associates International

One career path with an example of what it's like to do evaluation in practice

March 23, 2022

Laura R. Peck, Principal Scientist, Abt Associates, Social & Economic Policy Division

A discussion with Chari Smith on fostering evaluation organizational cultures

March 30, 2022

Chari Smith, President and Founder, Evaluation into Action

Applying the AEA evaluator competencies to improve evaluation training programs

April 6, 2022

Minji Choi, Doctoral student in Evaluation and Applied Research Methods program, Claremont Graduate University

Trends in digital approaches to MERL

April 13, 2022

Linda Raftree, Independent Consultant and Founder, MERL Tech

Distancing, minimizing and (willful) ignorance: How white men maintain inequity while believing they are working for change

April 20, 2022

Melissa Dancy, Principal Research Associate, The Evaluation Center at Western Michigan 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.

Research on ATE proposals

July 2021

Lyssa Wilson Becho, Emma Binder, and Kelly Robertson

Logic models

August 2021

Lyssa Wilson Becho and Emma Binder

What do evaluators do?

September 2021

Lyssa Wilson Becho and Kelly Robertson

ATE PI conference recap

October 2021

Lyssa Wilson Becho and Emma Binder

Getting started with your evaluation

November 2021

Emma Binder and Lyssa Wilson Becho

Evaluation methods

December 2021

Lyssa Wilson Becho, and Emma Binder

Preparing for the ATE Survey

January 2022

Emma Binder, Erika Sturgis, and Megan Lopez

Evaluation questions

February 2022

Emma Binder and Lori Wingate

Preparing for the ATE Survey

February 2022

Emma Binder, Erika Sturgis, and Megan Lopez

ATE proposals with Mentor-Connect

March 2022

Emma Binder

Analyzing evaluation data

March 2022

Emma Binder and Lyssa Wilson Becho

Checking in on your evaluations

April 2022

Emma Binder and Lyssa Wilson Becho

Sentiment analysis

May 2022

Emma Binder

Presentations

Becho, L. W., Marshall, V., & Zelinski, M. (2021, July 21-22). Data-informed NSF ATE proposals: Exploring and using the new ATE Survey dashboard. Presentation at the High Impact Technology Exchange Conference, Virtual.

Marshall, V., & Magura, S. (2022, June 14-16). *Bridging research and practice in post-overdose interventions in Michigan*. Presentation at the Center for Disease Control and Prevention's (CDC) Overdose Data to Action's Recipient Meeting and Conference: Resiliency and Reflections: Overcoming Challenges and Highlighting Successes, Virtual.

Marshall, V. (2022, May 11-12). *Lessons from the field: Marrying equity lenses and evaluation approaches*. Presentation at the Michigan for Association Conference, Virtual.

Montrosse-Moorhead, B., Schröter, D., & **Becho, L. W.** (2022, June). *Shifting how we think about and use evaluation theories, schools, and approaches in practice*. Paper presented at the bi-annual meeting of the European Evaluation Society, Copenhagen, Denmark.

Schröter, D., Montrosse-Moorhead, B., & **Becho, L. W.** (2022, June). *Evaluation theory and approaches reclassified: Fostering comprehension of and communication about evaluation*. Paper presented at the bi-annual meeting of the European Evaluation Society, Copenhagen, Denmark.

Schröter, D., Montrosse-Moorhead, B., & **Becho, L. W.** (2022, April). *Evaluation approaches for public management*. Presentation at the 2022 conference of the International Research Society in Public Management (IRSPM), Virtual.

Sturgis, E., Zelinsky M. (2022, May). Designing survey demographic questions with equity in mind. Presentation at the Michigan Evaluation Association conference, virtual.

Wingate, L.A., (2022, March). *Evaluation basics for grant proposals*. Discovery Acceleration series, Office of the Vice President for Research and Innovation, Western Michigan University, Virtual.

Wingate, L.A., (2022, June). *Lunch with stories from inspiring evaluators*. Panelist for EvalYouth Event, Virtual.

Blogposts

Becho, L. W., Lopez, M., Marshall, V. (2021, July). [Adapting monitoring surveys to respond to and engage a community](#). *EvaluATE blog*.

Becho, L. W. (2021, December). [Increasing evaluation transparency through positionality statements](#). *EvaluATE blog*.

Gullickson, A. (November, 2021). [Building trust in evaluations](#). *EvaluATE blog*.

Watts, B. R. (September 2021). [Three mistakes to avoid for your next grant proposal](#). *EvaluATE blog*.

Wingate, L. A., Burnett, A., Wahl, D., Wojick, C. (2021, December). [I am: More than a checkbox](#). *EvaluATE Blog*.

Publications

The publications listed below do not include numerous technical reports prepared for clients and sponsors.

Lee-Easton, M. J., Magura, S., Maranda, M. J. (2022). Utilization of evidence-based intervention criteria in U.S. Federal grant funding announcements for behavioral healthcare." *Inquiry, Jan-Dec* (59), 1-16.

Lee, M. J., Maranda, M. J., Magura, S., Greenman II, G. (2022). References to evidence-based program resource (EBPR) websites for behavioral health in U.S. state government statutes and regulations. *Journal of Applied Social Science*, 16(2)(June):442-58.

Weller, B. E, **Magura S.**, Smith D. R., Saxton, A. M., & Amaratunga, P. (2022). Gender differences in drug use among individuals under arrest, *Journal of Substance Use* (April).

Watts, B. R. & Robertson, K. (2022). Impact of Established Restorative Practices in an Urban High School Environment. *Conflict Resolution Quarterly*, 1-18.

Webinars

Becho, L.W. & Binder, E. (2021, September). *Next-level logic models for your ATE proposal and beyond*. EvaluATE

Becho, L.W. & Binder, E. (2021, December). *Strategies for reporting qualitative evaluations*. EvaluATE

Becho, L.W., & Binder, E. (2022, February). *The art and science of asking meaningful evaluation questions*. EvaluATE.

Binder, E. (2022, February). *Evaluation crash course for non-evaluators. A webinar for Mentor-Connect mentees*. EvaluATE

Becho, L.W., Chen, M., Datta, R., Gullickson, A, and **Gullickson, A.** (2022, May). *Leveraging assessment and evaluation for student success: Working smarter not harder*. EvaluATE.

Becho, L.W. (2022, June). *Evaluation crash course for non-evaluators. A webinar for FORCCE-ATE and Mentor Up*. EvaluATE.

Workshops

Becho, L.W., (2021, October). *Stories are data: Analyzing and reporting on qualitative evaluation*. Advanced Technological Education Principal Investigators Conference, Virtual.



EXTERNAL FUNDING

The Center's portfolio included 15 grant- and contract-funded projects in 2021-22. Over their total award periods, these projects are worth \$13,347,485. These projects span the areas of human services, higher education, and substance abuse and addiction treatment. The Evaluation Center's sponsors include federal agencies, universities, nonprofits, and WMU-based units. Projects active in 2021-22 are listed below. The award values reflect the overall value of these grants and contracts, not necessarily the amount received in 2021-22.

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

Creating One-Page Reports: How to Engage Busy Readers Workshop

Sponsor: Centers for Disease Control and Prevention
Principal Investigator: Emma Leeburg
July – September 2021
\$1,200

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

\$6,828,150

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

Faculty Online Learning

Sponsor: National Science Foundation

Principal Investigator: Melissa Dancy

October 2021 – September 2026

\$256,319

Goodwill Industries of SW Michigan Project 5: Evaluation of Life Guides and Continued Capacity Strengthening Services

Sponsor: Goodwill Industries of SW Michigan

Principal Investigator: Kelly Robertson

May 2022 – April 2023

\$22,500

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 2023

\$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

\$300,000

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



2022 Excellence in Discovery: Externally Funded Expenditures above \$500,000 —WMU Office of the Vice President for Research and Innovation

Lyssa Wilson Becho
Arlen Gullickson
Emma Leeburg
Lori Wingate

2021 Excellence in Discovery Award for Largest Award in Central Administration – Western Michigan University

Lori Wingate
Steve Magura



PROFESSIONAL AND COMMUNITY SERVICE

Lyssa Wilson Becho

- Associate Editor, *Journal of MultiDisciplinary Evaluation*
- Proposal Reviewer, American Evaluation Association annual conference
- Review panel member, National Science Foundation, Division of Undergraduate Education, Education and Human Resource Directorate

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
- Steering Committee Member—Advanced Technological Education Principal Investigators Conference

Miranda Lee

- Voting Member—Human Subjects Institutional Review Board, WMU

Stephen Magura

- Member—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

Mary Ramlow

- Building Co-Coordinator—Ellsworth Hall, WMU
- Co-Chair—Ellsworth Hall Emergency Team, WMU
- Member—Professional Support Staff Organization, WMU
- Member—Administrative Professional Association, WMU
- Member—American Society of Public Administration, WMU

Brad Watts

- Chair—Joint Committee on Standards for Education Evaluation
- Program Chair, University-Based Centers Topical Interest Group, American Evaluation Association
- Secretary—Meadows Homeowners Association

Lori Wingate

- Co-Chair, WMU Strategic Planning Research and Creative Scholarship Working Group Member, WMU Strategic Planning Steering Committee
- Member, WMU Strategic Planning Steering Committee
- Review Panel Member, Reviewer, National Science Foundation, Division of Undergraduate Education, Education and Human Resource Directorate
- Proposal Reviewer, American Evaluation Association annual conference

Megan Zelinsky

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