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The Evaluation Center’s achievements during the 2009-10 fiscal year included these:

- $2,059,030 in awarded grants and contracts (2\textsuperscript{nd} in funding among university research departments and 3\textsuperscript{rd} among all departments.)
- 19 projects in the areas of transportation, international development, public health/addiction, technology in education, community development, and policy development
- Center projects support 19 graduate and 16 undergraduate students
- 44 doctoral students enrolled in the Interdisciplinary Ph.D. in Evaluation program
- 38 publications, including journal articles, special journal issues, books, book chapters, book reviews, scientific reports, and glossary entries
- 22 presentations at professional conferences
- Professional service to numerous scholarly journals
- Evaluation Café presentations by distinguished scholars including Nicholas Andreadis, Jim Anthony, Teresa Behrens, Wolfgang Bewyl, J. Bradley Cousins, Paula Kohler, Bobbe Luce, Michael Quinn Patton, and Jim Rugh
- 52,636 hits per month to our Website
Introduction

The Evaluation Center at Western Michigan University is an internationally known research and education center with a mission to advance the theory, practice, and utilization of evaluation.

The Center was founded by Daniel Stufflebeam at The Ohio State University in 1963 and moved to Western Michigan University in 1973. The Center reports to the WMU Vice President for Research. The Center served as the administrative home for the Joint Committee on Standards for Educational Evaluation from 1975 through 2008. Since its beginning in 2003, the Interdisciplinary Ph.D. in Evaluation (IDPE) program has been administered through The Evaluation Center.

The Center occupies about 8,000 square feet of office, library, and conference space on the fourth floor of Western's Ellsworth Hall.

Funding

The Evaluation Center is consistently among WMU’s top 10 departments in terms of external funding. The Center received $2,059,030 in awarded grants and contracts. WMU supports the equivalent of four full-time equated (FTE) positions within the Center. All other Center staff and operations are funded through external grants and contracts. Most of our funding for fiscal year 2009-10 came from federal funding. The Center also provides evaluation services to several other departments within the University.
Center projects in 2009-10 spanned the diverse areas of education, transportation, disaster preparedness, food security, addiction, health, gender equity, and services for at-risk youth. Our clients included school districts, state and federal agencies, private foundations, and universities. The evaluations were local, national, and international in scope.

**AA Effects on Drinking**
Sponsor: National Institutes of Health  
Principal Investigator: Stephen Magura  
August 2009 – July 2011

The study uses three advanced statistical techniques to adjust for selection bias into Alcoholics Anonymous (AA) within the Project MATCH national treatment data set to determine whether there is a “true” causal connection between AA participation and reduction in drinking behaviors and related problems.

**Assessment for Learning Research Scholars: Capacity Building in Mathematics & Science Education**
Sponsor: National Science Foundation  
Principal Investigator: Arlen Gullickson  
September 2007 - August 2010

This project represents collaboration among The Evaluation Center, the Department of Mathematics Education, and the Mallinson Institute for Science Education. The project expands on research in assessment for learning (AFL) or “the process of seeking and interpreting evidence for use by learners and their teachers to decide where the learners are in their learning, where they need to go, and how best to get there” (Assessment Report Group, 2002). A cadre of five doctoral students in science, technology, engineering, and mathematics are being trained in and conducting research on measurement and evaluation.

**Benchmarking Student Evaluation Practices**
Sponsor: National Science Foundation  
Principal Investigator: Arlen Gullickson  
March 2008 - February 2011

An invitational conference was held in February 2009 to examine and improve current student evaluation practices through the use of the conference and follow-up activities to increase awareness and knowledge of the student evaluation standards, promote research on student evaluation practices, develop and disseminate a model and tools for benchmarking student evaluation practices, and provide a structure to serve long-term studies of the student evaluation standards and their impact. A diverse group of educators were engaged in applying the information and benchmarking tools to improve teachers’ student evaluation practices in local school settings. Invited speakers included Dr. Judy Arter, Educational Testing Service, a nationally recognized expert in performance assessment; Dr. Katharine Cummings, WMU College of Education, who is working with a project to engage practicing teachers and teacher education candidates in a process of benchmarking; Dr. Joan Herman, CRESST, whose research recently has focused on the validity and utility of teachers’ formative assessment practices in science; Mr. Benjamin Sinwell, a National Board-certified mathematics teacher in Montgomery County, Maryland; and Dr. Caroline Wylie, ETS, whose current research centers around the use of formative assessment as a mechanism for improving teaching and learning in classrooms.
CHRONIC CARE #2
Sponsor: Integrated Health Partners
Principal Investigator: Chris Coryn
September 2008 - June 2010
The Evaluation Center assessed the effectiveness of Integrated Health Partners’ collaborative efforts aimed at improving the health outcomes of persons with chronic health conditions using a one-group pretest-posttest design with multiple posttests (i.e., longitudinal, repeated measures).

COLORADO ATE TARGETED RESEARCH
Sponsor: University of Colorado and NSF
Principal Investigator: Stephen Magura
August 2008 – December 2010
Research is being conducted to define/measure the effectiveness of ATE centers/projects.

CPR REFRESHERS
Sponsor: American Heart Association/Red Cross
Principal Investigator: Michael Miller, HPER
Co-PI(s): Drs. Stephen Magura, Timothy Michael, and Robert Bensley
May 2009 – May 2010
The Center conducted the evaluation component of the project to develop and administer refreshers training in cardiopulmonary resuscitation (CPR). The Department of Health, Physical Education, and Recreation (HPER) and the Center collaborated on this work.

CULTURAL CONNECTIONS
Sponsor: Fulbright-Hayes Group Study Abroad
Principal Investigator: W. F. Santiago-Valles & Stephanie Evergreen
March 2010 – May 2011
The Center will provide feedback and reflection opportunities for the current group of scholars who traveled to West Africa to develop curriculum for implementation in midwest US classrooms. The Haenicke Institute for Global Education and the Center are collaborating on this work.

DALT
Sponsor: Diversity Awareness and Leadership Training Program
Project Director: Stephanie Evergreen
September 2008 - August 2009
The project evaluated the effects of the program on its youth participants by using evaluative activities. A sustainable evaluation design was created to help the DALT staff conduct internal monitoring and evaluation, which will help the program serve its youth participants better and improve its effectiveness. Accomplishments were documented, and critical findings based on project activities will be disseminated.
DUAL FOCUS MUTUAL AID
Sponsor: National Institutes of Health
Principal Investigator: Stephen Magura
July 2008 - April 2012

The study aims are to (1) conduct a multisite randomized controlled trial to determine the efficacy of “dual focus” 12-step mutual aid groups for persons with co-occurring substance use and mental discords; (2) determine the therapeutic mechanisms mediating between Double Trouble in Recovery (DTR) participation and behavioral outcomes; and (3) determine the personal, social/environmental, and treatment-related variables that predict DTR affiliation.

EVALUATION RESOURCE CENTER
Sponsor: National Science Foundation
Principal Investigator: Arlen Gullickson
July 2008 - June 2011

The Evaluation Center established and is operating an ATE evaluation resource center (ERC). The ERC’s mission is to proactively support and respond to the needs of ATE grantees to produce high quality evaluations that ultimately advance the goals of ATE projects and centers and the overall ATE program.

EVALUATION OF THE NATIONAL RESEARCH CENTER FOR CAREER AND TECHNICAL EDUCATION EFFECTIVENESS
Sponsor: University of Louisiana
Principal Investigator: Daniela Schröter
March 2009 – July 2012

This external evaluation is intended to assess NRCCTE’s effectiveness and performance on the Government Performance and Results Act measures. Research relevance and product quality are accessed via expert panels. Usefulness of technical assistance and quality of professional development are accessed via surveys. Findings are reported to the Department of Education’s Office of Vocational and Adult Education.

FAMILY LITERACY
Sponsor: Family Literacy Center
Program Director: Stephanie Evergreen
September 2008 - March 2011

The broad objectives for this project are to (1) ascertain the effect of the program on the students in participating families, (2) determine the improvement of English as a second language and parenting skills for the parents in participating families, (3) ascertain the degree of change in at-home parent/child literacy and language activities, and (4) provide information on the successes and challenges of the Family Literacy Program to the Literacy Center of West Michigan.
**Fulcrum**
Sponsor: Fulcrum Corporation  
Principal Investigator: Daniela Schröter  
January 2009 - December 2009

This project provided evaluation services for the Federal Railroad Administration’s International Conference on Fatigue Management and support to the evaluation track of the conference.

**Grand Rapids Youth Master Plan**
Sponsor: City of Grand Rapids (MI)  
Principal Investigator: Chris Coryn  
July 2008 - March 2010

The purpose of this project was to determine the needs of Grand Rapids’ youth by conducting a needs assessment with area teens, providing feedback to stakeholders for program improvement purposes, and by documenting accomplishments and disseminating critical findings based on project activities. The evaluation found that (1) city and noncity teens are alike in many ways, (2) parents and guardians are viewed by teens as essential support figures, and (3) city youth need more community support.

**Heifer Impact Evaluation Projects**
Sponsor: Heifer Project International  
Principal Investigator: Michael Scriven  
February - December 2009

Since 2005, The Evaluation Center has been working with Heifer International to evaluate its projects across the globe. Most recently, Center staff and graduate students visited projects in Armenia, Baltic States, Indonesia, and Philippines. This follows previous work in the U.S., Albania, Cambodia, Cameroon, China, Ghana, Guatemala, Honduras, Kenya, Nepal, Peru, Tanzania, Thailand, and Vietnam. A specific participatory evaluation approach has been devised—the Heifer Hoofprint Model—that responds to Heifer’s main interest in assessing the impact of its programming on the lives of project recipients and provides a comprehensive assessment of the merit, worth, and significance of Heifer’s work.

**Heifer Learning Center**
Sponsor: Heifer Project International  
Principal Investigator: Michael Scriven  
April - July 2010

The purpose for the evaluation is to document the impact of Heifer’s education programs. The evaluation also provides new insights and develops a complete picture of the impact of Heifer International’s Public Education programs as a major component of Heifer’s program portfolio. The evaluation will help provide a comprehensive assessment of Heifer’s public education programs and their alignment with and support of Heifer’s organization-wide goals and board ends.
**KPS-TITLE I BEHAVIORAL PROGRAM**  
Sponsor: Kalamazoo Public Schools  
Principal Investigator: Chris Coryn  
May - December 2010

This evaluation is to determine the perceived effectiveness of Title 1 Part A elementary support positions and professional development initiatives and their potential for impact on student achievement. The evaluation is intended to be primarily formative, that is, for the purpose of improvement. However, it will also be summative in that the information obtained will give an overall measure of perceived effectiveness over the 2009-2010 school year.

**KPS-TITLE I JUVENILE PROGRAM**  
Sponsor: Kalamazoo Public Schools  
Principal Investigator: Chris Coryn  
May - December 2010

The purpose of this evaluation is to determine the effectiveness of the Title 1, Part D Juvenile Home Youth Center School for the purpose of improvement.

**KPS-TITLE I JAIL PROGRAM**  
Sponsor: Kalamazoo Public Schools  
Principal Investigator: Chris Coryn  
May 2010 - January 2011

This evaluation is to determine the impact of KPS’s Office of Title I and School Improvement GED services at the Kalamazoo County Jail, make suggestions for improving the GED services, and evaluate the overall impact of this service/intervention.

**LATINO/HISPANIC COMMUNITY PROJECT (LHCP)**  
Sponsor: Battle Creek Community and W.K. Kellogg Foundations  
Principal Investigator: Chris Coryn  
January 2008 - March 2011

LHCP’s vision is to create support systems that contribute to improving the quality of life for the Latino/Hispanic community in Battle Creek. Through this program, it is anticipated that the Latinos/Hispanics in the Greater Battle Creek area will become recognized leaders because of their quality of services, engagement, and participation in the social and civic life of the community.
MICHIGAN SAVES
Sponsor: Public Sector Consultants
Principal Investigator: Daniela Schröter
October 2009 - September 2011

Michigan Saves is a recently funded innovative, statewide energy efficiency, and distributed renewable financing program. The program is implemented by Public Sector Consultants Inc. in partnership with Delta Institute. The Evaluation Center serves as the program’s external evaluator tasked with conducting an evaluability assessment and process evaluation of the new program.

MUSKEGON COUNTY JAIL ASSESSMENT
Sponsor: Muskegon County Community Mental Health Services
Principal Investigator: Stephen Magura
June 2008 - September 2009

This evaluation served two purposes: to (1) provide frequent, formative feedback to improve the implementation of the Muskegon County jail assessment process and (2) provide an account of the impact of the jail assessment process on jailing and recidivism rates for persons with mental health or substance abuse programs.

RACE EXHIBIT INITIATIVE
Sponsor: Race Exhibit Initiative | Kalamazoo Community Foundation
Principal Investigator: Stephanie Evergreen
March 2010 – August 2010

The Race Exhibit Initiative is a community-wide coalition of organizations that produce events to engage residents in a deep dialogue about race. The evaluation seeks to determine whether the coalition met its targets in terms of the number of residents engaged and the depth of their understanding about race. The evaluation also documents the challenges and successes of community collaboration. The Office of Diversity and Inclusion, and the Center are collaborating on this work.

SOBRIETY COURT
Sponsor: Muskegon County
Project Director: Stephanie Evergreen
October 2009 – July 2011

The external evaluation of Muskegon County’s Sobriety Court uses longitudinal data and interviews with ex-offenders to examine effectiveness and impacts. Recidivism, improved education and employment, secure housing, and sobriety are main project outcomes the evaluation is assessing. Beyond this, the evaluation seeks to understand the main participant groups taking part in Sobriety Court to help the client see with whom the court system is having the most success.
Throughout its 40+ year existence, The Evaluation Center has been the professional home of some of the evaluation profession’s most influential and distinguished scholars and practitioners. Senior staff are supported by an array of talented and dedicated professionals.

**STEPHEN MAGURA, DIRECTOR**  
*Ph.D., Sociology, Rutgers University*

Dr. Magura assumed leadership of the Center on July 1, 2007. He has been deeply involved in program evaluation for over 30 years in the areas of drug and alcohol addiction treatment and prevention, HIV prevention, youth development, public health, and mutual aid (mainly funded by the National Institutes of Health). Dr. Magura is the deputy editor of *Substance Use and Misuse* and serves on the editorial boards or as consulting editor of five additional journals. He has worked to improve the standard of evaluation, for example, by developing and testing new instruments to measure outcomes in child welfare services and critiquing the reliance on self-reports of substance misuse that has been common in addiction treatment evaluations.

**SALLY VEEDER, ASSISTANT DIRECTOR**  
*A.A., Executive Secretarial, Ferris State University*

Sally Veeder oversees budgets; supervises staff; develops policies; signs off on payroll, vouchers, and other forms; and edits Center reports, ensuring accuracy and clarity. From 1986 to 1988 and 2002-2009, she served as secretary/treasurer for the Joint Committee on Standards for Educational Evaluation. Ms. Veeder received the Certified Professional Secretary rating through the International Association of Administrative Professionals in 1986. She received the University’s prestigious Staff Service Excellence Award in 1997. Ms. Veeder was temporarily assigned to the provost’s office to help with the graduate program review from 2005-06.

**CHRIS CORYN, DIRECTOR, IDPE**  
*Ph.D., Interdisciplinary Evaluation, Western Michigan University*

Formerly engaged as a graduate research associate, Dr. Coryn moved to regular employment as a research associate in the Center in 2006 and began administering the IDPE program in 2007. In 2008 he became the director of the IDPE and an assistant professor in the Department of Evaluation, Measurement, and Research at WMU. He was the first student to complete the Interdisciplinary Ph.D. in Evaluation, defending his dissertation, "Evaluation of Researchers and Their Research: Toward Making the Implicit Explicit," on June 1, 2007. He is a board member of the Michigan Association for Evaluation and managing editor of the *Journal of MultiDisciplinary Evaluation.*
**Daniela Schröter, Director of Research**  
*Ph.D., Interdisciplinary Evaluation, Western Michigan University*

Dr. Schröter is the director of research for the Center. In this capacity, she pursues and directs grants and contracts, including the external evaluation of the National Research Center for Career and Technical Education and the process evaluation of the Michigan Saves program. She also serves as an associate faculty member for the Interdisciplinary Ph.D. program in Evaluation where she teaches Cost Analysis and advises doctoral students. Additionally, she provides training and development in evaluation. Her service to the profession includes leading the professional support priority area of the American Evaluation Association's policy development committee, reviewing articles for evaluation journals, and serving as an associate editor of the *Journal of MultiDisciplinary Evaluation*. Recently, she has been accepted as an associate member of the Joint Committee on Standards for Educational Evaluation.

**Anne Cullen, Principal Research Associate**  
*Ph.D., Interdisciplinary Evaluation, Western Michigan University*

Dr. Anne Cullen is a senior research associate for The Evaluation Center where she is involved in conducting a multiyear formative and summative evaluation of a systemic initiative in education, a process evaluation of an energy efficiency savings program, a study on group randomized trials, and an evaluation of a community-based nonprofit working to improve the well-being of Latinos in Battle Creek. Dr. Cullen's research interests lie in the area of participatory evaluation approaches, international development, and M&E systems. She earned a doctoral degree in evaluation from Western Michigan University, a master's degree in agricultural economics from Michigan State University, and also holds a bachelor's degree in psychology and French from New York University.

**Stephanie Evergreen, Project Manager**  
*Doctoral Candidate, Interdisciplinary Evaluation, Western Michigan University*

Stephanie Evergreen is a project manager at The Evaluation Center and a doctoral candidate in the Interdisciplinary Ph.D. Program in Evaluation at Western Michigan University. Her professional experience centers on community quality of life, school reform, and evaluation methodology. Ms. Evergreen has authored and worked under numerous federal and local grants. She has published work in various journals, including the *American Journal of Evaluation*. In local settings, she provides pro bono consultation to area nonprofits on matters of diversity. Ms. Evergreen coordinates and hosts The Evaluation Center’s Evaluation Café presentation series, a widely attended weekly event, and sits on the review board for Western Michigan University’s Human Subjects ethics review panel, which approves all research conducted by campus faculty and staff.
**Joe Fee, Systems Specialist**  
*B.S., Computer Systems Engineering, Western Michigan University*

Joe Fee has provided computing expertise to the Center since 2000—as a graduate assistant and systems programmer before assuming his current position. He assists staff in database, application, and computer systems design, implementation, and administration. Examples of major project work include an interactive database search engine, digital library, integrated relational database with single sign-on Web portal, Web-based survey system, streaming video, wiki-based evaluation glossary, and website redesign. Mr. Fee conducts research in network and computer security procedures and operational best practices as a major component of managing Center-networked appliances.

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

Dr. Gullickson directed the Center from 2002 until his retirement from the University on June 30, 2007. He is continuing his roles of principal investigator for the Center’s evaluation of the National Science Foundation’s Advanced Technological Education program and the benchmarking project. He served as chair of the Joint Committee on Standards for Educational Evaluation from 1998 through 2008 and led the development of *The Student Evaluation Standards* and revisions of *The Personnel Evaluation Standards* and *The Program Evaluation Standards*. Dr. Gullickson received AEA’s Alvin & Gunnar Myrdal Award in 2007.

**Christine Hummel, Office Associate**  
*A.A., Business Information Systems, Davenport University*

Christine Hummel has been at the Center since 1998. In addition to providing a variety of services to support Center personnel and projects, she maintains the Center’s extensive library of evaluation resources, supervises student workers, and served as the administrative coordinator for the Consortium for Research on Educational Accountability and Teacher Evaluation until December 2009. Ms. Hummel served in Iraq from April 2003 to May 2004, and retired from the military in December 2004. She is pursuing a B.B.A. with a major in Electronic Business Design at WMU.
PATRICIA NEGREVSKI, BUDGET ANALYST
B.B.A., Business Administration, Western Michigan University

Patricia Negrevski started working at the Center in 1990, providing administrative support for the Center for Research on Educational Accountability and Teacher Evaluation, a federally funded research and development center housed at the Center from 1990 to 1995. As the Center’s budget analyst since 2002, she helps project directors develop and monitor budgets, processes payroll and time and effort charges, prepares accounting reports, and works closely with staff from the Grants and Contracts office to ensure compliance with University accounting and contracting rules and procedures.

MARY RAMLOW, OFFICE COORDINATOR
B.A., Management and Organizational Development, Spring Arbor University

Mary Ramlow has been the Center’s office manager since 1986 and program coordinator for the Interdisciplinary Ph.D. in Evaluation (IDPE) since 2004. She trains and supervises support staff, processes the Center's human resources paperwork, prepares contracts, and oversees the proposal submission process. She also serves on the executive board of WMU’s Administrative Professional Association and currently is corresponding secretary for the organization. Ms. Ramlow is the secretary for the IDPE Advisory Board and Admissions Committee. She served as secretary to the Joint Committee on Standards for Educational Evaluation from 1988 to 2001. Ms. Ramlow is a Certified Professional Secretary through the International Association of Administrative Professionals.

KELLY ROBERTSON, PROJECT MANAGER
M.S., International Development Administration, emphasis on monitoring and evaluation, Western Michigan University

Kelly Robertson is a project manager at The Evaluation Center and currently is working on five projects that focus on a range of topics including career and technology education, drug court, adult education, and energy efficiency. As a doctoral student in the Interdisciplinary Ph.D. program in Evaluation at Western Michigan University, she is focusing on international development evaluation. Ms. Robertson has served as project manager on several evaluations in the social service sector and also has international experience, volunteering at an AIDS/HIV nursing home and orphanage in Arusha, Tanzania, and working for the National Council for Educational Research and Training in Delhi, India.
MICHAEL SCRIVEN, PRINCIPAL RESEARCH ASSOCIATE  
Ph.D., Philosophy, Oxford University

Dr. Scriven is the principal investigator for the Center’s evaluation of Heifer Project International and in May and June 2008 spent three weeks in Cambodia, Honduras, Ghana, Guatemala, and Vietnam doing fieldwork for that project. In 2004, he was instrumental in getting the Journal of MultiDisciplinary Evaluation established as an online journal published through the Center and is continuing his role as coeditor. Dr. Scriven is widely acknowledged as one of the evaluation field’s most prolific and distinguished scholars, teachers, and practitioners.

PEGGIE WEEKS, SENIOR EVALUATION ASSOCIATE  
M.S., Ceramic Engineering, Alfred University

Peggie leads the ATE Evaluation Resource Center’s work to develop at evaluation community of practice. Her experience as a National Science Foundation program officer, ATE principal investigator, ATE National Visiting Committee member, ATE evaluator, and community college instructor makes her a valuable asset to The Evaluation Center’s work with the ATE community. Peggie works from her home in upstate New York, where she also works as a metallurgical engineer at Corning, Inc.

LORI WINGATE, PRINCIPAL RESEARCH ASSOCIATE  
Ph.D., Interdisciplinary Evaluation, Western Michigan University

Lori Wingate has been at The Evaluation Center since 1997. Currently, she is coprincipal investigator for the National Science Foundation-funded evaluation resource center for advanced technological education. In 2009, she completed her Ph.D. in evaluation; her dissertation research focused on the use of the Program Evaluation Standards as a rating tool for metaevaluation. She has been editor of the book review section of the American Journal of Evaluation since 2004.
Retired senior staff members continue to play important roles within the Center. Daniel Stufflebeam and James Sanders maintain offices at the Center; participate in Center activities, such as the Evaluation Café series; and graciously make themselves available for advice and consulting.

**DANIEL STUFFLEBEAM, DIRECTOR, 1963-2002**  
*Ph.D., Measurement & Statistics, Purdue University*

Dr. Stufflebeam is one of the evaluation field’s foremost evaluation theorists and practitioners. He chaired the Joint Committee on Standards for Educational Evaluation during the first 13 years of its existence and led the development of the program and personnel evaluation standards. He served on the Government Auditing Standards Advisory Council for the U.S. Government Accountability Office and the boards of the American Evaluation Association and National Council on Measurement in Education. He stepped down as Center director in 2002, but has a continuing presence and influential role within the Center. Dr. Stufflebeam received the 1984 Distinguished Faculty Scholar Award at Western Michigan University and was named the Harold and Beulah McKee Professor of Education. He received the Paul Lazarsfeld Award for contributions to evaluation theory and standards from the Evaluation Research Society and was awarded the first annual Jason Millman Memorial Award from the Consortium for Research on Educational Accountability and Teacher Evaluation (CREATE).

**JAMES SANDERS, ASSOCIATE DIRECTOR, 1975-2001**  
*Ph.D., Educational Research & Evaluation, University of Colorado*

Dr. Sanders has been an influential figure in the evaluation field since the 1970s. He coauthored one of the first textbooks in evaluation in 1973 and edited a book on applied performance testing in 1974. He served on the Joint Committee on Standards for Educational Evaluation from 1975 until 1988, chairing the Committee from 1988 to 1998 and leading the revision of *The Program Evaluation Standards*. Dr. Sanders coauthored the popular and influential textbook, *Program Evaluation*, which was first published in 1987 and is now in its fourth edition. In 2000, he received the Distinguished Service Award from WMU and the Friend of Evaluation Award from the Michigan Association for Evaluators. He is a past board member and president of the American Evaluation Association. He has continued to play an important role within the Center since his retirement in 2001.
Students enhance the Center’s work with their talent, enthusiasm, and energy. The students featured in this section worked on and were supported by Center projects during the 2009-10 fiscal year.

**GRADUATE STUDENTS**

Ezechukwu Awgu—MPA, Western Michigan University; MSC, University of Port Harcourt, Nigeria  
Lee Balcom—MA, Western Michigan University; BS, Marquette University  
Jeff Barney—BS, Western Michigan University  
Amy Bentz—MA, Wayne State University; BS, Michigan State University  
Jason Burkhardt—MA, Webster University; BA, University of South Florida  
Jonathon Engleman—MA, Western Michigan University; BS, Walla Walla College  
Amy Gullickson—Mdiv, Luther Seminary  
Todd Harcek—MSA, Central Michigan University; BA, Michigan State University  
Paul Lamphear—MBA, Western Michigan University; MS, Cardinal Stritch University; BS, University of Wisconsin  
Matthew Ludwig—MS, University of Wisconsin-Madison; BS, Eastern Michigan University  
Krystin Martens—MA, Physical Education Pedagogy, Western Michigan University; BA, Hope College  
Robert McCowen—BS, Clemson University  
Stephanie Means—MS, Western Michigan University; BS, Western Michigan University  
Lindsay Noakes—MA, University of Illinois; BA, Eastern Michigan University  
Brandy Pratt—MPA, American University; BA, American University  
Diane Rogers—MS, Western Michigan University, BA, Western Michigan University  
Michele Tarsilla—MS, Georgetown University; BS, Catholic University of Milan  
Carl Westine—MS, Carnegie Mellon University; BS, Bradley University

**UNDERGRADUATE STUDENTS**

Natasha Allen—English; Lillian Chrispyn—Engineering; Kristi Cowhy—Early Childhood Education;  
Eric Cunningham—Marketing; Michael Fombang—Biomedical Science; Mario Gonzales—Social Work;  
Ashley Hampton—Education; Victoria Hawley—Anthropology; Angela Julian—Sociology; Isaac Meel—Aviation Flight Science and Aviation Science and Administration; Ambrosia Neldon—English Practical Writing;  
Kelsey Nimmo—Psychology, Anthropology, and Gender and Women’s Studies; Ashley Pepper—Textile and Apparel Studies; Charles Porter—Marketing; Tariana Riley—Psychology; Pam Ward—Education; Jarrod Yingling—Integrated Supply Chain Management

*Picture not available
Jim Rugh—Independent evaluator of international NGOs. Before retiring from CARE International he was the head of Design, Monitoring and Evaluation. While at the Center from September 23-25, 2009, Jim Rugh gave an Evaluation Café on “RealWorld Evaluation: Maximizing Utility in Spite of Inadequate Budget, Time, & Data As Well As Conflicting Political Pressures,” spoke with some of the Ph.D. students, and served on Anne Cullen’s dissertation committee.

Dr. Michael Quinn Patton—On Thursday, October 15, 2009, Dr. Michael Quinn Patton gave a full-day workshop at The Evaluation Center titled “Exploring a Utilization-Focused Evaluation Option: Developmental Evaluation Using Systems Thinking and Complex Nonlinear Dynamics.” Dr. Patton is an independent organizational development and evaluation consultant. He was on the social sciences faculty of the University of Minnesota for 18 years, including five years as Director of the Minnesota Center for Social Research. He is former president of the American Evaluation Association and author of some of the field’s best selling and widely used textbooks, including Utilization-Focused Evaluation, now in its 4th edition, and Qualitative Research and Evaluation Methods, now in its 3rd edition.

Dr. Wolfgang Beywl—Professor, educational systems management at Northwestern University of Applied Sciences, Switzerland, he visited The Evaluation Center on October 27, 2009. He is a cofounder and board member of the Evaluation Society of Austria and Germany; founder and director of “Univation–Institute for Evaluation” in Cologne, Germany; and professor for educational systems management at the Northwestern University of Applied Sciences, Switzerland. Dr. Beywl is one of the most well-known evaluation experts in the German language evaluation community and translated the U.S. Joint Committee on Standards for Educational Evaluation’s Program Evaluation Standards into German. During his visit at The Evaluation Center, Dr. Beywl met with center staff and IDPE students and presented an Evaluation Café titled “Evaluation – A Quasi-Profession?”

Dr. J. Bradley Cousins—On Wednesday, April 14, 2010, Dr. J. Bradley Cousins gave a one day workshop at The Evaluation Center titled “Participatory Evaluation Up Close.” This workshop considered connections between the theory and practice of participatory evaluation and the promise and potential of research on participatory approaches. Two streams, practical and transformative participatory evaluation, were differentiated, and consideration was given to important process dimensions. In addition to practical, illustrative examples, a tentative agenda for ongoing research was discussed. Dr. Cousins is professor of Educational Administration in the Faculty of Education, University of Ottawa.

Dr. Robert O. Brinkerhoff—On Thursday, October 23, 2009, Dr. Robert O. Brinkerhoff, WMU professor emeritus, gave a full-day workshop on the Success Case Method titled “The Success Case Method: Simple, Strategic, and Convincing Evaluation.” In this workshop attendees discovered why traditional training evaluation and “ROI” methods often fail to convincingly demonstrate training’s contribution to business impact and mislead audiences with suspicious statistics and misrepresentations of causality.
Publishing scholarly books, book chapters, and articles is one way staff and doctoral students can pursue the Center’s mission to advance the theory, practice, and utilization of evaluation.

**BOOKS**


**ARTICLES AND BOOK CHAPTERS**


**Glossary Entries**


**REVIEWS**


**EVALUATION CENTER REPORTS**


Presentations


Workshops


The Evaluation Café is a series of weekly presentations on cutting-edge evaluation topics. Presenters for the 2009-2010 series included a mix of Evaluation Center staff and students, WMU faculty and staff, and various visiting scholars.

**Contemporary Trends & Movements in Evaluation: Evidence-Based, Participatory & Empowerment, & Theory-Driven Evaluation**
September 15, 2009
Chris Coryn—Director, Interdisciplinary PhD in Evaluation Program, WMU

**Real World Evaluation: Maximizing Utility in Spite of Inadequate Budget, Time, & Data As Well As Conflicting Political Pressures**
September 24, 2009
Jim Rugh—Independent consultant

**Evaluating School Mathematics & Science Textbooks & Classroom Practices Using an Assessment for Learning Framework**
September 29, 2009
Amy Bentz & Jonathan Engelman—Assessment for Learning Scholars, WMU; Steven Ziebarth—Associate professor, Mathematics, WMU

**(Meta)Evaluation at the International Labour Organization: Current Practice, Potential for Improvement, & Prospects for In-Depth Study**
October 6, 2009
Daniela Schröter—Director of research, The Evaluation Center, WMU; Anne Cullen—Principal research associate, The Evaluation Center, WMU; Kelly Robertson—Project manager, The Evaluation Center, WMU

**Exploring a Utilization-Focused Evaluation Option: Developmental Evaluation Using Systems Thinking & Complex Nonlinear Dynamics**
October 15, 2009
Michael Quinn Patton—Independent organizational development and evaluation consultant

**Evaluating Evidence-Based Medicine**
October 20, 2009
Cristian Gugiu—Doctoral candidate, Interdisciplinary Ph.D. in Evaluation Program, WMU

**Evaluation – A Quasi-Profession?**
October 27, 2009
Wolfgang Bewyl—Berne University/Univation Cologne

**Documenting Dependency Relationships Between the Standards to Facilitate Metaevaluation**
November 3, 2009
Carl Westine—Doctoral associate, Interdisciplinary Ph.D. in Evaluation Program, WMU
CLIENTS’ PERCEPTIONS OF BUPRENOPHINE VERSUS METHADONE MAINTENANCE TREATMENTS
November 24, 2009
Stephen Magura—Director, The Evaluation Center, WMU; Awgu Ezechukwu—Doctoral student, Interdisciplinary Ph.D. in Evaluation Program, WMU

EVALUATIVE TOOLS FOR ASSESSING QUALITY IN HEALTHCARE ORGANIZATIONS
December 1, 2009
Stephanie Means—Doctoral candidate, Interdisciplinary Ph.D. in Evaluation Program, WMU

EMPIRICAL RESEARCH ON EVALUATION: IDENTIFYING PROBLEMS, RESEARCH, STRATEGIES, AND FUNDING OPPORTUNITIES
January 19, 2010
Chris Coryn—Director, Interdisciplinary Ph.D. in Evaluation Program, WMU

AN EPIDEMIOLOGIST’S PERSPECTIVE ON SOME EVALUATION RESEARCH ISSUES
January 27, 2010
Jim Anthony—Professor of Epidemiology, Michigan State University

THE UTILITY OF CLINICAL DIAGNOSTIC REASONING IN PERFORMANCE ANALYSIS
February 2, 2010
Nicholas Andreadis—Acting dean, Lee Honors College, WMU

THE DIRECTION FOR RESEARCH AT WESTERN MICHIGAN UNIVERSITY
February 9, 2010
Paula Kohler—Associate vice president for research, WMU

EVALUATION REPORTS AS METAEVALUATION DATA: HOW MUCH CAN AND SHOULD WRITTEN REPORTS TELL US ABOUT AN EVALUATION’S QUALITY?
February 16, 2010
Lori Wingate—Principal research associate, The Evaluation Center, WMU

NONPROFITS AND EVALUATION: INTERNAL AND EXTERNAL ACCOUNTABILITY
February 23, 2010
Bobbe Luce—Director of ONEplace, Kalamazoo Public Library

AN INTRODUCTION TO ANALYZING TEXT DATA WITH MAXQDA
March 9, 2010
Chris Coryn—Director, Interdisciplinary Ph.D. in Evaluation Program, WMU

EVALUATION OF THE “LETTER AND LIFE” PROFESSIONAL DEVELOPMENT PROGRAM FOR TEACHERS
March 16, 2010
Adriana Bauer—Visiting doctoral candidate from Universidade de São Paulo, Brazil
FOUNDATION EVALUATION
March 23, 2010
Teresa Behrens—Editor-in-chief, The Foundation Review & senior research associate, Community Research Institute

MICHIGAN SAVES: EVALUABILITY ASSESSMENT & PROCESS EVALUATION OF AN INNOVATIVE ENERGY PROGRAM
March 30, 2010
Daniela Schröter—Director of research; Anne Cullen—Senior research associate; & Kelly Robertson—Project manager, The Evaluation Center, WMU

MODELS TO EVALUATE SYSTEM CHANGE IN COMMUNITY INITIATIVES
April 6, 2010
Margaret Richardson—Doctoral candidate, Interdisciplinary Ph.D. in Evaluation Program, WMU

PARTICIPATORY EVALUATION UP CLOSE
April 14, 2010
J. Bradley Cousins—Professor of Educational Administration, University of Ottawa

RACISM, EVALUATION, & RESEARCH
April 20, 2010
Kelly Robertson—Project manager, The Evaluation Center; Diane Rogers—Assessment for Learning Fellow, WMU
Over the years, Center staff members have held key leadership positions in national evaluation organizations, including the top leadership position in the American Evaluation Association, Joint Committee on Standards for Education Evaluation, and American Educational Research Association. The Center was home to the Joint Committee on Standards for Educational Evaluation from its founding in 1975 until December 2008; and until January 2009, the committee’s chairperson role was held by a Center staff member. Center personnel also provide leadership and service to the field by leading topical interest groups, serving as reviewers for journals, and participating on editorial boards and advisory panels. Leadership and service positions held by staff members during 2009-10 are listed below.

Chris Coryn
- Board member, Michigan Association for Evaluation
- External expert, National Center for Educational Research and Training of India
- Expert advisor, Social Sciences and Humanities Research Council of Canada
- Managing editor, Journal of MultiDisciplinary Evaluation
- Elected member, Research Policies Council of Western Michigan University (WMU)
- Co-chair, Research and Creative Activities Day of Western Michigan University (WMU)
- Reviewer, Support for Faculty Scholars (SSFC) at Western Michigan University (WMU)

Anne Cullen
- Reviewer, Journal of MultiDisciplinary Evaluation
- Reviewer, American Evaluation Association Conference

Stephanie Evergreen
- Board member, Human Subjects International Review Board, WMU
- Host, Evaluation Café presentation series, The Evaluation Center
- Reviewer, Journal of MultiDisciplinary Evaluation and Journal of Youth and Society
- Proposal reviewer, American Evaluation Association

Christine Hummel
- Member, Professional Support Staff Organization, WMU

Stephen Magura
- Editorial board, Substance Abuse: Research and Treatment; the Open Addiction Journal; the Open Family Studies Journal; Substance Use and Misuse; International Journal of Drug Testing
- Consulting editor, Health and Social Work
- Deputy editor, Substance Use and Misuse
- NIH peer review committee, Risk, Prevention and Intervention for Addictions (RPIA) study section
- Board of Trustees, Eastwood House of Recovery
- Reviewer, *Journal of Psychology of Addictive Behavior; Drug and Alcohol Dependence; Archive of General Internal Medicine; Journal of Pharmacoepidemiology and Drug Safety; Journal of Substance Abuse Treatment; Journal of Addictive Behaviors; Open Family Studies Journal*
- WMU Faculty Senate ad hoc committee for the Appraisal of the President and Provost
- WMU Millenium Project Steering Committee
- Citizen representative, personnel committee, Cooper Charter Township
- Dissertation committee member, WMU Statistics Ph.D. program

**Mary Ramlow**
- Corresponding secretary, Administrative Professional Association, WMU
- Cochair, Administrative Professional Association/Professional Support Staff Organization Awards and Spring Luncheon, WMU
- Chair, Administrative Professional Association award and recognition committee, WMU
- Member, Administrative Professional Association membership committee, WMU

**Daniela Schröter**
- Associate member, The Joint Committee on Standards on Educational Evaluation
- Member, International Development Evaluation Association (IDEAS) working group on Evaluator Competencies
- Member, Social Program Taskforce, American Evaluation Association
- Appointee, Policy Development Committee, American Evaluation Association
- Associate editor, *Journal of MultiDisciplinary Evaluation*
- Conference proposal reviewer, American Evaluation Association
- Grant proposal reviewer, U.S. Department of Education
- Associate member, Graduate faculty
- Advisor, Interdisciplinary Ph.D. in Evaluation program

**Sally Veeder**
- Board member, Michigan Foundation for the Blind and Visually Impaired
- Member, Administrative Professional Association, WMU

**Lori Wingate**
- Book review section editor, *American Journal of Evaluation*
- Conference proposal reviewer, American Evaluation Association
Awards and Honors

Awards and honors presented to Center staff members during 2009-10 are listed below.

Christine Hummel
- Consortium for Research on Educational Accountability and Teacher Evaluation Distinguished Service Award

Stephen Magura
- Included on the Institute for Scientific Information National Highly Cited Authors list since 2006
- His project Service Outreach and Recover (SOAR) was selected for inclusion on the Substance Abuse and Mental Health Services Administration’s National Registry of Evidence-Based Programs and Practices

Mary Ramlow
- WMU 2009 Staff Service Excellence Award
- Consortium for Research on Educational Accountability and Teacher Evaluation Distinguished Service Award

Patti Negrevski
- Consortium for Research on Educational Accountability and Teacher Evaluation Distinguished Service Award
In its sixth year of operation, the interdisciplinary Ph.D. program in evaluation admitted 8 new students for the 2009-10 academic year, for a total of 41 doctoral students enrolled in program.

Twenty-seven IDPE students attended the 2009 AEA annual conference in Orlando, FL, and 14 students presented.

AWARDS
Anne Cullen was the recipient of the 2009 Michael Scriven Dissertation Award for Outstanding Contribution to Evaluation Theory, Method, or Practice for her doctoral dissertation “The politics and consequences of stakeholders participation in international development evaluation.”

Lindsay Noakes and Carl Westine were awarded the 2009 Daniel L. Stufflebeam Travel Scholarship.

Stephanie Means was honored with the designation of Best Poster Presentation for her poster titled “Single patient rooms vs. open-ward design on the NICU: The effects on the nursing staff,” at the University of Michigan AGEP Research Symposium in Ann Arbor.

Kelly Robertson and Diane Rogers were awarded a cash prize for their poster presentation titled “Construct validity of race and its impact on research and evaluation” at the fourth annual WMU Research Creative Activities Poster Day.

VISITING DOCTORAL CANDIDATE
- Adriana Bauer from Universidade de São Paulo, Brazil
SERVICE
Mohammed Alyami
• Executive Counselor, 2009 Saudi Student Association, WMU

Lindsay Noakes
• Associate Editor, Journal of MultiDisciplinary Evaluation

Kurt Wilson
• Board Member, Kenya Matters nonprofit organization

DISSERTATION DEFENSES AND GRADUATIONS
Anne Cullen — The Politics and Consequences of Stakeholder Participation in International Development Evaluation

Tererai Trent — Metaevaluation of HIV/AIDS Prevention Intervention Evaluation in Sub-Saharan Africa with a Specific Emphasis on Implications for Women and Girls

Lori Wingate — The Program Evaluation Standards Applied for Metaevaluation Purposes: Investigating Interrater Reliability and its Implications for Use


*no picture available

Lori Wingate and Anne Cullen

Tererai Trent and President Dunn
Our website receives an average of 52,636 hits per month by those interested in the happenings at The Evaluation Center. There are about 40 topic-specific sections within the Center’s website. The most popular are those for Checklist, Joint Committee, and Charter schools. Activity on the site parallels the academic year with reduced traffic in the summer months (June-August) and winter holiday season (December-January). Per the chart below, October, November, and May were the busiest for our website.

Note: All website data were collected from <http://www.wmich.edu/webadmin/cgi-bin/awstats.pl?urlfilter=evalctr&urlfilterex=$output=urldetail&config=http&framename=mainright>.

**Website Redesign**

The websites for The Evaluation Center and the Interdisciplinary Ph.D. in Evaluation program began the process of a long-awaited redesign, and we expect to launch our new look late summer 2010! This large project is working to accomplish many goals at once, including these:

- Bringing the design within compliance of the new WMU branding standards
- Updating the content, streamlining the overall organization, and making the overall experience much more user-friendly
- Adding a user-friendly ‘Content Management System’ (CMS) functionality to facilitate ongoing updates by Center staff, faculty, and students
- Integrating websites for the faculty as well as course-specific websites, which currently are hosted in different locations
- Providing space for students to build/maintain their own Web presence
This redesign project was won through a competitive bid process by Compass Outreach Media, a Grand-Rapids based Web and advertising company. Compass is owned by Kurt Wilson, a current student in the IDPE program, bringing firsthand experience with the limitations of the existing site and passion to develop the new site as an intuitive, useful communication platform.

The designs reflect the new standard for WMU design/branding, such that the top banner/top links, color scheme, and fonts match others in the University. The sidebar links on the left are those dedicated to the Center and IDPE program and will NOT include “pop out” sublinks. Categories including subpages will be accessed through “landing pages” to simplify navigation and avoid the hassle of menus popping in and out.
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