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This annual report summarizes the activities and accomplishments of The Evaluation Center and its individual staff members in 2010-11. In its 46th year, the Center has endured major fluctuations in the economy, disciplinary paradigm shifts, and organizational changes. In 2003, the value of our external funding dipped below $1 million for the first time since 1989. But it has grown steadily since then—more than doubled, in fact. The Center’s ability to grow in otherwise uncertain times is a testament to the dedication and exceptional performance of our staff and students, the University’s support of and commitment to our work, and the trust placed in us by those we serve.

Our project portfolio is diverse in terms of content area, size, and clientele. We continue to build on our strong foundation in educational evaluation, with funding from the National Science Foundation to serve as an evaluation resource center for its Advanced Technological Education program and to support a cadre of doctoral student-scholars to advance the state-of-the-art in student assessment in math and science. I have been pleased to continue my research on substance and abuse and treatment with support from the National Institutes of Health—most recently to conduct a critical review of evidence-based program repositories for behavioral health treatment. We have provided evaluation services to several local organizations, including a few WMU departments; this work deepens our ties to our local community and provides valuable professional experiences for our top-notch doctoral students in evaluation. We were pleased to be asked by Heifer International for the seventh year in a row to evaluate their poverty-reduction work around the globe. I invite you to learn more about these and other Center projects by reading about them in this report.

Beyond the evaluation services and research where we devote most of energy, our staff are dedicated to developing evaluation as a profession and a discipline through their work as educators, scholars, and leaders in the field. Center staff members hold leadership positions in the American Evaluation Associate and the Joint Committee on Standards for Educational Evaluation, serve as reviewers and editors for a wide array of distinguished academic journals, mentor students in field-based experiences, and work to extend evaluation knowledge to broad audiences through workshops and webinars. The activities of individual staff members are also included in this report.

I thank everyone who has worked to build and sustain the Center’s outstanding reputation and to those who have trusted us to help them assess and improve their work through evaluation and research.

Sincerely,

Stephen Magura
Director
WMU Evaluation Center
HIGHLIGHTS

The Evaluation Center's achievements during the 2010-11 fiscal year included these:

- $2,281,709 awarded grants and contracts
- 23 projects in the areas of community development, education, energy efficiency, health, international development, and substance abuse and addiction treatment
- Support of 23 doctoral students and 16 undergraduate students
- 9 professional publications, including journal articles, book chapters, and book reviews
- 33 presentations at professional conferences and other venues
- 7 workshops on diverse evaluation topics
- Professional service to numerous scholarly journals and professional organizations
ABOUT THE CENTER

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

The Center was founded by Daniel Stufflebeam at The Ohio State University in 1965 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.

FUNDING

The Evaluation Center is consistently among WMU’s top ten departments in terms of external funding. In fiscal year 2010-11, the Center received $2,281,709 in grants and contracts.¹ WMU supports the equivalent of four full-time equated (FTE) positions within the Center. All other Center staff and operations are funded through external awards. Most of our funding comes from federal sources (i.e., National Science Foundation and National Institutes of Health).

¹ This amount includes the total external awards attributed to The Evaluation Center according to the WMU Grants and Contracts office ($1,678,668) plus the value of (a) intra-departmental contracts ($68,959); (b) monies received via invoicing rather than contracts/grants ($4,045); and (c) funds awarded to WMU by NSF for the Assessment for Learning project ($530,037)—the PI for that project resides in the math department, although the grant originated from and is administered by the Center.
PROJECTS

Center personnel engaged in 23 grant- and contract-funded projects in fiscal year 2010-11. These projects spanned the areas of community development, education, energy efficiency, health, international development, and substance abuse and addiction treatment. The Evaluation Center’s clients and funders include federal agencies, universities, local and national nonprofit organizations, and WMU-based units.

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

This 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 Student Learning Research Scholars
Sponsor: National Science Foundation
Principal Investigator: Stephen Ziebarth
Co-Pis: William Cobern, Chris Coryn, and Katharine Cummings
Former PI: Arlen Gullickson
September 2007 – August 2012

Through the support of scholars of student assessment in mathematics and science, this project seeks to advance knowledge in K-12 STEM education and assessment practices by building capacity for assessment for learning (AfL), improving assessments in K-12 STEM and teacher preparation courses, and providing models for preservice STEM teacher preparation through enhanced teaching modules. The project will advance overlapping learning communities first among faculty, then among STEM education research scholars, ultimately exposing preservice teachers to assessment models in their STEM coursework and having the scholars study the process. The project is a collaboration between three WMU units: The Evaluation Center, Mathematics Education, and Mallinson Institution for Science Education.

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. Five participants from the 2009 conference collaborated with Evaluation Center staff members Arlen Gullickson and Sally Veeder to draft a book titled Examining and Improving Formative Assessment Practice: A How-To Guide (to be published by Corwin Press).
Critical Review of Evidence-Based Program Repositories for Behavioral Health Treatment
Sponsor: National Institutes of Health
Principal Investigator: Stephen Magura
Co-PIs: Chris Coryn and Daniela Schröter
June 2011 – May 2013

This critical review includes 1) Compilation of a comprehensive list of evidence-based program registers (EBPRS) for behavioral health-related interventions; 2) Classification of those EBPRS according to their purposes, methodologies, acceptable types of evidence, acceptable standards of evidence, and other factors that are used to include and certify “effective” interventions; and 3) Determination of the practical consequences of using different types and standards of evidence for including and certifying interventions as effective.

Evaluation of Chronic Care
Sponsor: Integrated Health Partners
Principal Investigator: Chris Coryn
September 2008 – June 2011

The Evaluation Center assessed the effectiveness of Integrated Health Partners’ collaborative efforts aimed at improving the health outcomes of persons with chronic health conditions. The evaluation used a one-group pretest-posttest design with multiple posttests (i.e., longitudinal, repeated measures).

Evaluation of CPR Refreshers
Sponsor: American Heart Association/Red Cross
Principal Investigator: Michael Miller, HPER
Co-PIs: Stephen Magura, Timothy Michael, and Robert Bensley
May 2009 – December 2011

The Evaluation Center conducted the evaluation of an American Heart Association/Red Cross project to develop and administer refresher training in cardiopulmonary resuscitation (CPR). The Department of Human Performance and Health Education collaborated on this work.

Evaluation of Cultural Connections
Sponsor: Fulbright-Hayes Group Study Abroad
Project Co-Directors: Stephanie Evergreen and Yuanlong Liu
March 2010 – May 2011

The Center provided feedback and reflection opportunities for scholars who traveled to West Africa to develop curriculum for implementation in Midwestern U.S. classrooms. The Haenicke Institute for Global Education; the departments of Speech-Language Pathology, Africana Studies, and Human Performance and Health Education; and numerous public schools around the Midwest are collaborating with the Center on this work.
Research to Define and Measure the Effectiveness of ATE Centers/Projects
Sponsor: University of Colorado and National Science Foundation
Principal Investigator: Stephen Magura
August 2008 – July 2011
The Advanced Technological Education (ATE) program is a major national program sponsored by the NSF to increase the number of technicians into the U.S workforce and improve the quality of education for those technicians and their educators. Research is being conducted to develop improved measures of effectiveness of ATE centers/projects.

Peer Review for the Diploma of Advanced Studies in Evaluation
Sponsor: University of Bern, Switzerland
Peer Reviewer: Daniela Schröter
September 2010 – December 2010
This service contract comprised an external evaluation of the fifth rotation of the University of Bern’s Diploma of Advanced Studies in Evaluation via peer review. Conducted by Daniela Schröter of The Evaluation Center and Don Yarbrough of the University of Iowa, the peer review examined the scientific quality of the evaluation program with specific attention to learning goals, contents, instructors, materials, learning outcomes, and qualifications of alumni of the program.

Evaluation of Efficacy of Dual Focus Mutual Aid
Sponsor: National Institutes of Health
Principal Investigator: Stephen Magura
July 2008 – April 2012
This study’s 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 disorders; (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.

EvaluATE: The Evaluation Resource Center for Advanced Technological Education
Sponsor: National Science Foundation
Principal Investigator: Lori Wingate
Co-PI: Arlen Gullickson
July 2008 – June 2012
EvaluATE’s mission is to promote the goals of the National Science Foundation’s ATE program by partnering with program grantees to strengthen the program’s evaluation knowledge base, expand the use of exemplary evaluation practices, and support the continuous improvement of technician education throughout the nation. In service of this mission, EvaluATE’s main activities include conducting bimonthly webinars, hosting evaluation workshops, publishing a quarterly newsletter, conducting an annual survey of program grantees, developing an ATE community of practice, developing and disseminating resources to assist grantees in their evaluation work, and maintaining a website that features a digital library.
Evaluation of Heifer Project International  
**Sponsor:** Heifer Project International  
**Principal Investigator:** Chris Coryn  
**Co-PIs:** Thomaz Chianca and Michael Scriven  
**April 2011 – December 2011**  
For the seventh consecutive year, the Evaluation Center evaluated Heifer Project International’s poverty reduction projects in various locations around the world. WMU faculty and students traveled to Albania, Nepal, and Uganda to collect data on Heifer’s impact on the lives of project recipients and their communities.

Evaluation of the Latino/Hispanic Community Project  
**Sponsor:** Battle Creek Community and W.K. Kellogg Foundations  
**Principal Investigator:** Chris Coryn  
**January 2008 – March 2011**  
The Evaluation Center conducted a needs assessment to guide the Latino/Hispanic Community Project’s work 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.

Evaluation of Literacy Center of West Michigan Literacy Programs  
**Sponsor:** Literacy Center of West Michigan  
**Program Director:** Stephanie Evergreen  
**September 2008 – August 2011**  
This evaluation examines both the Family Literacy Program and the Iglesias de Esperanzas program. The broad objectives for the evaluation 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 programs to the Literacy Center of West Michigan.

Evaluation of Marvelous Music!  
**Sponsor:** Kalamazoo Symphony Orchestra  
**Principal Investigator:** Chris Coryn  
**September 2010 – August 2013**  
The Center is conducting a formative and summative evaluation of the Kalamazoo Symphony Orchestra’s Marvelous Music! program for preschool children and their parents. The formative component is examining the program implementation and design. The summative component includes an outcome and cost evaluation.
Evaluation of Michigan Saves
Sponsor: Public Sector Consultants, Inc.
Principal Investigator: Daniela Schröter
Co-PI: Anne Cullen
October 2009 – September 2011

Michigan Saves is an innovative, statewide energy efficiency and distributed renewable energy financing program. The program is implemented by Public Sector Consultants 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. During this fiscal year, the emphasis of the evaluation shifted from a process evaluation of a pilot project to the statewide rollout of the program. Mixed methods are being utilized for data collection, analysis, and triangulation.

Evaluation of the National Research Center for Career and Technical Education
Sponsor: University of Louisville
Principal Investigator: Daniela Schröter
Co-PI: Richard Zinser
March 2009 – July 2012

This external evaluation is assessing the National Research Center for Career and Technical Education's (NRCCTE) effectiveness and performance on the Government Performance and Results Act (GPRA) measures. Research relevance and product quality are examined via expert panels. Usefulness of technical assistance and quality of professional development are assessed via Web-based surveys. Findings are reported to the Department of Education's Office of Vocational and Adult Education. In addition to conducting the annual GPRA assessment, a targeted study of the NRCCTE's Academy of Educational Development (AED) technical assistance project was commissioned for this fiscal year.

Evaluation of the Race Exhibit Initiative
Sponsor: WMU Office of Diversity and Inclusion
Principal Investigator: Stephanie Evergreen
March 2010 – July 2011

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 sought 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 documented the challenges and successes of community collaboration.
Evaluation of Sobriety Court  
**Sponsor:** Muskegon County  
**Project Director:** Stephanie Evergreen  
**October 2009 – November 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.

Evaluation of Title I, Part A Behavioral Support Positions in Kalamazoo Public Schools  
**Sponsor:** Kalamazoo Public Schools  
**Principal Investigator:** Chris Coryn  
**May 2010 – June 2011**  
This evaluation was conducted to assess the impact of Title I-supported Behavioral Support services on children’s behavior in Kalamazoo Public Schools.

Evaluation of Title I, Part D Jail Program  
**Sponsor:** Kalamazoo Public Schools  
**Principal Investigator:** Chris Coryn  
**May 2010 – June 2011**  
This evaluation was conducted to assess the impact of Kalamazoo Public Schools’ services provided at the Kalamazoo County Jail in terms of recidivism and GED attainment.

Evaluation of Title I, Part D Juvenile Home Youth Center School  
**Sponsor:** Kalamazoo Public Schools  
**Principal Investigator:** Chris Coryn  
**May 2010 – June 2011**  
This evaluation was conducted to assess the impact Kalamazoo Public Schools services’ provided at the Youth Center School.

Evaluation of Ujima Parents as Teachers  
**Sponsor:** Ujima Enterprises Incorporated  
**Project Director:** Stephanie Evergreen  
**May 2011 – November 2011**  
This evaluation of Ujima Parents as Teachers (UPAT) Program includes interviews with parent-teachers, an analysis of parent-participant evaluation surveys, a review of kindergarten readiness measures, and a survey of early childhood teachers who work with the young children ultimately at the heart of the program. The goal of the evaluation relationship is provide feedback to Ujima about the effectiveness of its work in this program such that the board can make programmatic decisions.
OUR SPONSORS AT A GLANCE
Since 1965, 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*

Stephen Magura assumed leadership of the Center in 2007. He has been deeply involved in program evaluation for more than 30 years in the areas of drug and alcohol addiction treatment and prevention, HIV prevention, youth development, public health, and mutual aid (primarily funded by the National Institutes of Health). Dr. Magura is the deputy editor of *Substance Use and Misuse*, serves on the editorial boards or as consulting editor of five additional journals, and is a permanent member of an NIH grant review committee. He has worked to improve the standards 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.

**Daniela Schröter, Director of Research**  
*Ph.D., Interdisciplinary Evaluation, Western Michigan University*

Daniela Schröter pursues and directs grants and contracts, including the external evaluation of the National Research Center for Career and Technical Education and the 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*. She recently became an associate member of the Joint Committee on Standards for Educational Evaluation. Dr. Schröter received WMU’s Outstanding New Professional Award this year.

**Lori Wingate, Assistant Director**  
*Ph.D., Interdisciplinary Evaluation, Western Michigan University*

Lori Wingate has been at The Evaluation Center since 1997. She is principal 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.
Chris Coryn, Director, Interdisciplinary Ph.D. in Evaluation
Ph.D., Interdisciplinary Evaluation, Western Michigan University

In 2007, Chris Coryn was the first student to complete the Interdisciplinary Ph.D. in Evaluation. In 2008, he became that program’s director and an assistant professor in the Department of Evaluation, Measurement, and Research at WMU. Dr. Coryn has published more than 70 peer-reviewed articles in academic journals. He is a board member of the Michigan Association for Evaluation and managing editor of the Journal of MultiDisciplinary Evaluation. He leads many Center-based projects, including the evaluation of Heifer Project International.

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

On the Evaluation Center’s staff since 2005, Anne Cullen is currently co-PI for the Michigan $aves evaluation and contributes to various other Center projects. Her research interests lie in the areas of participatory evaluation approaches, international development, and monitoring and evaluation systems. Her dissertation on participatory evaluation approaches won the Michael Scriven award for Outstanding Contribution to Evaluation Theory, Methodology, or Practice.

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

Arlen Gullickson directed the Center from 2002 until his retirement from the University in 2007. He is continuing his work on two NSF-funded projects within the Center. 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 American Evaluation Association’s Alvin & Gunnar Myrdal Award in 2007.

Michael Scriven
Ph.D., Philosophy, Oxford University

Michael Scriven is a co-PI for the Center’s evaluation of Heifer Project International. 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.
Stephanie Evergreen, Senior Research Associate
Doctoral Candidate, Interdisciplinary Evaluation, Western Michigan University

Stephanie Evergreen's professional experience centers on community quality of life, school reform, and evaluation methodology. She has authored and worked on numerous federal, state and local grants. She has published work in professional 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 Center's Evaluation Café presentation series and is a member of WMU’s Human Subjects Institutional Review Board.

Kelly Robertson, Project Manager
M.S., International Development Administration, Western Michigan University

Kelly Robertson is involved in several evaluation 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 WMU, 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.

Peggie Weeks, Senior Evaluation Associate
M.S., Ceramic Engineering, Alfred University

Peggie Weeks led the ATE Evaluation Resource Center's work to develop an 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.

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 systems, streaming video and wiki-based evaluation glossary. Mr. Fee conducts research in network and computer security procedures and operational best practices as a major component of managing Center technology.
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 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.

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/effort charges, prepares accounting reports, and works closely with staff from the WMU Grants and Contracts office to ensure compliance with University accounting and contracting rules and procedures.

Barbara Dekoekkoek, Office Associate  

Barbara Dekoekkoek joined the Center in March 2011, replacing Christine Hummel as Office Associate. She assists with diverse tasks associated with Center administration, including compiling information for this annual report. Prior to working at the Center, she worked in WMU’s Department of Political Science, assisting with processing Ph.D. program applications, course registration and scheduling, and general office administration tasks.
Christine Hummel, Office Associate
A.A., Business Information Systems, Davenport University

Christine Hummel was employed at the Center from 1998 until December 2010. In addition to providing a variety of services to support Center personnel and projects, she 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. Ms. Hummel was promoted to a position with WMU’s Public Administration department in December.

Sally Veeder, Assistant Director
A.A., Executive Secretarial, Ferris State University

Sally Veeder was employed at The Evaluation Center from 1984 until she retired in 2010. For several years, 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 prestigious WMU Staff Service Excellence Award in 1997.
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, and graciously make themselves available for advice and consulting.

**Daniel Stufflebeam, Director, 1965-2002**  
Ph.D., Measurement and Statistics, Purdue University

Daniel Stufflebeam is one of the evaluation field’s foremost evaluation theorists and practitioners. He chaired the Joint Committee on Standards for Educational Evaluation for 13 years, leading 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. In 1984, Dr. Stufflebeam received the WMU Distinguished Faculty Scholar Award and was named the Harold and Beulah McKee Professor of Education. He is a recipient of the Paul Lazarsfeld Award for contributions to evaluation theory and standards from the Evaluation Research Society and the Jason Millman Memorial Award from the Consortium for Research on Educational Accountability and Teacher Evaluation.

**James Sanders, Associate Director, 1975-2001**  
Ph.D., Educational Research and Evaluation, University of Colorado

James Sanders has been an influential figure in the evaluation field since the 1970s. He coauthored one of the first textbooks in evaluation in 1973. He served on the Joint Committee on Standards for Educational Evaluation from 1975 until 1998, chairing the Committee from 1988 to 1998 and leading the revision of 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.
Students enhance the Center’s work with their talent, enthusiasm, and diverse backgrounds. The individuals listed below worked on Center projects as students during the 2010-11 fiscal year.

**DOCTORAL STUDENTS**

*Saeed Almueed*— M.A., Western Michigan University  
*Mohammed Alyami*— M.A., Western Michigan University  
*Ezechukwu Awgu*— M.P.A., Western Michigan University; M.Sc., University of Port Harcourt, Nigeria  
*Lee Balcom*— M.A., Western Michigan University  
*Jeff Barney*— B.S., Western Michigan University  
*Amy Bentz*— M.A., Wayne State University  
*Jason Burkhardt*— M.A., Webster University  
*Jonathon Engleman*— M.A., Western Michigan University  
*Jan Fields*— Ed.D., Western Michigan University  
*Amy Gullickson*— Ph.D., Western Michigan University  
*Todd Harcek*— M.S.A., Central Michigan University  
*Kristin Hobson*— M.P.H., Indiana University  
*Brooke Isham*— M.A., Western Michigan University  
*Matthew Ludwig*— M.S., University of Wisconsin  
*Krystin Martens*— M.A., Western Michigan University  
*Pedro Mateu*— B.A., Universidad de Pacifico  
*Robert McCowen*— B.S., Clemson University  
*Stephanie Means*— M.S., Western Michigan University  
*Lindsay Noakes*— M.A., University of Illinois  
*Brandy Pratt*— M.P.A., American University  
*Diane Rogers*— M.S., Western Michigan University  
*Maran Subramain*— M.A., Western Michigan University  
*Michele Tarsilla*— M.S., Georgetown University  
*Carl Westine*— M.S., Carnegie Mellon University
UNDERGRADUATE STUDENTS

Lillian Chrispyn—Engineering
Michael Fombang—Biomedical Science
Angela Julian—Sociology
Isaac Meel—Aviation Flight Science and Aviation Science and Administration
Ambrosia Neldon—English Practical Writing
Jasmine Neldon—Pre-Film Video & Media Studies
Kelsey Nimmo—Psychology, Anthropology, and Gender and Women's Studies
Ashley Pepper—Textile and Apparel Studies
Charles Porter—Marketing
Ashley Quane—Sociology
Tariana Riley—Psychology
Pam Ward—Education
Jarrod Yingling—Integrated Supply Chain Management
PUBLICATIONS, PRESENTATIONS, AND WORKSHOPS

In keeping with The Evaluation Center's mission to advance the theory, practice, and utilization of evaluation, our staff are engaged in publishing and presenting their research and evaluation work, as well as leading training sessions for national and international audiences. Listed below are the 2010-11 publications, presentations, and workshops by Center staff, many of which also feature Interdisciplinary Evaluation doctoral students.

**BOLD CAPS** = Center staff | **Bold** = Students

### PUBLICATIONS


PRESENTATIONS


CORYN, C. L. S. (2010, October). Applications of mathematics in research and evaluation. Paper presented at the meeting of the Western Michigan University Math Club, Western Michigan University, Kalamazoo


MAGURA, S., (2010, November). Lecture on evaluation for Andrews University evaluation students, Berrien Springs, MI.


WORKSHOPS


SCHRÖTER, D. C. (2010, October). *Cost analysis in evaluation*. Workshop for evaluation professionals and postgraduate students at the Center for Continuing Education, University of Berne, Switzerland.

The Evaluation Café is a series of weekly presentations on cutting-edge evaluation topics. Presenters for the 2010-11 series included a mix of Evaluation Center staff, Interdisciplinary Evaluation doctoral students, WMU faculty, and experts from the community.

**Using Nonequivalent Dependent Variables to Reduce Internal Validity Threats: Rational, History, and Examples from Practice**
September 15, 2010
Chris Coryn—Director, Interdisciplinary Ph.D. in Evaluation
Kristin A. Hobson—Interdisciplinary Evaluation Doctoral Student, WMU

**Wine Evaluation**
September 21, 2010
Terry Stingley—The Wine Guru, Harding’s Marketplace

**Challenges of Small ‘n’ Numbers in Evaluating NSF GK-12 Projects**
September 28, 2010
Mark Jenness—Senior researcher, SAMPI, WMU
Bob Ruhf—Research Associate, SAMPI, WMU

**Decision Process for Integration of Design and Methods**
October 12, 2010
Jason Burkhardt—Interdisciplinary Evaluation Doctoral Student, WMU
Lee Balcom—Interdisciplinary Evaluation Doctoral Student, WMU

**Legal Matters for Evaluators**
October 19, 2010
Carrick Craig—Deputy General Counsel, Legal Affairs, WMU

**Strengthening Evaluation Policy in Saudi Arabia for Higher Evaluation Quality**
November 2, 2010
Mohammed Alyami—Interdisciplinary Evaluation Doctoral Student, WMU

**The Moral Art of Evaluation**
November 16, 2010
Jan Kevin Fields—Interdisciplinary Evaluation Doctoral Student, WMU

**Standardized Measures of Effectiveness for National Science Foundation Advanced Technological Education Centers/Projects**
November 30, 2010
Stephen Magura—Director, The Evaluation Center, WMU
Kelly Robertson—Project Manager, The Evaluation Center, WMU
Race Exhibit and Research Dialogue  
January 13, 2011  
Lauren Freeman—Professor of Literacy Studies, WMU  
Dannie Alexander—Director of Athletic Facilities, Inter-Collegiate Athletics Department, WMU

Community Indicators: Implications for Evaluation  
January 25, 2011  
John Risley—Senior Researcher, Community Research Institute, Grand Valley State University

When Good Evaluations Go Bad  
February 1, 2011  
Lindsay Noakes—Interdisciplinary Evaluation Doctoral Student, WMU  
Robert McCowen—Interdisciplinary Evaluation Doctoral Student, WMU

The Use of Sensory and Analytical Evaluation to Match the Flavor of Onion Powder in a White Sauce  
February 8, 2011  
Polly Barrett—Senior Manager of Sensory Evaluation, Kalsec, Inc., & Doctoral Student in Evaluation, Measurement & Research, WMU

Fractal Evaluation: New Methodology Based On New Science  
February 15, 2011  
Kurt Wilson—Interdisciplinary Evaluation Doctoral Student, WMU

Bias in the Success Case Method: A Monte Carlo Simulation Approach  
February 22, 2011  
Julio Cesar Hernandez-Correa—Interdisciplinary Evaluation Doctoral Student, WMU

Communicating about Evaluation: Style and Substance  
March 8, 2011  
Lori Wingate—Assistant Director, The Evaluation Center, WMU

Safe On Campus Training  
March 15, 2011  
Sarah Stangl—Coordinator, LBGT Student Services, WMU

Structural Issues in Engaging Evaluation Clients: Lessons from the Counseling World  
March 29, 2011  
Jason Burkhardt—IDPE Doctoral Student, WMU

If Only I’d Known: Help in Navigating the Dissertation Process  
April 5, 2011  
Amy Gullickson, Margaret Richardson & Anne Cullen—Recent graduates of the IDPE Doctoral program, WMU
What’s New? A Discussion on Revisions to the Program Evaluation Standards
April 12, 2011
Lee Balcom—Interdisciplinary Evaluation Doctoral Student, WMU

Evaluation, Community Collaboration, and Race: Lessons Learned from a Multicultural Project
April 19, 2011
Diane Rogers—Interdisciplinary Evaluation Doctoral Student, WMU
Mohammed Alyami—Interdisciplinary Evaluation Doctoral Student, WMU

A Conversation with Craig and Karen
May 6, 2011
Craig Russon—Senior Evaluation Officer, International Labour Organization
Karen Russon—President, Evaluation Capacity Development Group

Program Evaluation, 4th Edition
May 18, 2011
Jim Sanders—Professor Emeritus, WMU
Over the years, Evaluation 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 and a Center staff member has served on the committee continuously since that time. 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 2010-11 are listed below.

CHRIS CORYN
- Chair—WMU Research and Creative Activities Poster Day, Western Michigan University
- Conference proposal reviewer—American Evaluation Association
- External referee—Associate Professor in Evaluation Selection Committee, University of Melbourne, Melbourne Graduate School of Education, Australia
- Managing editor—Journal of MultiDisciplinary Evaluation
- Member—American Evaluation Association Faster Forward Fund Advisory Board
- Member—National Council for Educational Training and Research of India Advisory Panel
- Member—WMU Dissertation Completion Fellowships committee, Gwen Frostic Doctoral Fellowships committee, and Research Policies Council
- Reviewer—Innovative Technology Experiences for Students and Teachers (ITEST) program, National Science Foundation
- Reviewer—International Development Evaluation Association Competency Assessment Framework
- Reviewer—WMU Support for Faculty Scholars Award

ANNE CULLEN
- Conference proposal reviewer—American Evaluation Association
- Reviewer—Journal of MultiDisciplinary Evaluation

STEPHANIE EVERGREEN
- Conference proposal reviewer—American Evaluation Association
- Founding chairperson—American Evaluation Association Data Visualization and Reporting Topical Interest Group
- Host—Evaluation Café presentation series, WMU Evaluation Center
- Journal reviewer—Journal of MultiDisciplinary Evaluation and Journal of Youth and Society
- Member—Journal of MultiDisciplinary Evaluation
- Reviewer—U.S. Department of Education's Teaching American History grant
SERVICE AND LEADERSHIP CONTINUED

STEPHEN MAGURA
- Citizen representative, Personnel Committee—Cooper Charter Township (MI)
- Conference proposal reviewer—American Evaluation Association
- Consulting editor—Health and Social Work
- Deputy editor—Substance Use and Misuse
- Journal reviewer—Drug and Alcohol Dependence, Psychology of Addictive Behaviors, Journal of Substance Abuse Treatment, Addictive Behaviors
- Member—WMU Millennium Student Steering Committee
- Permanent member—National Institutes of Health peer review committee for Risk, Prevention and Intervention for Addictions Study Section
- Trustee and secretary, Board of Directors—Eastwood House of Recovery (Kalamazoo Township, MI)

MARY RAMLOW
- Chair—Administrative Professional Association Award and Recognition Committee, WMU
- Co-chair—Administrative Professional Association/Professional Support Staff Organization Awards and Spring Luncheon committee, WMU
- Member—Administrative Professional Association Membership Committee, WMU

DANIELA SCHRÖTER
- Advisor for select Interdisciplinary Program in Evaluation doctoral students
- Associate editor—Journal of MultiDisciplinary Evaluation
- Associate member—Joint Committee on Standards for Educational Evaluation
- Associate member—WMU Graduate Faculty
- Conference proposal reviewer—American Evaluation Association
- Member—3Ps AFs ITIG: Assessment Frameworks for Projects, Programs and Policies thematic interest group of the International Development Evaluation Association
- Member—American Evaluation Association Policy Development committee
- Member—National Science Foundation Federal Cyber Service: Scholarship for Service Committee of Visitors
- Reviewer—U.S. Department of Education’s Teaching American History grant
- Reviewer—United Kingdom Economic and Social Research Council

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
- Journal reviewer—American Journal of Evaluation
AWARDS, HONORS, AND RECOGNITION

Awards and honors presented to Center staff members during 2010-11 are listed below.

**STEPHANIE EVERGREEN**
- WMU Gwen Frostic Doctoral Fellowship

**STEPHEN MAGURA**
- Institute for Scientific Information National Highly Cited Authors list since 2006
- The Rikers Health Advocacy Program was selected by the Office of Adolescent Health as one of 26 evidence-based programs for its Teen Pregnancy Prevention initiative

**DANIELA SCHRÖTER**
- WMU Research Development Award
- WMU Outstanding New Professional Award
In its seventh year of operation, the Interdisciplinary Ph.D in Evaluation (IDPE) program admitted 8 new students for the 2010-2011 academic year, for a total of 45 doctoral students enrolled in the program.

RECOGNITION

IDPE ALUMNI, DR. TERERAI TRENT WAS NAMED OPRAH'S ALL TIME FAVORITE GUEST

After 25 years, Oprah is ready to reveal her all-time favorite guest—Tererai Trent! "[She] symbolizes everything I believe The Oprah Show stands for. Her story encapsulates the essence of every lesson we've shared over the past 25 years: hope, your thoughts create your reality, gratitude...it doesn't matter where you come from. She proves you can keep reaching for your dreams, that one person can make a difference in the world—and above all, you have the power," Oprah says. "It doesn't matter where you come from. This story proves that you can keep reaching for your dreams, that one person can make a difference in the world. And, above all, you have the power."

Oprah donated $1.5 million dollars to “Save the Children” Dr. Trent's organization to help 4,000 children receive better education in Dr. Trent's home village.

To read more please visit http://www.oprah.com/oprahshow/Oprah-Reveals-Her-All-Time-Favorite-Guest/6.

AMERICAN EVALUATION ASSOCIATION CONFERENCE

Forty IDPE students attended the 2010 AEA annual conference in San Antonio, TX and 15 presented.


IDPE AWARDS

Stephanie Evergreen: 2011—Western Michigan University Gwen Frostic Doctoral Fellowship


Julio Hernandez-Correa: 2011—Outstanding Graduate Student Poster/Display Award for poster titled “International Aid Programs and Maternal Mortality in Colombia” at the 5th Annual Western Michigan University Research and Creative Activities Poster Day, Western Michigan University

Kristin Hobson: 2011—Outstanding Graduate Student Poster/Display Award for poster titled “A Meta-Analysis of Studies of the Effects of Measles, Mumps, and Rubella Vaccines on the Development of Autism Among Children” at the 5th Annual Western Michigan University Research and Creative Activities Poster Day, Western Michigan University

Robert McCowen: 2011—Outstanding Graduate Student Poster/Display Award for poster titled "Implementing Formative Assessment into a Geoscience Classroom" at the 5th Annual Western Michigan University Research and Creative Activities Poster Day, Western Michigan University

Lindsay Noakes: 2011—Outstanding Graduate Student Poster/Display Award for poster titled "Preservice Mathematics Teachers Conceptions of Assessment" at the 5th Annual Western Michigan University Research and Creative Activities Poster Day, Western Michigan University

Carl Westine: 2011—Outstanding Graduate Student Poster/Display Award for poster titled "International Aid Programs and Maternal Mortality in Colombia" at the 5th Annual Western Michigan University Research and Creative Activities Poster Day, Western Michigan University

Carl Westine: 2011—Western Michigan University Departmental Graduate Research and Creative Scholar Award

IDPE SERVICE

Kristin Hobson and Dr. Daniela Schröter: Susan G. Komen for the Cure®

Lindsay Noakes, Carl Westin, Jason Burkhardt, Lee Balcom, Brandy Pratt, Diane Rogers, Kurt Wilson, Robert McCowen and Maran Subramain: Evaluation of the Pretty Lake Vacation Camp

DISSERTATION DEFENSES AND GRADUATIONS

Amy Gullickson—"Mainstreaming Evaluation: Four Case Studies of Systemic Evaluation Integrated into Organizational Culture and Practices "