

A COMPREHENSIVE MODEL FOR NRC EVALUATION

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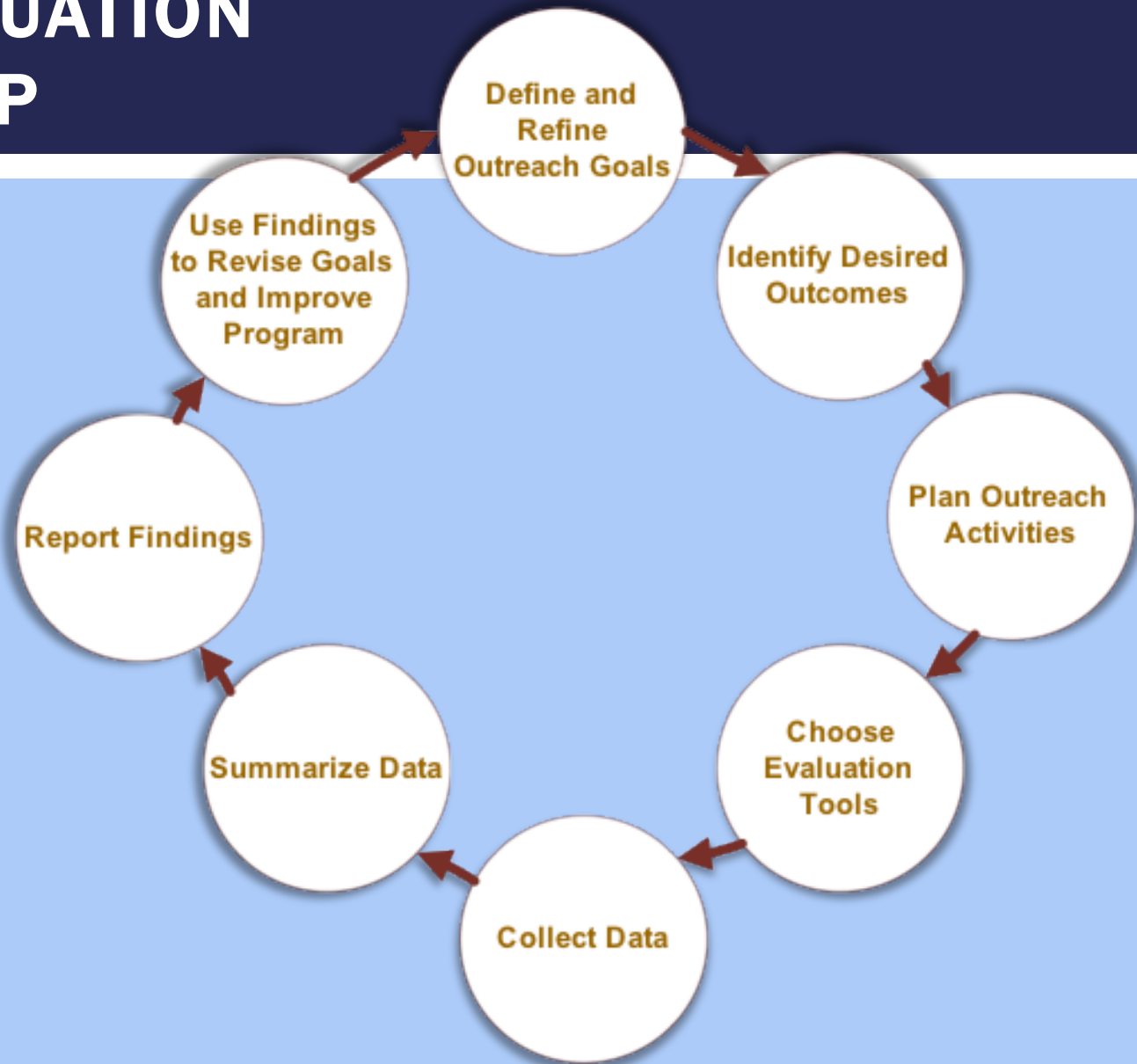
INTRODUCTION

- **Vanderbilt: Avery Dickins de Girón**
- **Tulane: Valerie McGinley Marshall, Denise Woltering**
- **Xiu Cravens: Peabody College, Vanderbilt University**
- **Education Interns**

VANDERBILT AND TULANE

- **Similarities**
- **Differences**
 - NRC status
 - Size
 - Students
 - Degree programs

THE EVALUATION MAP



DEVELOPMENT OF THE MODEL

- Department of Education priorities
- Standard Center activities and programming
- Methods used by other NRCs
- Feasibility
- Calendar of evaluation activities

COMPREHENSIVE MODEL

TABLE 9: Impact and Evaluation Summary Matrix
(Captures CLAS 2006-2009; New Measures for 2010-2014: Underlined in Grey)

Target Audience	Specific Activities & Training Programs	Impact		Evaluation
		Activity Objective & NRC Priority Alignment	Outputs & Outcomes	Monitoring & Assessment
University	Language Courses	Instruction in the less or least commonly taught languages -- <i>FLAS Competitive Preference Priority</i>	Enrollment ACTFL proficiency Graduate Placement	Registrar; VIRG reports Course evaluation Faculty survey
	International and Area Studies		Enrollment Graduate Placement	Registrar; VIRG reports Course evaluation Faculty survey <u>Social network of alumni</u>
	Campus Cultural Events	Collaborations w/professional schools – <i>Invitational Priority 3</i>	Utility Participation #s	Exit survey (<u>representative and purposeful sampling</u>) Participation report <u>Focus groups</u>
	Library informational access		Online hits Usage/requisitions Referrals	Circulation report Online tracking (<u>enhanced categorization</u>) <u>User Survey</u>
Community	Instructional Resources	Teacher training – <i>Absolute Priority</i> ; Expand and enhance outreach to K-12 communities – <i>Absolute Priority</i>	Requisitions, Referrals	Course evaluation Faculty survey
	Training and Development		Utility; Participation	Teacher Advisory Board <u>Focus groups</u>
	Library information access	Outreach to local HBCUs – <i>Invitational Priority 2</i>	Online hits; Usage/ requisitions; Referrals	Circulation report Online tracking (<u>enhanced categorization</u>); <u>User Survey</u>
	Community Events		Utility Participation	Exit survey (<u>representative and purposeful sampling</u>) Participation report; <u>Focus groups</u>
Region and Nation	Training and Development	Teacher training – <i>Absolute Priority</i> ; Expand and enhance outreach to K-12 communities – <i>Absolute Priority</i> ; Collaboration with Title VI NRCs and others to increase capacity – <i>Invitation Priority 1</i>	Utility Participation	Course evaluation Faculty survey; <u>Focus group</u>
	Conferences		Utility Participation	Exit survey (<u>representative and purposeful sampling</u>) Participation report <u>Spot Interview</u>
	Library informational access	Online hits Usage/requisitions Referrals Collaborations	Circulation report Online tracking (<u>new categorizations</u>) <u>User Survey</u>	

QUALITATIVE ASSESSMENT

- Events
- Outreach
- NRC as a Resource for Faculty
- Library

QUALITATIVE ASSESSMENT: EVENT EVALUATION

- **Academic Events**
 - Conferences, symposia, lectures
- **Cultural Events**
 - Art exhibits, performances, films, festivals
- **Target: university, community, region and nation**
- **Goals:**
 - Measure how effectively programming satisfies NRC mandate to help educate the population in regard to Latin America
 - Determine how accessible events are to the target group

QUALITATIVE ASSESSMENT: DESCRIPTION OF EVENT EVALUATION

- **10% of events per AY**
 - Criteria: investment, align with mission, broad range
- **10% of attendees at each event surveyed immediately following event:**
 - Did you learn anything at this event you did not know before?
 - How will you use this knowledge?
 - Was it convenient for you to attend this event? If not, why?
- **Narrative Summaries**

QUALITATIVE ASSESSMENT: EVENT EVALUATION SAMPLE CALENDAR

Event Name	Event Start Date	Event End Date	Event Start Time	Event End Time	Sponsor(s)	Location	Event Information
Luca Bacchini "Convite para um exilio. Chico Buarque e a Italia (1968-1970)	9/11/2012	9/13/2012	4:00 PM		The Stone Center for Latin American Studies & The Department of Spanish and Portuguese	Tulane University, Greenleaf Conference Room, Jones Hall 100A	A Lecture by Luca Bacchini, a leading scholar of Brazilian literature and popular music. He organized Chico Buarque: 60 anni (2004) and Tom Jobim: 80 anni (2008) for Letterature d'America and Antonio Carlos Jobim-Maestro Soberano for the Rivista di Studi Portoghesi e Brasiliani. An edited As a part of the Middle America Research Institute (MARI)'s Brown Bag
MARI Brown Bag- Towards an Understanding of the 2012 Phenomenon: Authority, Belief, and Culpability	9/28/2012		12:15 PM		the Stone Center for Latin American Studies & The Middle America Research Institute	Tulane University, Middle American Research Institute, Dinwiddie 305	Talk series Luke Auld-Thomas, graduate student of the Tulane Anthropology department, presents his recent research on the 2012 phenomenon in a talk titled: "Towards an Understanding of the 2012
MARI Brown Bag-Initial investigations at Santa Teresa: Contextualizing Micro-regional integration with a Hinterlands Ballcourt	10/5/2012		12:15 PM		The Stone Center for Latin American Studies & The Middle America Research Institute	Tulane University, Middle American Research Institute, Dinwiddie 305	As a part of the Middle America Research Institute (MARI)'s Brown Bag Talk series Willem VanEssendelft, graduate student of the Tulane
Using Children's Literature to Explore Latin American/Latino Cultural Heritage Americas Award K-12 Teacher Workshop	10/6/2012		9:00 AM	11:00 AM	The Stone Center for Latin American Studies, The Consortium of Latin American Studies Programs (CLASP),	Busboys & Poets, Langston Room, 2021 14th St. NW, Washington, DC 20009	Anthropology department, presents a talk titled: "Initial Investigations at Santa Teresa: Contextualizing Micro-regional Integration with a Hinterlands Tulane University and Vanderbilt University's Centers for Latin American Studies are collaborating with Teaching for Change to offer an exciting K-12 teacher workshop as part of the Américas Award ceremony at the Library of Congress. The workshop will focus on strategies to incorporate
Film Screening: Maestra (2011) - A Documentary Film by Catherine Murphy	10/9/2012		8:00 PM		The Stone Center for Latin American Studies & The Department of Spanish & Portuguese	Tulane University, 102 Jones Hall	Film Synopsis: Cuba, 1961: 250,000 volunteers taught 700,000 people to read and write in one year. 100,000 of the teachers were under 18 years old. Over half were women. Maestra explores this story through the personal testimonies of the young women who went out to teach literacy in
UNO- Empire and Solidarity in the Americas Conference	10/12/2012	10/13/2012	3:30 PM		The Stone Center for Latin American Studies & UNO	The University of New Orleans, Lindy C. Boggs Conference Center, Room 257	The 2012 Empire and Solidarity in the Americas Conference explores the meanings, forms, histories, and futures of North-South solidarity in the Americas. What kinds of transnational ties have groups from both sides of the North-South divide established with each other? What kinds of
Latin Art Market	10/13/2012		10:00 AM	3:00 PM	The Stone Center for Latin American Studies & The OCH Art Market	1618 Oretha C. Haley Blvd., New Orleans, LA	The OCH Art Market, in conjunction with the Roger Thayer Stone Center for Latin American Studies, is presenting a Latin themed art market. The market will feature the works of local artists as well as imports from around Latin America. The OCH gallery, located adjacent to the market area, will
Annual Celebración Latina	10/14/2012		10:00 AM	5:00 PM	The Stone Center for Latin American Studies, BP America, Incorporated, Jefferson Financial Credit	Audubon Zoo, 6500 Magazine St., New Orleans, LA 70118	Celebración Latina at the Zoo's Capital One Stage and Field will offer a true taste of the Latin American culture with live music, children's activities and authentic Latin cuisine prepared and sold by local restaurants. Local artisans will sell hand made crafts, and local social service, health and
New Orleans Film Festival-Screening of Bay of All Saints by Annie Eastman	10/14/2012		11:30 AM		The Stone Center for Latin American Studies & The New Orleans Film Society	Theatres at Canal Place, 333 Canal Street - 3rd Floor, New Orleans, LA 70130	Film Synopsis: In Bahia, Brazil, generations of impoverished families live in palafittas, shacks built on stilts over the ocean bay. When the government threatens to reclaim the bay in the name of ecological restoration, hundreds of families are about to lose their homes. BAY OF ALL SAINTS is
Celebrating & Teaching El Día de los Muertos	10/16/2012	11/9/2012	Varies		The Stone Center for Latin American Studies, The Ogden Museum of Southern Art, The Consulate of Mexico in New Orleans Public	Ogden Museum of Southern Art, 925 Camp Street, New Orleans and New Orleans Public Library	Events: 1) October 16: Tulane University's Stone Center for Latin American Studies, the Ogden Museum of Southern Art, and the Consulate of Mexico in New Orleans are sponsoring this year's teacher workshop to introduce teachers to the history of Día de los muertos. The workshop will explore
Film Screening and Panel Discussion: Unfinished Spaces	10/17/2012		6:00 PM		The Stone Center for Latin American Studies, The Tulane School for Architecture & The Cuban and Caribbean Studies	Tulane University, Freeman Auditorium, Woldenberg Art Center	11:00 am – 12:00 pm Book Reading & Sugar Skull Workshop: Learn more about Día de los muertos with a reading of Just a Minute by Yuyi Morales (ages 3-7) followed by a skull making workshop with renown artist Cynthia Ramirez. Sponsored by the New Orleans Public Library, the Consulate of
Jallalla: Masters of Bolivian Cinema	10/17/2012	10/19/2012	6:30 PM		The Stone Center for Latin American Studies, The Bolivian Studies Association & Loyola University	Varying locations at Tulane and Loyola University	<i>Altar Exhibition: Altar created by Cynthia Ramirez and local K-12 Teachers in honor of the legendary Uncle Lionel Batiste will be on display for all through mid November.- 5) Thursday, November 1: Ogden After Hours: Mariachi Jalisco performs traditional music of Mexico. Come out and learn</i>
MARI Brown Bag- Caroline Parris	10/19/2012		12:15 PM		The Stone Center for Latin American Studies & The Middle America Research Institute	Tulane University, Middle American Research Institute, Dinwiddie 305	As a part of the Middle America Research Institute (MARI)'s Brown Bag Talk series Caroline Parris, Ph.D. candidate of the Tulane Anthropology department, presents on her work.

QUALITATIVE ASSESSMENT: OUTREACH

- **Target: community, region and nation**
- **Goals:**
 - Assess the effectiveness of center as a resource for K-16 educators and others
 - Measure the extent to which knowledge and curricular materials disseminated through workshops and institutes are effectively transmitted to educators
 - Assess the extent to which these resources are integrated into the classroom
- **3 measurements: workshop surveys, teacher focus groups, classroom observations and curriculum review**

QUALITATIVE ASSESSMENT: TEACHER WORKSHOPS

- **Teacher Workshop Pre- and Post-Surveys**
- **Sample of questions**
 - How much do you know about _____ [Cuba]?
 - How comfortable are you teaching about ____ [Cuban history, Cuban literacy campaign]?
 - How useful do you rate this professional development workshop compared with others?

QUALITATIVE ASSESSMENT: OUTREACH

- **Teacher Focus Group**
 - 10 teachers, once per AY, led by eval intern
 - Representative sample
 - Questions:
 - Have you used instructional resources from workshops in your classroom? Please provide specific examples.
 - Have you shared CLAS/SCLAS instructional resources with other teachers?
 - What obstacles or challenges have you faced in incorporating these materials into your curriculum?

QUALITATIVE ASSESSMENT: OUTREACH

- **Classroom Observation**
 - Structured interview with Outreach Coordinator and Education intern
 - Questions
 - Examples of integration into lesson plans, specific anecdotes on student impact; may include video-taping

QUALITATIVE ASSESSMENT: OUTREACH

Stone Center for Latin American Studies' LARC K-12 Classroom Observation Form Open Ended

Teacher _____ Date of Observation _____ Evaluator _____

This form, adapted from the Community College of Aurora's Mentor Program Handbook and Staffordshire University's "Guidelines for the Observation of Teaching," . . .

Lesson Plan (as posted in the classroom):

1. *Bell Ringer*
2. *Take a stand: Rights to Oil*
3. *Human Rights Poplet*
4. *Universal Declaration*
5. *30 Words Video*
6. *Closing: BP vs Chevron*

_____ *only covered 1. & 2. In class*

1. Development of learning objectives:

- Are objectives for the class given verbally, written, or not at all?
*The objectives were written on a space next to the board.
Class objective: Determine what rights were violated in in Chevron vs. Ecuador?*
- Are objectives discussed at the end of class? *No, _____ did not have time to finish the class. She was going to continue the lesson during the next class.*

2. Selection and use of instructional materials:

- Do films, websites, and other audiovisual materials have a clear purpose?
Yes, the movie "Justicia" on which the class was based had the purpose to make the students aware of human rights infractions, land rights issues, and environmental issues related to the Chevron oil spill in Ecuador.
- Are handouts appropriate in number and subject? *No handouts were used.*
- Since the text may be pre-selected, does instructor give help with reading or using the text, if necessary? *The instructor walked around in the class to help students with forming their arguments about oil rights' issues. However, no text was used.*

QUALITATIVE ASSESSMENT: NRC AS A RESOURCE FOR FACULTY

- **Target: University**
- **Goal: Determine the value of center association for faculty and students**
- **Faculty focus group**

QUALITATIVE ASSESSMENT: NRC AS A RESOURCE FOR FACULTY

- Faculty focus group
 - 10 faculty
 - semi-structured questions
 - Effective use of funds for events?
 - Center as a source of funding for graduate student research, language study?
 - Provision of an intellectual community that crosses disciplinary bounds?
 - Serves as a network?

QUALITATIVE ASSESSMENT: LIBRARY

- Target: university
- Goal: assess faculty and student satisfaction with the Latin American collection and with services provided by LAS bibliographer
- Library Survey
 - 5 minute online survey administered each March for a two week period
 - Faculty and students receive email with link, posted on center website

QUALITATIVE ASSESSMENT: LIBRARY

1. What is your principal discipline?
2. What are your geographic areas of interest? (Please select all that apply.)
3. What is your status? (Faculty, graduate student, undergraduate, staff, other)
4. Which library resources and services do you use for Latin American research? (Please check all that apply.)
5. Which databases do you use? (Please check all that apply.)
6. How well does the Latin American collection serve your research needs?
7. How well does the library service (by the designated librarian) for Latin American studies meet your research needs?
8. What resources does the library lack that you would use for Latin American research?
9. Additional comments:

CALENDAR OF EVALUATION ACTIVITIES

Month	Activity
August	Identify Events for Fall Evaluation
December	Identify Events for Spring Evaluation
March	Library Survey, Faculty Focus Group
April	Teacher Focus Group, Classroom Observations
July	Education Team submits year-end summaries and reports to Center staff, meets with Center staff to discuss feedback and improvements that are applied to programming and evaluation activities for upcoming year
AY Ongoing	Teacher Workshop Surveys, Collection of Quantitative Data

CALENDAR OF EVALUATION ACTIVITIES

Focus Groups, Classroom Observations, and Library Evaluation 2012-2013

Fall 2012	What	Type of Activities	Date	Evaluator	Form of Data	Status
<i>November</i>	Ellen Cohen K-12 Classroom Observation: "Intro to the Maya"	K-12 Outreach	12-14	Jana, Denise	Video recording and curriculum review	Done - transcribe into a report
<i>December</i>	Nicole Means K-12 Classroom Observation: "Latin American Environment and Social Justice"	K-12 Outreach		Jana, Denise	Video	
	Construct Library Evaluation for distribution in Spring 2013	University, library usage				
Spring 2013						
<i>March</i>	Library Survey Distribution	University, library usage	11	Denise, Jana, Val, Hortensia	Email survey	
	Spring Break		24-APR 1	TUL		
<i>May</i>	Faculty Focus Group	University, faculty feedback	1	Denise, Jana, Val	Report/script	

SUMMARY: STRENGTHS AND CHALLENGES

- **Library: survey participation, collection of quantitative data**
- **Education interns**
- **Annual plan**
- **Collaboration**

RESOURCES

- The Evaluation Tool Kit for K-12 International Outreach Programs
 - www.gi.unc.edu/k12toolkit
- Basic Guide to Program Evaluation for Nonprofit Organizations with Very Limited Resources.
 - <http://www.mapnp.org/library/evaluatn/outcomes.htm>
- Taking Stock – A Practical Guide to Evaluating Your Own Programs. (Horizon Research, Inc.)
 - <http://www.horizon-research.com/publications/stock.pdf>