



Webinar Registration Form

Using Qualitative Data To Evaluate Learning Assistance Centers & Demonstrate Program Effectiveness

Tuesday, May 12 ~ 3:00-4:00pm (Eastern)

Once the live date has passed, this training will be available on demand.

Overview

We learning assistance professionals are keenly aware of the increasing – and relevant – demand for demonstrations of program effectiveness. We want to use evaluation as a means of guiding changes toward improvement, and we want to assure students and faculty that our services are effective. That effectiveness can be explored in several ways, such as comparing program elements to known best practices and standards of excellence, examining positive changes in numerical measures, namely grades and retention rates, and seeking non-numerical input from both providers and receivers of services. These can be thought of as the standards, stats, and stories of evaluation.

The webinar focuses on qualitative evaluation methods – the stories – for learning assistance programs and their unique services. Qualitative methods typically focus on participants' opinions and attitudes – so-called “soft data” – but can also include a review of a program's documents as well as observations of participants and their interactions with the learning assistance program. Qualitative data can be quantified (e.g., means and percentages of survey responses), but it is substantially different in how and what information is gathered to evaluate a program's services.

After reviewing key elements of learning assistance evaluation and distinguishing between quantitative and qualitative methods, participants will focus on six different qualitative processes for program evaluation: two indirect methods (detached observation and document review) and four direct methods (case studies, interviews, focus groups, and surveys). Each process will include information on beneficial use as well as potential cautions.

The webinar will close with attention to the time demands of each method and allow attendees to consider how they can schedule and implement a variety of qualitative examinations of program effectiveness. Resources will be noted to support attendees as they pursue program evaluation at their institutions.

Objectives:

- Distinguish between quantitative and qualitative evaluation processes
- Explore six different qualitative options for program/service evaluation
- Determine options best suited for an overall program or individual services
- Schedule evaluations and identify necessary time/personnel resources

Who Should Attend?

- Learning assistance program administrators & staff
- Institutional research/assessment staff
- Faculty whose students receive assistance
- Academic Services/Affairs
- Student Services/Affairs
- Any educator interested in learning more about using qualitative data to evaluate learning assistance programs/services



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Speaker(s)



“There is such a wide range of qualitative methods for program evaluation! Certainly gathering student feedback through surveys is a powerful tool, but it’s far from the only option and may not be the best option for all programs or for unique services within a program.”

Jan Norton’s experiences include over 25 years of developing and managing learning assistance services. She earned the NCLCA Lifetime Learning Center Leadership certification and was recently named a CLADEA Fellow. Always a strong advocate for pursuing program improvement through assessment and evaluation, her graduate degree in Educational Research allowed her to focus on both quantitative and qualitative methods. Other training and education include the Kellogg Institute, the Winter Institute, TIDE, NACADA training, NCLCA Summer Institute, and ACT Assessment Institute; she also served as a trainer for Winter and NCLCA institutes.

Jan has supported learning assistance and developmental education practitioners in a variety of ways. She reviewed certification applications for CRLA and NADE; she assisted programs as an evaluation consultant and an accreditation reviewer. As a longtime CRLA member, she led two SIGs: Learning Assistance Center Management and Research & Evaluation. Jan and Dr. Karen Agee wrote a commissioned White Paper for CRLA (“Assessment of Learning Assistance Programs: Supporting Professionals in the Field”) and again collaborated on a program assessment chapter for the Spring 2018 Handbook of College Reading and Study Strategy Research (3rd ed.).

Now retired from the University of Iowa, Jan continues to enjoy learning and serving. Currently, she is on the editorial board for the Journal of Developmental Education, reviews applications for NCLCA Leadership certification, serves as a learning assistance program evaluation consultant, and continues to be a presenter and mentor at professional conferences.

Newsletter



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Registration Information

Print Name		Job Title	
Institution/Organization			
Address			
City	State/Province	Zip/Postal Code	Country
Telephone	Fax	Email	
Innovative Educators Password (Choose a password for our records and future registrations)		Assistant's email (For registration confirmations & pre-conference communication)	
How did you hear about this event? (email, listserv, colleague, conference, other) _____			

Payment Method

You can call us at 303.955.0415 or fax the completed form to 1.866.508.0860. If you would like to mail in the registration form and/or check, please send it to: Innovative Educators, 3277 Carbon Place, Boulder, CO 80301.

Paying by: (select one) Credit Card Check Purchase Order (if applicable) P.O.#: _____
 (If you select PO as your payment method, a PO number is required.)

Credit Card



Name on card		Account Number	
Billing Address	Billing City	Billing State	Billing Zip/Postal Code
Exp. Date	Security Code (last 3 digits on the back of Visa and MC)		

Packages & Pricing

Select your webinar package:

\$425 - 1 webinar (Unlimited connections at your institution and recording for one year)
 \$900 - 3 webinars (Save \$375)

\$1500 - 6 webinars (Save \$1050)
 \$3995 - Purchase Go2Knowledge to receive unlimited access to webinars & recordings for one year (Best Deal!)



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Login Directions

The login directions provide the following information:

- A link and a password for the event.
- A link to test webinar access. Please test your computer prior to the event.
- The date and time of the webinar. Please be sure to reference the time zone converter on the login directions to confirm your event time.
- Audio instructions: You can stream the audio over your computer speakers, but you may want to have a phone available for backup purposes.

You will receive the login directions twice via email. The process is as follows:

- 1 week prior to the live event: You will receive login instructions.
- 1-2 days prior to the event: You will receive a link to the presentation and any additional handouts. Copies can be made for attendees if desired.
- The day of the event: Participants can login to the IE Webinar 30 minutes prior to the start time. Once logged in, participants can see the PowerPoint slides, ask questions, and make comments via the chat feature.
- Participants are encouraged to save and print the login directions to refer to on the day of the webinar.

Site Connections

The basic registration fee allows you to access the webinar from one computer only. If you need multiple site connections, please register for the unlimited price.

Recording Information

The Monday following the live event you will receive a link to the recording, it can be forwarded to all faculty and staff for viewing anytime, anywhere.

Recording Benefits:

- Share the presentation with other staff members
- Pause presentation for convenient viewing
- Review the presentation after the live event
- Train new hires throughout the year
- Show during an in-service training

Technical Details

Innovative Educators uses WebEx as its web conferencing provider. If you have not previously attended a WebEx event, please click here to make sure your computer is compatible with WebEx. Be sure to complete this test prior to the live conference. See system requirements for more information.

What equipment is required?

An Internet connection, computer speakers, and LCD projector are required if a large group is viewing the presentation. Participants can call in via phone if they are having trouble retrieving the audio over the computer. Please be sure to reserve a meeting room prior to the live event that can accommodate these requirements as well as your attendees. You should reserve the room 30 minutes prior to the webinar start time and allow at least 15-30 minutes after the webinar for discussion.

Cancellation Policy

- 30 days prior: Full refund
- 14 days prior: \$100 processing fee
- Less than 14 days: Credit towards another IE event

Satisfaction Guaranteed

We want you to be satisfied with your purchase. For questions, concerns, or problems, please email support@ieinfo.org or call 303.955.0415.