

Program Evaluation Plan Part 3: Communicating Results Scoring Guide

Due Date: End of Unit 10.

Percentage of Course Grade: 20%.

CRITERIA	NON-PERFORMANCE	BASIC	PROFICIENT	DISTINGUISHED
Illustrate how data and results obtained from evaluation findings (technical reports, fact sheets, charts, et cetera) could be used to increase the effectiveness of counseling interventions and programs. 20%	Does not illustrate how data and results obtained from evaluation findings (technical reports, fact sheets, charts, et cetera) could be used to increase the effectiveness of counseling interventions and programs.	Describes how some of the data and results obtained from evaluation findings (technical reports, fact sheets, charts, et cetera) could be used to increase the effectiveness of counseling interventions and programs.	Illustrates how data and results obtained from evaluation findings (technical reports, fact sheets, charts, et cetera) could be used to increase the effectiveness of counseling interventions and programs.	Illustrates how data and results obtained from evaluation findings (technical reports, fact sheets, charts, et cetera) could be used to increase the effectiveness of counseling interventions and programs with strong examples.
Analyze the evaluation results and conclusions of the hypothetical report from the perspective of collaborating with other human services providers and intended users. 20%	Does not analyze the evaluation results and conclusions of the hypothetical report from the perspective of collaborating with other human services providers and intended users.	Describes the evaluation results and conclusions of the hypothetical report from the perspective of collaborating with other human services providers and intended users.	Analyzes the evaluation results and conclusions of the hypothetical report from the perspective of collaborating with other human services providers and intended users.	Based on the evaluation results and conclusions of the hypothetical report, creates plans for collaborating with other human services providers and intended users.
Describe culturally sensitive strategies for reporting the results of a program evaluation. 20%	Does not describe culturally sensitive strategies for reporting the results of a program evaluation.	Describes some culturally sensitive strategies for reporting the results of a program evaluation.	Describes culturally sensitive strategies for reporting the results of a program evaluation.	Applies culturally sensitive strategies for reporting the results of a program evaluation.
Analyze how the program evaluation could be used to inform evidence-based practice and advance the counseling profession. 20%	Does not analyze how the program evaluation could be used to inform evidence-based practice and advance the counseling profession.	Describes some ways that the program evaluation could be used to inform evidence-based practice and advance the counseling profession.	Analyzes how the program evaluation could be used to inform evidence-based practice and advance the counseling profession.	Recommends ways the program evaluation could be used to inform evidence-based practice and advance the counseling profession.
Apply current APA style and formatting in communications (correct grammar, punctuation, spelling, writing mechanics, and professional tone). 20%	Does not apply current APA style and formatting in communications (correct grammar, punctuation, spelling, writing mechanics, and professional tone).	Applies current APA style and formatting in communications with major errors in some areas (correct grammar, punctuation, spelling, writing mechanics, and professional tone).	Applies current APA style and formatting in communications (correct grammar, punctuation, spelling, writing mechanics, and professional tone).	Applies current APA style and formatting in communications with few to no errors in all areas (correct grammar, punctuation, spelling, writing mechanics, and professional tone).

Program Evaluation Plan Part 3: Communicating Results

[Author First Name MI. Last Name]

[COURSE NUMBER & NAME]

[Date]

Capella University

Program Evaluation Plan Part 3: Communicating Results

This is your paper's introduction (one paragraph). An effective introduction prepares the reader by identifying the purpose of the paper and providing the organization of the paper. Note, however, that this paragraph does not have a heading; its position at the beginning of the body of the paper indicates that it is the introduction. Instead, include the title of your paper centered at the top of the page, not bolded. In the body of your paper, indent the first line of each paragraph. Double space throughout (with no extra spaces between paragraphs) and use 12-point Times New Roman. For the purposes of this assignment, simply replace this text with a brief paragraph in your own words stating what this paper will cover, thus cuing the reader as to what will follow.

Evaluation Results for [Name of Your Hypothetical Program]

Within the brackets immediately above, provide the hypothetical name of the clinical mental health counseling program you will be evaluating—then delete the brackets. In this paragraph, briefly restate and describe the program for which you would be presenting hypothetical evaluation results. Briefly restate the goals of the program and the population it serves, and restate the key questions that were to be answered by your evaluation.

Communicating Results to Counselors and Colleagues

In this paragraph, describe how results of your data analysis could be presented and shared with the counselors and colleagues in the program. Illustrate your hypothetical results by including tables or figures that could convey a few of your findings. Use guidelines presented in the course for how results can be communicated clearly and concisely. This section should be approximately two pages.

Communicating Results to Stakeholders

Here, describe how the results of the evaluation would be presented to stakeholders.

Describe how you would manage communicating your results to various constituencies, such as board members, community leaders, managers, and grantors. Discuss how these constituencies might have competing interests and how that would impact how you convey information such as needs for improvement in the program or its delivery. Consult the resources in your courseroom and textbook for guidelines on how this should be done. This section will be approximately one page.

Ethical and Cultural Considerations When Communicating Results

Describe how counselors must be aware of the impact of their findings on various cultural groups. Then, specifically illustrate how this consideration would be taken into account in your communication of results. Additionally, describe the ethics of reporting results and how you will apply these standards when communicating your findings. Refer to specific ethical or program evaluation standards to support your plan. This section will be approximately one page in length.

Using Results to Improve the Program

Present several ways in which the results of your hypothetical evaluation will be useful for refining and improving the program, based on the results of your qualitative and quantitative analyses. For example, your client satisfaction survey may reveal that certain changes would greatly improve their likelihood of completing treatment. Your quantitative data analysis may indicate that men are benefitting from the program but women are not, so additional research needs to be done to determine how counselors could be more effective with women. Make

recommendations for changes that should be considered, based on the results of your evaluation.

This section will be approximately two pages.

Using Results to Advance the Counseling Field

Describe how results from this evaluation will inform the counseling field. Remind the reader of the gaps that you uncovered in your literature review on similar programs. Does your hypothetical program evaluation offer evidence that support a new treatment, intervention, or application of an established treatment with a new population? Offer ideas for how your results and findings could be disseminated to others in your state, region, or in the field in general, such as those described in Unit 10. Integrate your view of how applied research and program review informs evidence-based practice in counseling. This section will be approximately one page in length.

References

(Include the sources that you cited, using hanging indentation. The reference below provides example citations for an article and for a book. Consult your APA manual for proper examples on citing and referencing APA style. The Capella Writing Center also has helpful tutorials.)

Author, A. A., Author, B. B., & Author, C. C. (year). Title of article. *Title of Periodical*, volume # (issue #), xx–xx.

Royse, D., Thyer, B. A., & Padgett, D. K. (2010). *Program evaluation: An introduction* (5th ed.). Belmont, CA: Wadsworth/Cengage Learning.