MIT 530: Summative Evaluation Plan

Context

The summative evaluation plan for assessing the effectiveness for the "PowerPoint Staff Development Program" was completed during the spring of 2006 under the supervision of Dr. Sue-Jen Chen for the course MIT 530: Evaluation in Instructional Development. This project was completed as part of the requirements for the course.

Conditions

The summative evaluation plan was completed to evaluate a previously developed self-instructional print module. The focus was to evaluate the project's implementation based on information such as the package, learners, instructional objectives, formative evaluation process, and implementation site. This plan is based on Kirkpatrick's Four Levels of Evaluation Model which addresses the areas of learner reactions, learning, application of learning, and impact of learning on the organization.

Scope

The summative evaluation plan is an outline of the process and procedures that will be used to collect data on the effectiveness of the chosen module. The results, when compiled, will be submitted to the school administration and the instructional designer.

Role

My role in this plan was as designer and developer. I was responsible for identifying data needed and how it was to be collected based on my knowledge of evaluation principles and the project itself.

Reflection

In preparing this plan, I fully realized the value of the different types of data that are collected as well as what constitutes an effective instructional product. I will apply this knowledge to future design projects as well as evaluation projects. In addition, I was interested to see how summative evaluation data differs from formative evaluation and what applications it has for design. I believe that the knowledge and skills I gained from working on this project are applicable not only to a school setting but also to the business and industry world as well.