

Assignment 5: Formative Evaluation Plan

by

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EDD 8001, CRN XXXXX

Instructional Design

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FORMATIVE EVALUATION PLAN

Background

Here is an example outline for this evaluation plan. You will be conducting this formative evaluation as a part of Assignment 7. In this document you get a chance to explain what you are evaluating.

Use this document to describe the lesson's purpose, audience, and context (where it is to be delivered). *Remember you are developing a print-based instructional lesson.* Address who, what, where, when and how. Use these headings to help guide you as you write this report. This is not to be a 20 page paper, but make your explanation is clear enough that someone else to understand what you are planning on doing.

Purpose

Write a purpose statement to describe the lesson. Remember this is a one-on-one formative evaluation (which includes specialist reviews). This is as opposed to a small group, or field trial. Review the text if you need to re-familiarize yourself with the distinctions between these.

Method

Design. Provide an overall description of your general formative evaluation plan, with reference to the Overall Plan Chart in Appendix A

Expert Review

Subjects. Describe the people you intend to interview. Describe the skills, knowledge experience of this expert (e.g. What expertise does a 6th grade Math teacher have?).

Instruments. list and provide a short description of each instrument here (and refer to the actual instrument in appendix). Description of each instrument should include specific purpose and number and types of items, purpose of the interview, etc. The Appendix item is where you supply the actual questions.

Procedure. Describe in step-by-step fashion the procedure you used in this step of the Formative Evaluation. So did you begin by identifying experts, then contacting them over the phone or by email? Or did you develop a set of interview questions and then find a subject matter person to interview? How did you go about this formative evaluation?

First learner review

Subjects. Describe the learner who will be using your materials. Describe the skills, knowledge and experience of the target learners and how this subject relates to target audience.

Instruments. list and provide a short description of each instrument here (and refer to actual instrument in appendix). Description of each instrument should include specific purpose and number and types of items.

Procedure. Describe in step-by-step fashion, the procedure you used in this step of the evaluation. Refer to the Protocol in the appendices.

Second learner review

Subjects. Describe the learner who will be using your materials. Describe the skills, knowledge and experience of the target learners and how this subject relates to target audience.

Instruments. List and provide a short description of each instrument here (and refer to actual instrument in appendix). Description of each instrument should include specific purpose and number and types of items.

Procedure. Describe in step-by-step fashion, the procedure you used in this step of the evaluation. Refer to the Protocol in the appendices.

Appendix A: overall plan

See the chart below.

Appendix B: Specific Formative Evaluation Protocols

The instructions or checklists used during the Formative Evaluation.

Appendix C, D, etc.: (Copies of the evaluation instruments)

APPENDIX A: OVERALL PLAN

Phase	Evaluator	Date	Target	Instruments
Expert Reviews	Design Expert	April 3	Goals & Objectives, Assessment Instructional Strategy.	Survey Interview questions
	Subject matter expert	April 5	Goals & Objectives Assessment	Interview questions
One-to-One Evaluations	Student (High Achievement)	April 6	Course Content Assessments	Observation forms & interview questions /protocol
	Student (Middle Achievement)	April 12	Course Content Assessments	Observation forms & interview questions /protocol
	Student (Low Achievement)	April 13	Course Content Assessments	Observation forms & interview questions /protocol
Small Group Evaluations	3 Students	April 23	Problematic areas/units from 1-to-1	Survey Interview Questions

APPENDIX B: INTERVIEW QUESTIONS

Thank you for agreeing to be a part of this study. Your identity and responses to these and other assessments will be kept confidential and reference to you will be coded information.

Questions:

1. Do the handouts and other associated materials identify the appropriate skills?
2. Were the graphics that appeared in the materials appropriate?
3. Were the objectives appropriate for this type of instruction? If not, what is missing or what should be changed?
4. Were the material. clustered and sequenced appropriately?
5. Were the performance criteria appropriate for your needs? If not, why?
6. Did the instructional materials content cover what you expected?
7. Do you have any other comments, questions or recommendations?

APPENDIX C: SURVEY

Thank you for agreeing to be a part of this study. Your identity and responses to these and other assessments will be kept confidential and reference to you will be coded information.

Instructions: Please circle your rating regarding each aspect of the interactive multimedia package.

N/A = Not applicable	1 = Strongly disagree	2 = Disagree	3 = Neither agree/disagree	4 = Agree	5 = Strongly agree
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1. The objectives were clear	N/A	1	2	3	4	5
2. The materials stimulated my learning	N/A	1	2	3	4	5
3. I was given sufficient practice and feedback	N/A	1	2	3	4	5
4. The content of this course was appropriate	N/A	1	2	3	4	5
5. The instructions were easy to follow	N/A	1	2	3	4	5
6. This instruction was visually appealing	N/A	1	2	3	4	5
7. The layout was appropriate	N/A	1	2	3	4	5
8. The layout was professional	N/A	1	2	3	4	5
9. I felt my attention was focused on the materials	N/A	1	2	3	4	5
10. I was satisfied with the content	N/A	1	2	3	4	5
11. The content was relevant to my job	N/A	1	2	3	4	5
12. I was confident I could complete the materials	N/A	1	2	3	4	5

Comments regarding the instructional materials:
