

**OBE Step Four: Outcomes
Part Three: Data Sources**

Outcome-Based Evaluation

Types of Data Sources	Examples, Special Features																									
Pre-post test scores Program records Assessment reports Records from other organizations Observations																										
Anecdotal self-reports	Interviews Open-ended surveys																									
Quantifiable self-reports	Survey questions with quantifiable attitude rating scale Self report of frequency of behavior Self report of perceived level of competence																									
Professional assessments	Supervisor assessment of reference skills Portfolio assessment																									
Government, school, business or organization records	Academic, attendance, and other school records Employment records Surveys and focus group results																									
Surveys: A system for collecting information to: <ul style="list-style-type: none"> • Describe • Compare • Explain knowledge, attitudes, behaviors, skills, life status or condition	Interview (Phone or In-person) Self-administered questionnaires (Mail, one-to-one, or group) Online (Direct web survey or e-mail) <u>Survey Response Rates: How to Increase</u> <ul style="list-style-type: none"> • Up-front volunteers/commitment • Incentives (material or informational) • Over-sampling • Direct distribution (time consuming) <u>Survey design:</u> <ul style="list-style-type: none"> • Know all desired outcomes from the beginning • Define all potentially imprecise or ambiguous terms • Statements vs. Questions • Use audience and/or others to help identify objectives • Keep it specific, direct, and focused • Avoid over-tasking a survey 																									
<u>Focus Groups</u> <ul style="list-style-type: none"> • Group interviews • Discussions = Data • Well trained moderator <u>Qualitative Data</u> <ul style="list-style-type: none"> • Exploration and discovery • Content and depth • Interpretation <u>Focus Groups are Not:</u> <ul style="list-style-type: none"> • Sales or educational seminars • Ongoing committees • Decision-making or consensus-building groups • Support groups • Public forums/open community meetings 	<u>Focus Group Process</u> <ul style="list-style-type: none"> • Decide what you need to hear from participants • Create conversation among participants around chosen topics • Summarize what was learned from the participants <u>Four Uses:</u> <table border="1" data-bbox="509 1325 1469 1730"> <thead> <tr> <th></th> <th>Academic Research</th> <th>Product Marketing</th> <th>Evaluation Research</th> <th>Quality Improvement</th> </tr> </thead> <tbody> <tr> <td>Problem Identification</td> <td>Generating Research Questions</td> <td>Generating New Product Ideas</td> <td>Needs Assessment</td> <td>Identifying Opportunities</td> </tr> <tr> <td>Planning</td> <td>Research Design</td> <td>Developing New Products</td> <td>Program Development</td> <td>Planning Interventions</td> </tr> <tr> <td>Implementation</td> <td>Data Collection</td> <td>Monitoring Customer Response</td> <td>Processes Evaluation</td> <td>Implementing Interventions</td> </tr> <tr> <td>Assessment</td> <td>Data Analysis</td> <td>Refining Product or Marketing</td> <td>Outcome Evaluation</td> <td>Assessment Redesign</td> </tr> </tbody> </table>		Academic Research	Product Marketing	Evaluation Research	Quality Improvement	Problem Identification	Generating Research Questions	Generating New Product Ideas	Needs Assessment	Identifying Opportunities	Planning	Research Design	Developing New Products	Program Development	Planning Interventions	Implementation	Data Collection	Monitoring Customer Response	Processes Evaluation	Implementing Interventions	Assessment	Data Analysis	Refining Product or Marketing	Outcome Evaluation	Assessment Redesign
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