



# EVALUATION STUDIES

*GRADUATE  
CERTIFICATE*



UNIVERSITY OF WISCONSIN  
**STOUT**

WISCONSIN POLYTECHNIC UNIVERSITY

COLLEGE OF EDUCATION, HEALTH & HUMAN SCIENCES

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# CERTIFICATE ORGANIZATION

## COURSE

PSYC 722

Project Management in  
Evaluation & IR



## COURSE OBJECTIVES

1. Communicate and collaborate with stakeholders
2. Effectively deal with conflict
3. Deliver evaluation results to clients



## MODULE 1

COMMUNICATION & COLLABORATION WITH  
STAKEHOLDERS



### MODULE OBJECTIVE 1

Understand the importance of developing a partnership with all stakeholders

### MODULE OBJECTIVE 2

Understand the necessity of ongoing and interactive communication

### MODULE OBJECTIVE 3

Effectively communicate results to stakeholders



## COURSES INCLUDE THE FOLLOWING ELEMENTS:

- Clear Objectives
- Gain Knowledge, Skills, and Abilities
- Examples
- Application of Learning
- Assessment of Your Learning
- Reflection on Your Learning and Competencies

## MODULE ASSIGNMENTS

1. Readings
2. Discussion Questions
3. Project Progress Memorandum



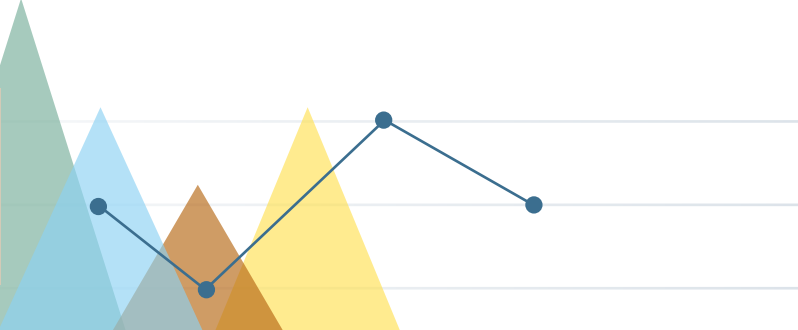
## ▶ ONLINE COURSE SEQUENCE

### **PREREQUISITE:**

- Completion of a bachelor's degree
- Experience with statistical analysis is beneficial

### **OPTIONS:**

- Complete one or more modules to obtain specific evaluation research skills, such as conducting a focus group or basic quantitative data analysis
- Complete one or more modules or courses for professional development
- Complete one or more courses to obtain credit toward a UW-Stout's Master's in Applied Psychology degree
- Complete all 14 credits to receive the Evaluation Studies Certificate



## ▶ WHO SHOULD BENEFIT

The Certificate in Evaluation Studies is designed for new and experienced evaluators working in the following areas:

- Local, State and Federal Government Agencies
- Nonprofit Organizations
- Elementary, Secondary and Higher Education
- Institutional Research
- Human Services
- Human Resources, Training and Development
- Healthcare
- Organizational Consulting
- Business Analysis

## ▶ PROGRAM BENEFITS

- Modules are offered asynchronously throughout the year, not tied to a semester schedule
- Modularized content can be taken in any order
- Online delivery allows you to complete credits from the comfort of your own home, no campus attendance is required
- Expert facilitation by veteran online instructors and evaluators with real-world experience
- Professional quality projects can contribute to an e-portfolio to aid in job searches
- Highly competitive tuition

## ▶ NEW JOB OPPORTUNITIES

This certificate provides students with skills suitable for performing evaluations in such positions as Assessment Coordinator, Data Analyst, Research Associate, Evaluation Specialist, Healthcare Analyst, Market Analyst, Institutional Researcher and many other positions in both for-profit and non-profit organizations. The American Evaluation Association ([www.eval.org](http://www.eval.org)) maintains a current listing of many suitable openings in their Career Center.



## PROGRAM OUTCOMES

- Develop the skills you need to evaluate programs, policies, processes, or people
- Gain evaluation skills that will enhance your marketability

## PROGRAM COORDINATOR

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## COURSES

### PSYC 720

Introduction to Evaluation and Institutional Research  
2-credit course with 11 modules

### PSYC 721

Evaluation and Institutional Research: Ethics and Practice  
1-credit course with 5 modules

### PSYC 722

Project Management in Evaluation and Institutional Research  
2-credit course with 7 modules

### PSYC 723

Research Methods in Evaluation and Institutional Research  
2-credit course with 9 modules

### PSYC 724

Data Collection in Evaluation and Institutional Research  
1-credit course with 3 modules

### PSYC 725

Data Analysis in Evaluation and Institutional Research  
1-credit course with 4 modules

### PSYC 726

Evaluation Applications  
2-credit course with 9 modules

### PSYC 727

Practicum in Evaluation  
3-credit course  
*Prerequisites: PSYC 720-726*

During the practicum you will demonstrate your evaluation skills on a real-world project under the supervision of the Program Advisor.