PROGRAM OUTCOMES

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

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.
In each course, multiple competencies are developed by completing individual modules. Each course and module is arranged around a set of learning objectives. The example below shows a portion of the Project Management in Evaluation and Institutional Research course. Three of the seven course objectives are addressed in the Communication and Collaboration with Stakeholders module. Readings, discussions, quizzes, and projects will help students develop skills and understanding aligned with the course and module objectives.

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

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

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

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) maintains a current listing of many suitable openings in their Career Center.
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**PROGRAM COORDINATOR**

Cori Beskow  |  128 Bowman Hall  
beskowc@uwstout.edu  |  715.232.4098

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