Training Course on Program Evaluation in Education

Professional Development Training Course Outline

Category	Educational Leadership and Management	**Duration**	10 Days
Base Fee	$3,000 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

In the rapidly evolving field of education, program evaluation is an essential skill for ensuring accountability, enhancing learning outcomes, and optimizing resource allocation. Training Course on Program Evaluation in Education is designed for educators, administrators, researchers, and policy-makers who aim to master data-driven decision-making and evidence-based educational planning. Through an in-depth exploration of both qualitative and quantitative evaluation methods, participants will gain the tools to assess program effectiveness, measure learning impact, and drive continuous improvement.

Built on modern trends such as data literacy, impact assessment, stakeholder engagement, and equity-centered evaluation, this course integrates real-world case studies with practical exercises. Participants will explore how to align evaluation designs with program goals, analyze findings through various tools, and communicate results effectively to influence policy and practice. By the end, learners will be equipped to lead transformative educational evaluations and drive systemic change.

Programme Curriculum

Training Course on Program Evaluation in Education

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Course Objectives

1. Understand foundational principles of program evaluation in educational settings.
2. Learn to design logic models for evaluating learning initiatives.
3. Apply formative and summative evaluation techniques effectively.
4. Utilize quantitative and qualitative data collection methods.
5. Conduct robust impact and outcome analysis.
6. Build skills in data visualization and reporting.
7. Analyze equity and inclusion in educational evaluation.
8. Align evaluation methods with strategic educational goals.
9. Develop cost-effectiveness and ROI analyses.
10. Use evidence-based practices to inform education policies.
11. Engage stakeholders in participatory evaluation processes.
12. Implement technology-enhanced evaluation tools.
13. Cultivate a culture of continuous improvement in schools and institutions.

Target Audiences

1. School Administrators
2. Education Policy Makers
3. Curriculum Developers
4. Instructional Coordinators
5. Education Researchers
6. Government Education Officials
7. NGO Education Program Officers
8. Graduate Students in Education and Social Sciences

Course Duration: 10 days

Course Modules

Module 1: Introduction to Program Evaluation in Education

- Define key evaluation terms and concepts
- Identify the purpose and scope of educational evaluation
- Explore types of evaluation: formative, summative, developmental
- Understand evaluation standards and ethics
- Recognize common challenges in program evaluation
- **Case Study**: Evaluating a national literacy initiative

Module 2: Developing Logic Models

- Understand components of logic models
- Link goals, inputs, activities, outputs, outcomes
- Align logic models with program design
- Use logic models for planning and evaluation
- Engage stakeholders in model development
- **Case Study**: Using logic models in teacher training programs

Module 3: Evaluation Design and Planning

- Choose appropriate evaluation designs (experimental, quasi, non-experimental)
- Align evaluation questions with design
- Plan timelines and resource allocations
- Address potential threats to validity
- Develop evaluation proposals
- **Case Study**: Evaluation plan for STEM curriculum integration

Module 4: Data Collection Methods

- Select between qualitative vs. quantitative methods
- Develop effective surveys, interview guides, observation tools
- Understand sampling techniques
- Ensure reliability and validity
- Use technology to streamline data collection
- **Case Study**: Mixed-methods data collection in school improvement project

Module 5: Quantitative Data Analysis

- Use descriptive and inferential statistics
- Employ tools like Excel, SPSS, R
- Interpret test scores and achievement metrics
- Visualize data using dashboards
- Identify trends and correlations
- **Case Study**: Statistical analysis of standardized test interventions

Module 6: Qualitative Data Analysis

- Code data from interviews, focus groups, and narratives
- Identify themes and patterns
- Use software (e.g., NVivo, MAXQDA)
- Ensure trustworthiness (credibility, transferability)
- Present qualitative findings meaningfully
- **Case Study**: Thematic analysis of educator feedback

Module 7: Stakeholder Engagement

- Identify key internal and external stakeholders
- Design stakeholder communication plans
- Collect stakeholder feedback systematically
- Navigate conflicting interests
- Enhance buy-in through transparency
- **Case Study**: Engaging community in curriculum evaluation

Module 8: Formative and Summative Evaluation

- Differentiate formative vs. summative evaluation
- Apply each in appropriate contexts
- Use feedback to improve ongoing programs
- Measure long-term impact at program end
- Balance multiple data sources
- **Case Study**: Dual evaluation of digital learning rollout

Module 9: Impact Evaluation

- Understand impact vs. outcome measures

- Use counterfactual reasoning
- Implement randomized control trials (RCTs)
- Assess unintended effects
- Calculate effect sizes
- **Case Study**: Measuring long-term literacy gains post-intervention

Module 10: Evaluation Reporting and Communication

- Choose the right format for your audience
- Use storytelling and visuals to communicate data
- Write executive summaries and full reports
- Present findings to decision-makers
- Ensure accessibility and inclusivity
- **Case Study**: Reporting evaluation of early childhood programs

Module 11: Ethics in Educational Evaluation

- Review ethical principles in research and evaluation
- Obtain informed consent
- Address privacy and confidentiality
- Manage power dynamics
- Apply culturally responsive approaches
- **Case Study**: Ethics in evaluating programs for marginalized learners

Module 12: Technology and Digital Tools in Evaluation

- Explore digital data collection tools (e.g., Google Forms, SurveyMonkey)
- Use learning analytics platforms
- Implement cloud-based reporting tools
- Automate data analysis
- Monitor data quality in real time
- **Case Study**: Tech-enabled evaluation in remote learning

Module 13: Cost-Effectiveness and ROI Evaluation

- Define cost-effectiveness in education
- Conduct cost-benefit analysis
- Evaluate program sustainability
- Integrate financial metrics into logic models
- Use budgeting tools
- **Case Study**: Cost analysis of after-school programs

Module 14: Culturally Responsive and Equitable Evaluation

- Assess equity gaps in educational programs
- Apply inclusive frameworks
- Center marginalized voices in evaluations
- Tailor tools to diverse contexts
- Use equity-focused rubrics
- **Case Study**: Evaluating inclusive practices in special education

Module 15: Evaluation for Continuous Improvement

- Align findings with strategic planning
- Embed evaluation into organizational learning
- Use feedback loops

- Develop improvement action plans
- Build a culture of reflection and data use
- **Case Study**: School-wide improvement cycle driven by evaluation

Training Methodology

- Interactive instructor-led sessions
- Real-life case studies and simulations
- Group discussions and stakeholder role plays
- Hands-on data analysis workshops
- Guided project work with evaluation tools
- Online support and resources

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training CenterANCY LD account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	04 Dec 2026	Online	$2,000
23 Nov 2026	04 Dec 2026	Physical	$3,000
23 Nov 2026	04 Dec 2026	Physical	$6,000

Start Date	End Date	Location	Price
23 Nov 2026	04 Dec 2026	Physical	$6,000
23 Nov 2026	04 Dec 2026	Physical	$12,000
23 Nov 2026	04 Dec 2026	Physical	$9,000
23 Nov 2026	04 Dec 2026	Physical	$12,000
23 Nov 2026	04 Dec 2026	Physical	$12,000

Ready to enroll or request a customized program? Book online or contact us:

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