## Core Competency

**Applied Research/Evaluation and Reporting 3**

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<thead>
<tr>
<th>COMPETENCY</th>
<th>SKILLS &amp; KNOWLEDGE NEEDED</th>
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| 1. Creates and uses objective information to document baseline conditions | • Plans and conducts needs assessments  
• Gathers and interprets secondary data  
• Reviews research/best practices for inputs to planning |
| 2. Designs evaluation procedures to document program processes and outcomes | • Recognizes alternative design possibilities  
• Knows how information will be used  
• Selects appropriate samples to collect information  
• Selects data collection techniques  
• Develops/adapts tools |
| 3. Creates and uses outcome indicators to evaluate program impacts | • Is familiar with program planning frameworks/logic model  
• Matches resources/theories to expected outcomes  
• Knows how indicators can be used  
• Selects indicators based on stakeholder input  
• Selects indicators appropriate to the audience served |
| 4. Uses appropriate data collection techniques for specific evaluation plans | • Creates/adapts valid and reliable tools for data collection  
• Is familiar with a variety of data collection methods: existing information, Case Studies, Mail surveys, Telephone surveys, Group-administered questionnaires, Personal interviews, Focus groups, Observation  
• Formats questions appropriately  
• Field tests tools prior to use  
• Complies with human subjects rules and ethics |
| 5. Analyzes and interprets evaluation data | • Constructs databases/data organizing and analyzing systems for Qualitative and Quantitative data  
• Organizes and manages data using computer tools  
• Applies Descriptive statistics  
• Applies Inferential statistics  
• Prepares appropriate summaries and presentations of results |
| 6. Uses results of program evaluation to improve programming | • Uses various records and process evaluation strategies to become knowledgeable about how the program works to improve the program throughout program delivery  
• Estimates short-term, intermediate-term, & long-term impacts  
• Uses results in making recommendations for the future  
• Involves stakeholders in interpreting results  
• Communicates findings to funding sources |
| 7. Reports progress and impacts of educational programming in multiple ways | • Provides inputs to organizational information systems (EIS)  
• Keeps stakeholders informed  
• Provides feedback to learners  
• Contributes to organizational reports  
• Shows how outcomes are linked to programming goals and situational needs |
| 8. Contributes to scholarly investigations and demonstrations to support programming | • Contributes to research design decisions based on local needs/interests  
• Understands the need to maintain objectivity/standards  
• Collects and handles data appropriately for purposes of study  
• Gains support from local leaders/clientele for participation  
• Works with campus staff, AOE's, and others |