



GRADUATE CERTIFICATE IN **Educational Assessment and Evaluation**

Certificate Description

This certificate provides experienced educators who possess a bachelor's degree the ability to enhance specialized knowledge of Educational Assessment and Evaluation.

Evaluating Education and Training Programs—EDU 632—This course will introduce students to the history of program evaluation and contemporary approaches. Students will integrate that knowledge into developing a program evaluation.

Outcomes:

- Discuss the evolutionary history of program evaluation.
- Compare and contrast four contemporary approaches to program evaluation.
- Construct a program evaluation to improve organizational performance.
- Assess specific techniques to measure the impact of an educational or training program including bottom line results and Return on Investment (ROI).
- Create a plan for continuous improvement and communicate the plan to all stakeholders.

Educational Assessment and Evaluation Systems—EDU 638—This course examines the scope of evaluation processes and how those processes fit into other organizational operating systems. How to integrate information from various parts of an educational system into an evaluation process will be discussed, as well as the value to an organization of having a robust evaluation system.

Outcomes:

- Discuss forms, purposes, and theories of educational assessment.
- Describe methods of obtaining cooperation from identified stakeholders when planning assessment and evaluation.
- Create terminal performance objectives and critique performance objectives.
- Describe the systemic nature of evaluation in a dynamic educational system.
- Explain the value, methods, and products of various evaluation models.
- Apply different approaches to evaluation, including differences between norm- and criterion-referenced evaluations.
- Describe ethical issues in assessment and evaluation, including rights of human subjects, respect for human dignity, and privacy concerns.



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Methods and Instruments for Assessment—EDU 648—This course provides an overview of various published instruments and their appropriate use in educational and training settings. Topics include how to determine the validity and reliability of existing instruments, automated survey and data collection systems, and information management/knowledge management systems for data collection, storage, and retrieval/reporting.

Outcomes:

- Critique the effectiveness of assessment items in measuring a given learning objective.
- Evaluate and assess published instruments as they apply to specific environments and applications.
- Use technology in the development of assessments.
- Explain a procedure to determine the reliability and validity of an assessment instrument, using accepted procedures.
- Describe benefits and requirements for various automated assessment collection methods.
- Research various options for automated knowledge management systems in educational organizations.
- Develop criteria to evaluate and select assessment collection methods and knowledge management systems.
- Discuss methods of avoiding bias in developing assessment instruments.
- Analyze the balance of assessment methods in identifying both student strengths and weaknesses.

Using Evaluation Results—EDU 678—This course examines how to create an evaluation plan, including how to interpret and present results from complex evaluation data to parents, managers, or other stakeholders. This course will also focus on how to create a certification program.

Outcomes:

- Create an evaluation plan for a school or business organization's training operations, including plans for formal agreement to the plan by affected stakeholders.
- Present results from a complex evaluation system or project to various stakeholder groups.
- Create a certification program, such as a CEU (Continuing Education Unit) program within an educational institution, and describe the process for approval and implementation.
- Analyze and interpret quantitative and qualitative assessment results.
- Plan an organizational change based on evaluation results.
- Discuss ethical responsibilities in analyzing and presenting data.
- Use meta-evaluation skills to formatively and summatively evaluate assessment methods.
- Review portfolio content and revise as needed.