

2012

EVALUATION OF: DETERMINING INSTRUCTIONAL PURPOSES



**A PROPOSAL SUBMITTED TO
FAR WEST LABORATORY**

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EVALUATION OF *Determining Instructional Purposes*
A Proposal Submitted to
Far West Laboratory, Boise, Idaho

Introduction

In October, 2012, Far West Laboratory (FWL) issued a request for proposal (RFP) for an evaluation of the Determining Instructional Purposes (DIP) program. This document is a proposal from Insight Solutions submitted in response to the FWL RFP.

Determining Instructional Purposes

Far West Laboratory developed Determining Instructional Purposes (DIP) program for training school administrators and graduate students in educational administration. The program is made up of a Coordinators Handbook and print materials for trainees in three key areas: Unit 1—Setting Goals, Unit 2—Analyzing Problems, and Unit 3—Deriving Objectives.

Each unit provides four to six modules, with total unit training time averaging 15 hours each. The units can be used independently or concurrently, depending on the district's training needs. In addition, training can take place in a short-term workshop or in one-on-one sessions over a period of time.

The materials are in print form with units ranging in length from 155 pages to 259 pages. They are available from FWL at a cost of \$8.95 per single unit or \$24.95 for a set of the three units. The Coordinator's Handbook, which contains the directions for coordinating all three units, is priced at \$4.50 per copy. The DIP materials have not yet been used in simulated or real training situations.

Evaluation Method

A variety of data sources and evaluation procedures, as listed below, will be used in this study to evaluate the DIP using a decision-making model.

Program Efficiency Evaluation

The DIP training program will be measured using both quantitative and qualitative means. Three participating districts will train administrators in collaborative sessions of all three units. The training will consist of 7-15 participants. In addition, three graduate students will each participate in a randomly assigned self-contained unit. The training will be conducted over a six-week period. A pre and post course survey will assess participant knowledge in the targeted subject areas. Personal interviews and survey instruments will be

used to collect data about participants' perceived value of course materials before and after each unit. Direct observation will take place throughout the course for the group and individuals.

Market Evaluation

The DIP program will be analyzed as a whole, as a unit, and module by module in comparison with existing proven curriculum in training administrative personnel and educational leadership students. A cost/benefit analysis will be performed to determine the cost of producing the instructional materials is lower than the anticipated income based on set prices. Further analysis will be to see if the DIP program pricing is competitive with existing programs using online surveys of regional public school districts.

Task Schedule

The task schedule for the proposed project is shown on page 4. The schedule assumes a project start date of January 15, 2013 and shows a completion date of August 15, 2013.

Bidder Qualifications

InSight Solutions has specialized educational research, evaluation, and consulting since 2001. We have established ourselves as one of the premier educational program evaluators in the Northwest, and take pride in our past successes, including Idaho's Classroom of Accomplished Teachers (2001) and BrainQuest (2012).

Project Personnel

Stefanie Brimacomb will direct the DIP evaluation and will be the primary contact for this project evaluation. Mrs. Brimacomb has fifteen years' experience in public education and twenty years' in retail marketing and banking and finance. She holds a BBA (Boise State University, 2000) and M.Ed. (Idaho State University, 2001). Her combination of business and education provide unique insights to our clients' needs. Mrs. Brimacomb specializes in data analysis and consulting.

Monica Frank joined our staff in 2006. Ms. Frank is multi-lingual (Spanish, French, Japanese, Mandarin, Russian) and brings expertise in program planning, data collection, and developing survey instruments as well as providing translation services when needed. Ms. Frank will design and administer the survey instruments used in this project.

Casandra Smith has been with InSight Solutions since 2009. Ms. Smith has five years' experience in public school administration and curriculum development and will supervise the data collection for this project.

Support Staff provide additional resources as needed. Graduate students and administrative assistants are assigned to routine data collection tasks to offset total cost of evaluation services.

TASK SCHEDULE

EVALUATION OF *Determining Instructional Purposes*

TASK	AGENCY RESPONSIBLE	DEADLINE DATE (2013)
1. Meet with FWL staff to discuss Insight proposal and make modifications as necessary	InSight/FWL	January 25
2. Submit data-collection plan for survey, interview questions, and course assessments to FWL	InSight	February 1
3. Select three volunteer school districts and three volunteer graduate students for trials	FWL	February 15
4. Meet with FWL to discuss feedback of, and make revisions to, draft data collection instruments	InSight/FWL	
5. Submit revised data-collection plan and instrument	InSight	March 15
6. Begin Data collection Trials – observation, interviews, online assessment	InSight	April 1
7. End Trials	InSight	May 15
8. Collect survey data and perform final interviews.	InSight	June 1
9. Compare pricing with like programs	InSight	June 15
10. Deploy online purchasing survey	InSight	July 1
11. Summarize marketing and program efficiency data	InSight	August 1
12. Write final report and submit to FWL.	InSight	August 15

Budget

The proposed budget for the evaluation of Determining Instructional Purposes is \$46, 800. A breakdown of the proposed budget and the payment schedule are shown below:

PROPOSED BUDGET AND PAYMENT SCHEDULE

BUDGET	
Personnel	\$39,200
Project Director 60 days @ \$300 = \$18,000	
Project Assistants (\$150/day each) 60 days @ \$300 = 18,000	
Support Staff (hourly) \$3,200	
Operations	\$ 7,600
(Travel, printing, office supplies, mail, phone, etc.)	
Total Budget	\$46,800
Requested Payment Schedule	
Payment Date	Amount
1. Upon completion of Step 5 in task schedule	\$15,000
2. Upon completion of Step 7.	\$15,000
3. Upon completion of project (Step 12).	\$16,800
Total	\$46,800