

Group H Skillset 7: Formative and Summative Evaluation

Part 1: Formative Evaluation

A formative evaluation will be conducted after the site has been released, and the website will be evaluated based on its overall effectiveness as a resource for the target audience. The data collected will be used to make necessary changes to the website.

Key Questions:

1. Is it obvious which links are directed to students vs. those links that are directed to the teacher?
2. For links geared toward students, are the amount of and/or level of reading appropriate for all students?
3. Is the information in the site easy to use and logically sequenced?
4. Will the font choices and color scheme appeal to the high school age group?
5. Are the link headings representative of the content the user is being directed to?
6. Do all links work and/or are you directed to the correct page?

Approaches to gain information:

Approach 1: Online Survey

An email will be sent to high school special education teachers and other school learning specialists explaining the purpose of the survey and asking teachers to evaluate the website. A link to the website will be included in the email. After teachers have had an opportunity to evaluate the site, they will complete the online survey (such as Google Docs or SurveyMonkey). The survey will include the above formative evaluation questions.

Approach 2: Usability Questionnaire

An e-mail will be sent to instructional designers giving them information about the target audience of the website and specific directions for exercises to complete on the website. At the end of the e-mail will be a link to an online questionnaire about the usability of the website, the design structure of the website, and areas that could be improved upon.

Part 2: Summative Evaluation

A summative evaluation will be conducted after the website has been released and teachers have had an opportunity to utilize the site and the software. It will evaluate whether or not the website is an effective learning resource for the target audience. The data collected will be used to analyze the effectiveness of the website, and it will be key in making changes to the website.

Key Questions:

1. Did teachers utilize the tools on the website to help students learn the software?
2. Did teachers find the information on the website informative enough to help students or did they feel the need to purchase the manual?
3. Were students encouraged to visit the website to learn about each tool strategy tool?
4. What would you like to see added to the website to assist with student learning?
5. What did you see as the long term benefits of the website?
6. Did parents and educators find the website easy to use?
7. Did you find the tools on the website sufficient?
8. Was the learning from the website worth the cost?
9. What else would you like to see on the website?

Approaches to gain information:

Approach 1: User Questionnaire

Educators and parents will each receive an e-mail asking them to go online and complete a survey about the listed key questions. A link to the website will be included in the email. After teachers have had an opportunity to evaluate the site, they will complete the online survey (such as Google Docs or SurveyMonkey). The survey will include the above summative evaluation questions.

Approach 2: Focus Group

In order to incorporate the users of the website, students, a focus group of students and educators who participated in the online survey will be conducted. This group will be given a set of questions to discuss informally and the conversations will be documented by a representative of *Strategy Coach*. The responses will be used to determine what exactly the target audience learned from the website and what suggestions can be given by members of the target audience for future website revisions.