
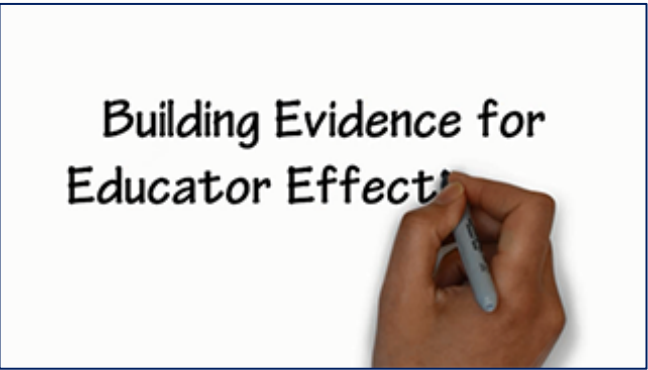
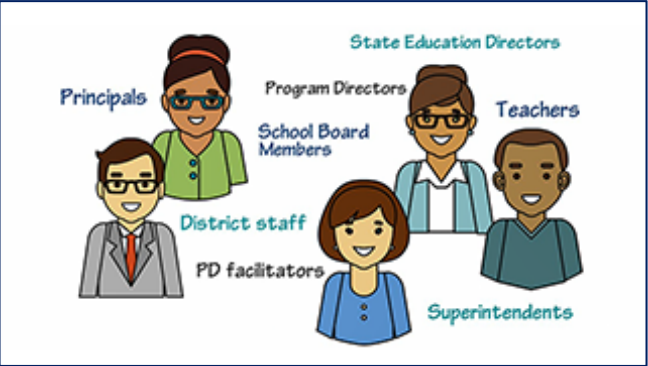


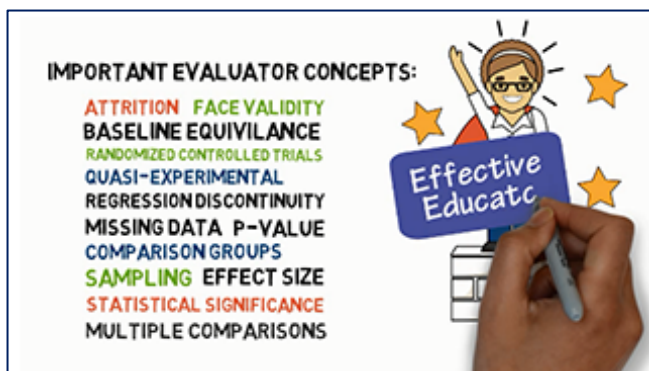


Video Script: Evaluation for Educators

STORYBOARD IMAGE	NARRATION
1.  5-MINUTE EVALUATION RESOURCE SERIES	Welcome to the 5 minute evaluation resource series.
2.  Building Evidence for Educator Effectiveness	This series focuses on building evidence for educator effectiveness.
3. 	If you are a person passionate about programs or policy, but haven't had much training in evaluation, then this series is for you!

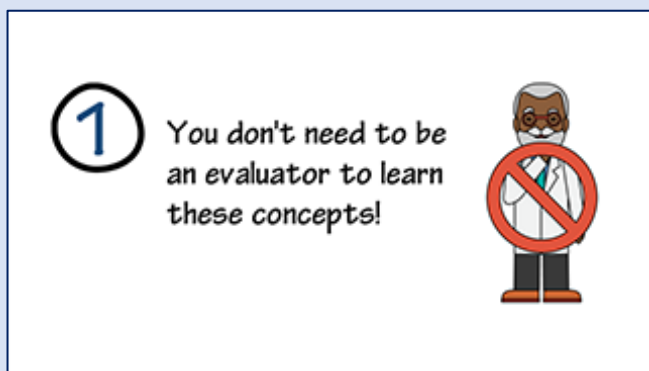


4.



It introduces you to important evaluation concepts to help you build evidence on programs that support educator effectiveness.

5.



A few things to let you know right up front:

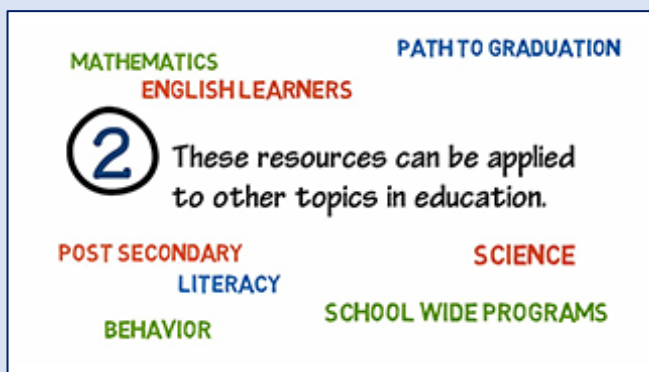
1. You don't need to be an evaluator to learn these concepts.

6.



Instead, these resources should help you engage in informed and enthusiastic conversations with your evaluator.

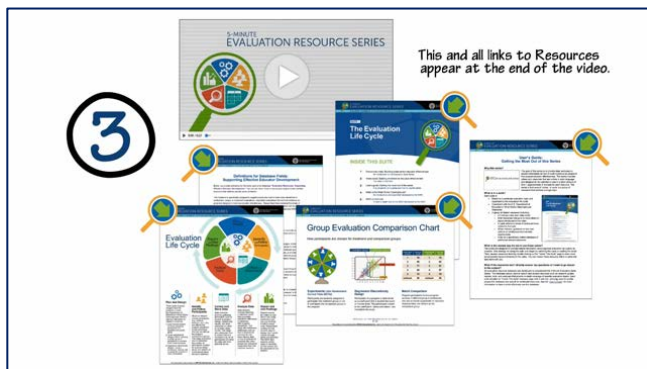
7.



2. Although we focus on robust evaluations that support educator effectiveness, these resources can be applied to other topics in education as well.



8.



3. This video is not a stand-alone resource; it is part of a suite of resources such as brief memos and graphics that go deeper into a concept.

This icon indicates when a resource is available.

9.



4. We are not trying to re-invent the wheel. When another resource exists that describes a concept in plain language, we point you to that resource.

10.



And 5. All of these new resources were designed to be read or viewed in 5 minutes or less.

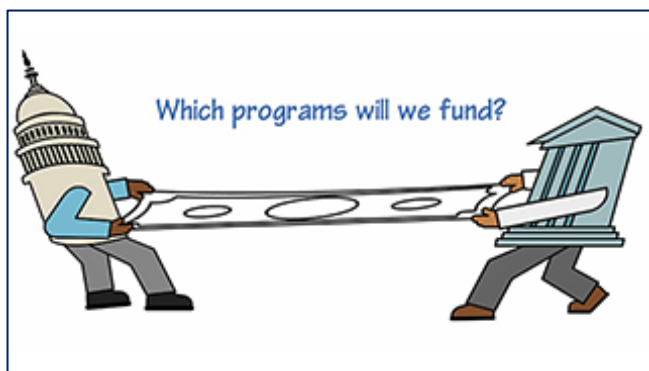
11.



So why are we creating these suites of resources?

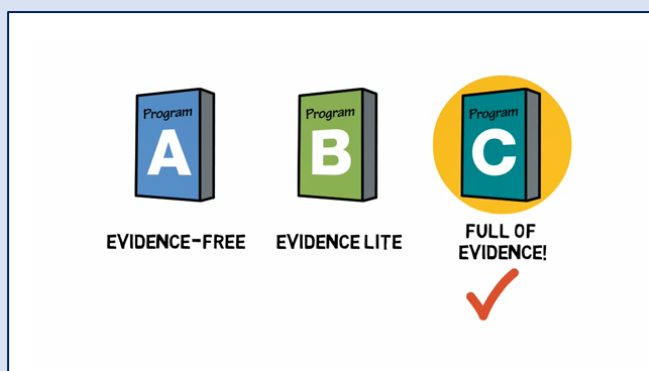


12.



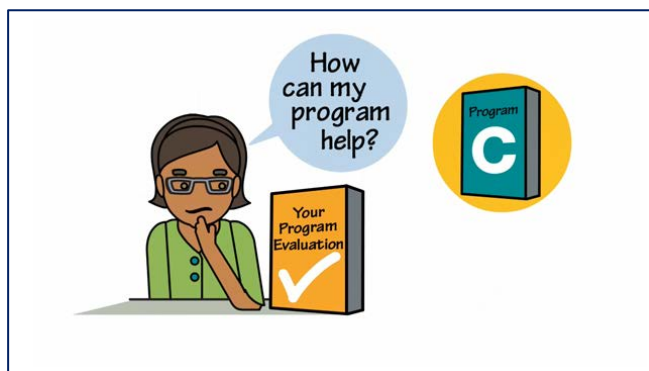
As you know, as state and federal budgets get tighter, agencies must make difficult decisions about what programs they fund.

13.



They want to know that evidence exists that provides them confidence that your program will work.

14.



So, many funders not only require examples of evidence that support your program,

15.



but they also require that your program add to that evidence base through a rigorous evaluation.



16.



This series will help you learn what is needed to plan a rigorous evaluation that will meet standards set by the What Works Clearinghouse, often referred to as WWC.

17.



The WWC is the U.S. Department of Education's trusted source for scientific evidence in education. They've got two great introductory briefs included in this suite and a great website, so be sure to check these out.

18.



Basically, the WWC determines how well a study is designed and implemented. If a study is up to WWC standards, its results can be trusted as evidence for future projects.

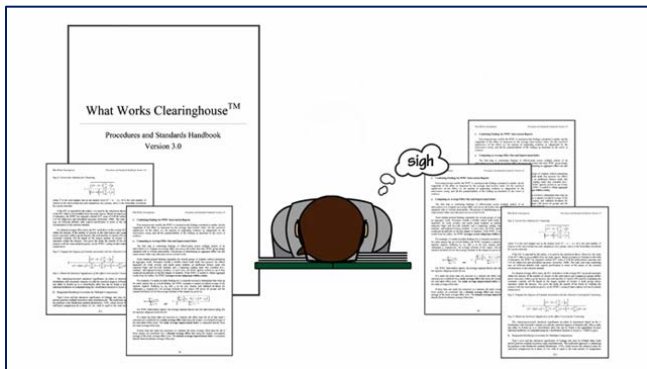
19.



WWC does not instruct evaluators how to conduct evaluations. Instead, they provide guidance on how to determine if, and to what extent, an evaluation meets standards.



20.



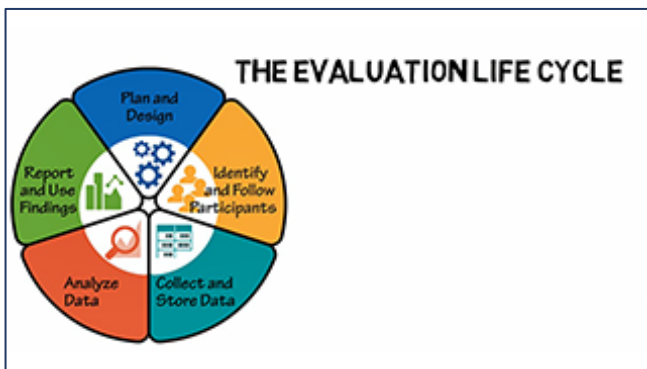
If you're not an evaluator, though, it can be a little difficult to understand.

21.



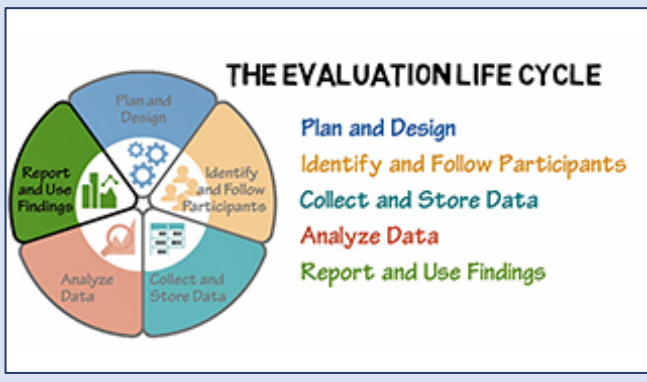
Our resources will help explain some of the more difficult concepts discussed in the WWC guide. In addition, we provide information not directly addressed by WWC, but will contribute to helping you build a strong evaluation.

22.



The series' suites are organized by topics within 5 distinct but related stages of an evaluation. We call these stages the evaluation life cycle.

23.

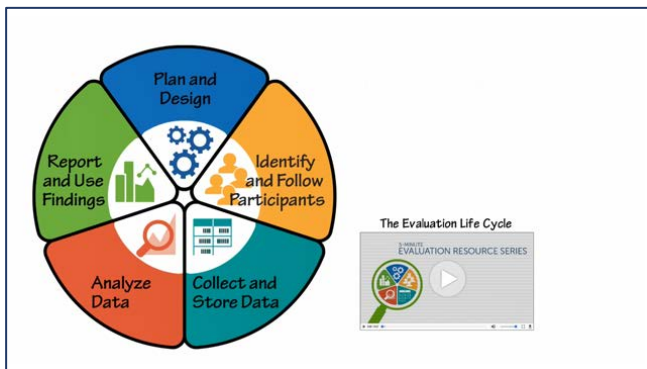


The five stages include:

- plan and design,
- identify and follow participants,
- collect and store data
- analyze data, and
- report and use findings.

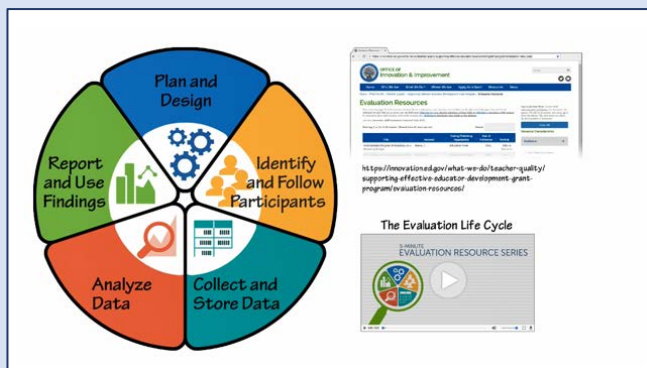


24.



For an overview of each evaluation stage, be sure to watch the next video, “The evaluation life cycle.”

25.



And if you want to learn more, we’ve designed an evaluation resource database just for you. You can search for and find evaluation resources by concepts and challenges in each stage of the evaluation life cycle. More details are in our database resource guide.

26.



The great thing is that once you’ve had a chance to review these easy-to-understand videos and other resources, you will be able to have informed discussions with your evaluator.

27.



You know your program better than anyone else, so by being able to communicate with your evaluator, your hard work and resources will have the greatest chance of producing evidence for future programs that promote effective educators.



28.



Thanks for watching!
To review any of the resources
mentioned, click on the links below
this video.