# SHEEO  STATE HIGHER EDUCATION EXECUTIVE OFFICERS

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## Win-Win Formative Evaluation Plan

Project "Win-Win" seeks to bring to scale the lessons and momentum from a pilot project that identified students:

a) whose records justified the award of an associate's degree, but who had not earned any degree and had not been enrolled for at least one year, and then to ensure that this earned degree is awarded as appropriate; and those

b) whose records were academically short of qualifying for an associate's degree by no more than nine credits, find them, and get them re-enrolled to complete the degree in a timely manner.

SHEEO will provide a formative evaluation intended to contribute to the success and broad application of these project goals, as outlined below. SHEEO will also work with IHEP, Lumina Foundation, and project states/institutions to contribute to the final report on the project and as the external, third-party evaluator in preparing the summative evaluation report, to be outlined in detail at a later date.

In these roles, SHEEO will focus on the potential of this project for improving graduation rates for the identified students, the contributions of such efforts in meeting state education attainment goals and workforce needs, and identifying state policy areas and levers that advance or inhibit these objectives.

SHEEO's Formative Evaluation Plan includes the following components:

1) Participating in project meetings as participant observers, including all national convenings and selected state-level meetings. In these settings SHEEO will observe the progress of the multiple state and institutional participants, interview and interact with the state participants, and observe as they interact with other parties in their states. As of September 2011, SHEEO has attended the national launch meeting in Washington D.C., and state meetings in New York, Wisconsin, Missouri, and Florida.

2) Analyzing institutional and state policies to identify barriers and points of leverage for increasing degree completion. SHEEO will also take into account the policy scans and findings from other projects that focus on addressing adult degree completion, such as the multi-state Non- Traditional No More (NTNM) project led by WICHE as sources for other policy-related findings.

3) Compiling a policy scan of the Win-Win states across the broad policy areas of finance/financial aid, academic policy, student services, data/technology, and communications/marketing in order to identify policies that states have in place that are relevant to the goals of Win-Win. For example, in the finance/financial aid policy areas, the existence of financial hold policies is important to note because they can be barriers to degree completion.

4) Conducting selected interviews with institutional and system office Win-Win participants during site visits to each of the Win-Win states or at national conferences and meetings. The objective of the interviews is to get feedback from the Win-Win participants to guide the future development of the project. The initial set of questions for the interviews follows:

- In general, how has the Win-Win project been going in your state? Has your involvement been a good investment of time?  What outcomes have you identified ?
- What has been the most positive aspect of the Win-Win project?
- What has been the most challenging aspect of the Win-Win project?
- Has the Win-Win work been useful for informing institutional and/or state policy and practice in your state? If so, in what ways?
- Have you identified policies that make degree completion more difficult?  At the institutional level?  At the state level?
- Have you identified policies or strategies that promote degree completion? At the institutional level?  At the state level?
- What policy and or practice recommendations would you suggest to promote degree completion in your state?
- Do you think the Win-Win project has applicability to other postsecondary sectors and in other states?  With what changes?
- Has it or would it be useful to discuss the Win-Win outcomes with colleagues in other states?

5) Conducting follow up telephone interviews with staff at state system offices. These telephone interviews will dig deeper into what we hear during state meetings, site visits, and in prior interviews with Win-Win participants.  Telephone interviews will be arranged during appropriate points throughout the project.

6) Prepare and provide a formative evaluation report to the WIN-WIN project managers, the Lumina Foundation, and others as appropriate.