



GRADUATE CERTIFICATE | PROGRAM EVALUATION MEASURE + MAXIMIZE YOUR IMPACT

EWU's Program Evaluation Graduate Certificate offers students the ability to gain a competitive edge and improve their marketability in this high-demand area.

Competency in program evaluation has become an essential skill and need within both the private and public sectors, especially for those in educational, health and human services settings. With limited resources, funders are increasingly viewing their financial support as "investments." They are requiring evidence that the organizations whose programs and policies they are funding are wise stewards of resources, are delivering on their goals and are maximizing the returns on investments. Organizations must be able to not just measure impact, but to maximize their program impact as well. In this competitive funding landscape, program evaluations are now a required component for securing grants.

KEEP WORKING WHILE YOU STUDY

Students who earn a Graduate Certificate in Program Evaluation at EWU will:

1. Demonstrate a foundational knowledge of evaluation-specific concepts, methods, research and theories
2. Demonstrate a foundational competency in quantitative data analysis
3. Apply evaluation knowledge in practice, creating and implementing an evaluation plan
4. Link program evaluation methods and analyses to foundations in implementation science
5. Apply a culturally responsive approach in formulating research questions, methods, and analyses

Courses for this 9-month certificate program are offered entirely online with both asynchronous lectures and synchronous weekly discussions in the evenings.

Organizational Affiliations of Recent Graduates:

- Mujeres in Action
- Spokane Immigrants' Rights Coalition (SIRC)
- Girl Scouts of Eastern Washington and Northern Idaho
- Joya Child & Family Development
- Boys and Girls Club of Moses Lake
- AmeriCorps VISTA Program

Program Evaluation Projects:

- Go Getters Program Evaluation for Youth Outreach
- JOYA Family Engagement
- Mente y Corazon Advocacy Program Evaluation
- Homeless Outreach in the City of Spokane
- Consistent Data Collection Design Project

ewu.edu/cpp/program-evaluation



BENEFITS YOU AND YOUR ORGANIZATION

At the individual level, this Graduate Certificate in Program Evaluation offers a professional and work-force development opportunity that will level-up students' knowledge and skills in a high-demand area, as well as improve their marketability and career trajectories.

This program also builds the capacities and capabilities of non-profit organizations, governmental agencies and entities that intersect with the grant-writing, grant-making and grant-funding processes, empowering them with the ability to propose, plan, conduct and commission program evaluations to develop effective programs, to inform program improvements and to demonstrate the impacts and return on investments of grant dollars.

Finally, this graduate certificate program will develop a pool of trained program evaluators that will be available in the local community to consult on program evaluation matters, thereby further increasing the program development and evaluation capabilities of organizations in the broader community.

Who Should Apply?

- **Agency directors and administrators**
- **Social and community service managers**
- **Foundation program officers**
- **Community organizers and advocates**
- **K-12 administrators**
- **Public health administrators**
- **Anyone tasked with developing, funding, selecting, or assessing programs**

“. . . the course content is practical, the professors have a wealth of experience in this area, and you are learning alongside others who are interested in the same things. I have learned a ton in a short amount of time and feel prepared to apply what I have learned in the real world. It is an investment of your time and energy, but worth that investment.”

- Leah Wilborn Neese, Program Evaluation Graduate

CURRICULUM & REQUIREMENT

Program Evaluation, Graduate Certificate

Required Courses

EVAL 501	FOUNDATIONS OF PROGRAM EVALUATION I	4
EVAL 502	FOUNDATION STATISTICS FOR PROGRAM EVALUATION	4
EVAL 503	FOUNDATIONS OF PROGRAM EVALUATION II	4
EVAL 504	STATISTICAL METHODS FOR PROGRAM EVALUATION II - MULTIVARIATE ANALYSES	4
EVAL 505	A REAL WORLD PROGRAM EVALUATION	4

Total Credits 20