

# The Alliance for Science Evaluation Network

for

## Science Career Ladders and Science Education and Research Programs

*Evaluating Programs for Youth, Visitors, Participants, Staff, Communities and Research*

in

**Science Centers, Zoos, Aquariums, Museums, Schools, Out-of-School Programs and  
Science Research Projects and Programs**

This site and database provide programs with the support they need:

- To develop professional evaluation tools (such as surveys and observation checklists);
- To securely collect, store and access data online from anywhere with Internet access;
- To easily and quickly produce data reports and graphics that provide summaries of trends for individuals and groups of individuals (while keeping individual and organizational data confidential and protected from unauthorized access); and
- To export data into suitable formats for more robust analysis.

The flexible, easy-to-use system (designed by program evaluators and database managers) enables programs to maintain the data feedback process they need for ongoing improvement and for easily informing stakeholders of their achievements.

Programs that will find it useful include:

- ◆ Science Career Ladders (and other teen programs in informal science instruction such as those found in science centers, zoos, aquariums and natural history museums)
- ◆ Out-of-school science programs
- ◆ Informal adult education programs
- ◆ Classroom-based science programs (e.g., those testing new instructional methods)
- ◆ Science, technology, engineering or math outreach and education programs for research projects
- ◆ Audience assessment managers
- ◆ Program evaluators who want to simplify their data collection, access and reporting tasks

**By pooling our resources and expertise, we are all making advances in the evaluation of programs with similar goals and intended results. Our alliance is helping science-oriented programs measure and increase their individual and collective success.**

Developed by

**Geo Education & Research and Lightstone Data**

Contacts

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Developed in Collaboration with

**Pacific Science Center ~ New York Hall of Science  
COSI ~ Discovery Science Place ~ Thinktank ~ Yale Peabody Museum  
SoundView Evaluation & Research ~ Prince William Sound Science Center**

## Key features and Benefits of the System

- **User-friendly**, custom designed interface
- Capability to learn and **use the system within an hour**
- Ability to **import existing data** without entering
- Ability to **export data** in common formats for more thorough data analysis
- **Low-cost**, annual fee that includes self-designed forms, data entry, storage and reports
- Have any number of authorized users with **no per-person user fees**
- **Secure data storage** with **varied levels of password-protected access** (that limits what users can see or do by level of need or responsibility (e.g., only for data entry by participants who see nothing else; only to generate reports; for tool design or administration))
- **Data entry access from anywhere** with internet access (e.g., for your field trips to Kathmandu)
- **Customizable** data input and reporting to meet individual program needs
- Collect open-ended, **qualitative data as well as quantitative data**
- Ability to **customize response categories** or **create survey questions yourself**
- **A growing bank of evaluation questions** to choose from
- **Online user manual**
- Fee-based, **affordable technical assistance** with all aspects of **evaluation design** (e.g., logic models, outcome or theory of change maps, evaluation plans, evaluation implementation plans); **data collection** (e.g., paper and online tool design); **reports** on data by case or user-defined groupings (e.g., date, cohort, gender, race, geography)
- **Customizable training and technical support**
- **Access to a growing network of evaluators** to assist you locally
- Ability to analyze data from **pre-post data collection formats**
- **State-of-the-art reports** using SQL Server Reporting Service (e.g., tables, pie charts, bar charts, pre-post comparisons, trend reports)
- Reports are **downloaded in about 30 seconds in various formats** (including PDF) for printing, pasting into documents or posting on websites
- Ability to subscribe to reports and have them automatically emailed to you regularly on your schedule
- Ability to **compare data across programs and institutions**
- **Friendly service** available beyond normal business hours
- **Smells fresh...we could go on**