

PROGRAM EVALUATION CERTIFICATE

Department website (<https://www.uwp.edu/learn/programs/programevaluation.cfm>)

College: College of Social Sciences & Professional Studies

Program evaluation is the process of using social science research methods to study, appraise, and help improve programs in nonprofit organizations, educational systems, governmental departments, and businesses. Program evaluation is an important component of strategic planning working to improve the effectiveness of an organization. Program evaluation can employ both qualitative and quantitative research methods. The ability to conduct a research-based evaluation is valuable preparation for leadership roles in the workplace. Program evaluation includes not only the theory, research, multicultural, and data management skills of the social science disciplines but also verbal communication skills, report writing, teamwork, project management, strategic planning, and leadership.

Community Based Research

Classes in this program give students experiences working on projects for organizations in the community. Hands-on experience helps students to close the gap between theory and practice and strengthen their career development. Students in this certificate program learn how to use their social science knowledge to better understand the role of groups in social change, increasing their effectiveness in social action work. They develop analytical skills and learn methodological tools that are relevant for both the workplace and graduate study.

Requirements for Program Evaluation Certificate

Code	Title	Credits
Required Courses		
SOCA 101	Introduction to Sociology	3
SOCA 295	Social Science Research Methods	3
SOCA 303	Program Evaluation	3
Elective Courses		
Select one of the following:		3
SOCA 300	Topics in Data Collection and Analysis	
SOCA 306	Research in Community Needs	
SOCA 307	Survey Methods	
Another research course approved by the director		
Practicum		
SOCA 406	Advanced Program Evaluation	3
Total Credits		15

University Requirements for Undergraduate Certificates

Course work in a certificate must be completed with a minimum 2.00 GPA. Departments or programs may require a higher GPA.

A minimum of 9 credits in a certificate program must be taken at UW-Parkside. Individual departments and programs may require more than 9 credits to be taken at UW-Parkside.