American Evaluation Association (AEA)

Student Evaluation Case Competition

Call for Case Organizations

Overview

→ Student Evaluation Case Competition

→ Case organization role & responsibilities

→ Walk through the case development process

→ Next steps for applying

What's the AEA Student Evaluation Case Competition?

3rd annual virtual competition in April 2025

In its first two years, the competition has involved:
- 28 university teams
- 120 students
- 42 coaches
- 27 judges

Teams of 3-5 US-based students have 7 hours to submit evaluation plan in response to real-world case

Options for submission formats include:
- 12-pg written report
- 25-slide deck report
- 15-min presentation (voice only)

Evaluation of past competitions has earned positive feedback from:

- Case organizations
- Students
- Coaches
- Judges

Students benefit by:

- Gaining skills & experience in real-world evaluation
- Networking with peers & evaluators
- Learning about a case org & program
- Connecting to AEA

What does the competition entail?

Pre-Competition

Teams receive a brief pre-read on the topic related to the case

Teams work with expert coaches to prepare and explore resources for 1-2 weeks

Competition Day

Teams receive a detailed case document, similar to an RFP

Teams have 7 hours to complete and submit their evaluation plan

Post-Competition

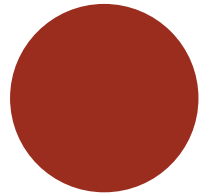Masked judging occurs over the course of about one month after the competition
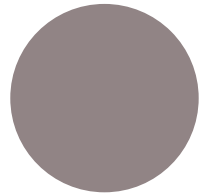
Winning team is announced late summer

See more information and competition rules here:
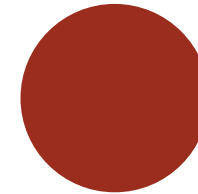https://www.eval.org/Education-Programs/Student-Evaluation-Case-Competition
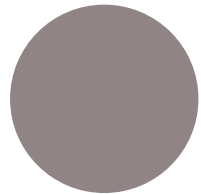
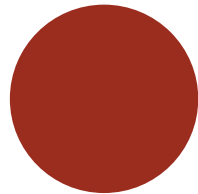# Case Org Role & Responsibilities

Any size org from any sector

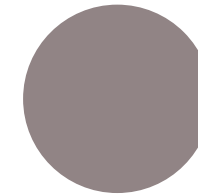Wants to evaluate a program for public good

No evaluation capacity required

Need for program evaluation but lacks planning resources

Can provide documentation to support case development

Primary contact can commit 5 hours per month through June (monthly meetings)

Work with AEA team to develop two case docs

1. **Pre-Read** (introduce general topic only)
   - Theme
   - Task preview
   - Submission requirements
   - Format options
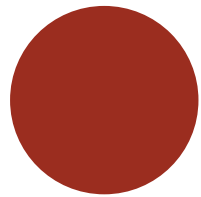   - Judging criteria
   - See last year's:

   https://www.eval.org/Portals/0/AEA%20SCC%20202
   4%20Case%20Pre-Read_1.pdf

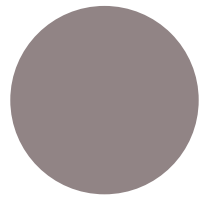2. **Full Case** (like an evaluation RFP)
   - Org overview
   - Program overview
   - Participant characteristics
   - Desired outcomes
   - Current standing
   - Evaluation needs
   - See last year's:

   https://www.eval.org/Portals/0/AEA%20SCC%20202
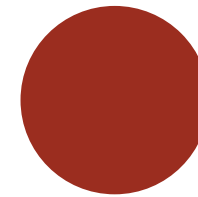   4%20Case.pdf

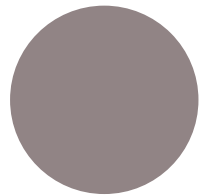# Evaluation plans submitted by teams include:
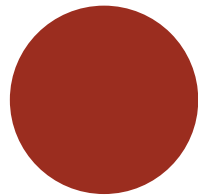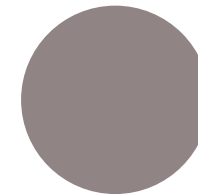
Overview of case org & program

Partner analysis

Logic model diagram & narrative

Evaluation matrix with evaluation questions, data sources, & methods

Anticipated challenges

Special considerations for case organization

See the 2024 Winning Submission here:

https://www.eval.org/Portals/0/Evalu8ors%20Ensemble%202024-04-13-15_36.pdf

Case Organization Judging Process

In late spring 2025:

1. Organize a team of ~3 reps (staff or board members) to judge top 3-5 submissions in late spring

2. Org reps independently rank submissions & provide written feedback in form provided

3. AEA team & org reps meet virtually to share feedback & come to consensus

Benefits to Case Org

- **National recognition** in evaluation & higher ed communities & beyond

- **Support with planning a specific program evaluation** for potential future implementation

- **Gain internal clarity & written documents on evaluation priorities** with expert guidance

- **Network** with experienced & emerging evaluators

- **Invited to present at AEA conference in fall**

Important dates for case org

- **Sept 30, 2024:** Applications close

- **Nov 18, 2024:** Applicants notified

- **Dec 2024:** Onboarding meeting & doc request

- **Jan-Feb 2025:** AEA team drafts case materials

- **March 2025:** Case org reviews materials

- **April 2025:** Case materials finalized/competition

- **May-June:** Case org judges top submissions

- **Fall 2025:** Present at AEA conference (optional)

Application includes:

✔ **Org contact** (name, city, state, zip, website)

✔ **Primary contact** (name, title, email, phone)

✔ **Describe program** (3000 characters max)

✔ **Describe evaluation experiences & needs** (3000 characters max)

✔ Anything else we should know (optional)

✔ **AEA membership & conference attendance**

✔ Questions you have for us (optional)

✔ **Confirm ability to meet responsibilities**
Application Link:
https://forms.gle/ddqEEsGbnfBjsvZv7

Case Org Selection Criteria

- Timeliness of theme
- Fit with competition objectives
- Feasibility of evaluation needs
- Educational value for students
- Possibility of implementing evaluation later
- AEA membership preferred

Questions?

Contact
scc@eval.org

Thank you!