

Carson Scholars Fund Evaluation Report 2016

I. Introduction

II. Evaluation Questions, & Methods

III. Equity in early grade reading

- ✓ *In what ways do the Reading Rooms contribute to positive reading outcomes for K – 3rd grade students?*
- ✓ *How do Reading Rooms address racial and economic inequities in proficient reading by the end of third grade?*

- a. A national perspective - Reading by third grade and issues of equity
- b. Addressing racial and economic inequities (access/resources/trauma)
- c. Reading Room contributions to positive student reading outcomes

IV. Creating a college-going culture

What are the benefits of the Carson Scholar's program for participating schools? To what extent does it contribute to a college-going culture in a school especially in schools located in disinvested neighborhoods?

- a. A national perspective – Disparities in student achievement and college attendance
- b. An overview of Carson Scholar's schools
- c. Benefits for schools
- d. Contributions of CS program on creating college-going culture

V. Carson Scholar alumni achievements

- ✓ *In what ways and to what extent does being a Carson Scholar contribute to alumni school achievement and participation in leadership-related activities?*
- a. Increased access to college resources for scholarships, role model, applic.
- b. Positive Attitudes (education, STEM, giving back)
- c. Academic achievements
- d. Leadership and giving

VI. Summary or Conclusions

Appendix A – Survey Respondent Demographics

TO: Amy Warner
Carson Scholars Fund

FROM: Karin Tice
Formative Evaluation Research Associates (FERA)

DATE: April 25, 2016

SUBJECT: Final Year of Carson Scholars Fund Evaluation (2016)

INTRODUCTION

This document is an addendum to FERA's original memo of understanding with the Carson Scholar's Fund. This memo includes the following four sections 1) purposes and guiding questions; 2) activities, roles and responsibilities, and tentative timeline; 3) deliverables; and 4) budget and schedule of payments.

PURPOSES & GUIDING QUESTIONS

The **purposes** for this year of the evaluation are to document Reading Room-related outcomes and Carson Scholar alumni and Carson Scholar school-related outcomes.

The **guiding questions** are:

- ✓ In what ways and to what extent does being a Carson Scholar contribute to alumni achievement in school and participation in leadership-related activities?
- ✓ What are the benefits of the Carson Scholar's program for participating schools? To what extent does it contribute to a college-going culture in a school, especially in schools located in disinvested neighborhoods?
- ✓ In what ways do the Reading Rooms contribute to positive reading outcomes for K – 3rd grade students?
- ✓ How do Reading Rooms address racial and economic inequities in proficient reading by the end of third grade?

ACTIVITIES

Overview: 2016 is the final year of the Carson Scholars Fund's WKKF grant. FERA will revise and implement three surveys: 1) a Carson Scholar alumni survey; 2) a survey for principals of Carson Scholar Schools; and 3) a survey of Reading Room Coordinators. We will create data summaries for each survey and a report presenting key findings. The next section presents specific activities and a tentative timeline.

Activities, Responsibilities and Tentative Timeline

This section presents activities and a tentative timeline for the evaluation that may need to be adjusted in consultation with Carson Scholars Fund staff.

Table 1 – Activities, Responsibilities, and Tentative Timeline (March – December 2016)

Activity	Who/Resource	March	April	May	June	July - Dec
Review and revise the existing surveys and cover emails for: ✓ Carson Scholar alumni ✓ Carson Scholar School Principals ✓ Reading Room Coordinators	FERA	X	X			
Sign off on all three surveys, cover emails, and the report Table of Contents	CSF		X			
Provide emails for: ✓ Carson Scholar Alumni ✓ Carson Scholar School Principals ✓ Reading Room Coordinators	CSF		X			
Develop online surveys, proof, pilot, make needed revisions	FERA		X			
Implement Online Surveys <i>(includes: initial invitation plus 3-6 follow-up emails as needed)</i> ✓ Carson Scholar alumni ✓ Carson Scholar School Principals ✓ Reading Room Coordinators	FERA		X	X		
Clean and analyze survey data for all three surveys	FERA			X	X	
Develop and proof data summaries	FERA				X	

Activity	Who/Resource	March	April	May	June	July - Dec
✓ Carson Scholar Alumni						
✓ Carson Scholar School Principals						
✓ Reading Room Coordinators						
Develop graphics highlighting key findings	FERA				X	
Develop a draft report	FERA				X	X
Review and sign off on report	CSF					X
Make any needed revisions	FERA					X
Create a cover page and layout and insert photographs to the report	CSF					X
Final review and sign off on report	FERA/CSF					X
Draft final WKKF Narrative Report	FERA/CSF					X

DELIVERABLES

FERA will submit the following deliverables:

- ◆ Three survey data summaries (verbatim comments will be used in the final report but will not be coded in the data summary)
- ◆ A final report presenting key findings
- ◆ Write relevant sections of the final Narrative Report for the W.K. Kellogg Foundation (WKKF). Because this is the final grant year, this Narrative Report will be due March 31st, 2017 - 90 days after completion of the grant on December 31st, 2016.

Overview of Final Report

A report with 3-4 key findings from each survey will be developed. Each of the three sections of the report will begin by placing the Carson Scholar's work as FERA has done in previous reports, within the context of a broader societal issue. For example, societal issues previously detailed in FERA reports that may be highlighted as context include:

1. Reading by third grade and issues of equity;
2. Access to resources to support early grade reading in disinvested schools and neighborhoods; and
3. Racial and economic inequities in high school graduation and participation in post-secondary educational opportunities

Similar to earlier FERA reports, this report will focus on:

1. Student outcomes – changes in attitudes and behaviors
2. Place outcomes – (e.g., resources, and other school-related outcomes)

BUDGET AND SCHEDULE OF PAYMENTS

The budget for this evaluation totals \$29,000 to be detailed on invoices, at the request of the Carson Scholars Fund, as follows: \$24,000 consulting, \$2,000 communication, \$1,000 travel and \$2,000 office. This memo is an amendment to the original contract and replaces any previous memos or verbal agreements.

FERA proposes the following schedule of payments:

\$12,000	Upon approval of this addendum (email confirmation)
\$12,000	Upon submission of the survey data summaries
\$5,000	Upon submission of the draft report

Carson Scholars Principal Survey – April 2016

Introduction: We need your help! The key purpose of this survey is to better understand the impact of the Carson Scholars Fund program at your school. Carson Scholars alumni are also being asked to respond to a confidential on-line survey. Survey findings will be used to document the impact of the Carson Scholars Fund program across the country.

Carson Scholars Fund, with support from the W.K. Kellogg Foundation, has asked Formative Evaluation Research Associates (FERA), an independent evaluation group, to implement this evaluation research. This confidential survey will take about 5 - 10 minutes to complete.

ABOUT CARSON SCHOLARS IN YOUR SCHOOL

1. Has your school had a Carson Student Scholar *within the past three years*?
_____ Yes _____ No

2. How many scholars does your school have *currently*?
_____ One
_____ Two
_____ Three
_____ Four
_____ Five
_____ Six
_____ More than six _____

3. Approximately how many students wrote an essay to be considered to be a Carson Scholar applicant this year (2015/2016)? Please include everyone who drafted an essay even if they were not selected to complete a final application. _____

4. In what ways did your school celebrate Carson Scholars in the 2015-16 school year? (Select all that apply):
_____ Trophy prominently displayed
_____ School wide announcement over the PA system
_____ School wide assembly
_____ Carson Scholar(s) gave a speech
_____ Students viewed the video about Ben Carson's Life
_____ Students read one of Ben Carson's books
_____ School wide activity
_____ Classroom activity
_____ Other Please describe: _____

5. Is the recognition of the Carson Scholar a:
_____ One-time event
_____ Series of events
_____ Other. Please describe: _____

IMPACT ON YOUR SCHOOL

6. How has participating in the Carson Scholar Fund contributed to a college-going culture in your school? (Select all that apply):
- ☐ Provides positive role models
 - ☐ Provides opportunity to celebrate academic achievement
 - ☐ Students want to be selected
 - ☐ Carson Scholar signage serves as a reminder of high academic aspirations
 - ☐ Inspires students to want to succeed academically
 - ☐ Makes academic success "cool"
 - ☐ Increases the expectation that all students can prepare for the opportunity to attend and be successful in post-secondary education
 - ☐ Helps reinforce the message of high expectations for a student's future
 - ☐ Supports parent/guardian high expectations for a student's future
 - ☐ Faculty/staff see participation as evidence of administrative support for student academic achievement
 - ☐ Students begin to learn about options for their futures
 - ☐ Other Please describe: _____
7. How does having a Carson Scholar contribute to the positive reputation of your school (Select all that apply):
- ☐ Recruitment of prospective students
 - ☐ Recruitment of faculty/staff
 - ☐ District recognition
 - ☐ School reputation in the community
 - ☐ Other (please describe) _____
8. Does your school compete for students in any way (school of choice district or magnet school)? ☐ Yes ☐ No
9. Are there any other benefits from having a Carson Scholar(s) in your school?
10. Please tell us about one or more Carson Scholars you have had in your school. How, if at all, has being a Carson Scholar benefited them?

ABOUT YOUR SCHOOL

11. Does your school serve (Select only one):
- ☐ Elementary students
 - ☐ Pre-K – 8 or K-8 students
 - ☐ Middle school students
 - ☐ High school students
 - ☐ Other (Describe) _____
12. How many students are served by your school?
- ☐ Less than 100
 - ☐ 100+ - 200
 - ☐ 200+ - 300
 - ☐ 300+ - 500
 - ☐ 500+ - 1,000
 - ☐ 1,000+ - 2,000
 - ☐ Over 2,000
 - ☐ Not sure/Don't Know
13. What percent of students in your school receive free and reduced school lunches?
- ☐ 75+ – 100%
 - ☐ 50+ – 75%
 - ☐ 25+ – 50%
 - ☐ 10 - 25%
 - ☐ Less than 10%
 - ☐ Not Sure/ Don't Know
14. Is your school:
- ☐ Public
 - ☐ Private
 - ☐ Charter school – public
 - ☐ Charter school - private
15. Please share any additional comments here.

Thank you for your time!

Katie – I think you should send this first email out directly from your office. We will follow-up with an invitation and link from Survey Monkey. We will need to coordinate carefully when the emails are sent.

From: "Katie Damaroda" <Katie@carsonscholars.org>

Subject line: Dr. Ben Carson Needs Your Help!

Dear Principals and Administrators,

Dr. Carson would like to personally invite and encourage you to respond to a short, confidential survey about the Carson Scholars Program in your school. Your response is important to help us document and expand the Program's impact. Please respond to this survey by **XXXX**. Dr. Carson is hoping to hear from everyone, because every school with a Carson Scholar is important.

Formative Evaluation Research Associates (FERA), an independent evaluation group, is conducting this confidential survey on behalf of the Carson Scholars Fund. **You will be receiving an email from Karin Tice at FERA ktice@feraonline.com within the next day. Please watch for this email as it will contain the link to the survey.**

Thank you in advance for your time!

Katie

Katie Damaroda
Scholarship Director
Carson Scholars Fund
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(f) 410.828.1007
www.carsonscholars.org

Invitation from FERA via Survey Monkey

From: Karin Tice ktice@feraonline.com

Subject line: Carson Scholars Fund Needs Your Help!

Dear Principals and Administrators,

Please help us document the impact of having a Carson Scholar on schools by responding to a short confidential survey. If there is someone else in your school who knows more about Carson Scholars please ask them to respond. **We would like to hear from your school by XXXX.**

Formative Evaluation Research Associates (FERA), an independent evaluation group, is conducting this confidential survey on behalf of the Carson Scholars Fund. FERA will share a data summary with the Carson Scholar Fund. **Please take about 10 minutes to fill out the survey, or ask the person in your school who best can respond to complete this survey.**

Here is a link to the survey:

[WE WILL INSERT]

This link is uniquely tied to this survey and your email address. Please do not forward this message.

If you have any challenges with the survey, please contact Judith Skiff at FERA judithskiff@att.net or 734-994-9060.

Thank you in advance for your time!

Karin

Karin Tice, Ph.D.
President
FERA
(734) 994-9060

Required OPT out text will be inserted here

Reminder #1

From: ktice@feraonline.com

Subject line: Carson Scholar Survey Reminder

Dear Principals & Administrators,

If you have not yet completed the survey, please take 10 minutes to fill it out, or ask the person in your school who best can respond to complete this survey. We would like to have all responses by ~~XXXX~~ *if possible*. If you need more time, please let us know.

FERA, an independent evaluation group is conducting this survey on behalf of the Carson Scholars Fund. This survey is completely confidential.

Here is a link to the survey:

[WE WILL INSERT]

This link is uniquely tied to this survey and your email address. Please do not forward this message.

If you have any challenges with the survey, please contact Judith Skiff at FERA judithskiff@att.net or [734-994-9060](tel:734-994-9060).

Thank you in advance for your time! We appreciate your candid feedback.

Karin Tice, Ph.D.
President
Formative Evaluation Research Associates (FERA)

Required OPT out text will be inserted here

Reminder #2

From: ktice@feraonline.com

Subject line: Carson Scholar Survey Reminder

Dear Principals & Administrators,

If you have not yet completed the survey, please take 10 minutes to fill it out, or ask the person in your school who best can respond to complete this survey. We would like to have all responses by ~~XXXX~~ *if possible*. If you need more time, please let us know.

FERA, an independent evaluation group is conducting this survey on behalf of the Carson Scholars Fund. This survey is completely confidential.

Here is a link to the survey:

[WE WILL INSERT]

This link is uniquely tied to this survey and your email address. Please do not forward this message.

If you have any challenges with the survey, please contact Judith Skiff at FERA judithskiff@att.net or [734-994-9060](tel:734-994-9060).

Thank you in advance for your time! We appreciate your candid feedback.

Karin Tice, Ph.D.
President
Formative Evaluation Research Associates (FERA)

Opt out text

Reminder #3

From: ktice@feraonline.com

Subject line: Carson Scholar Survey Final Reminder

Dear Principals & Administrators,

If you have not yet completed the survey, please take 10 minutes to fill it out, or ask the person in your school who best can respond to complete this survey. We would like to have all responses by ~~XXXXX~~ *if possible*. If you need more time, please let us know.

FERA, an independent evaluation group is conducting this survey on behalf of the Carson Scholars Fund. This survey is completely confidential.

Here is a link to the survey:

[WE WILL INSERT]

This link is uniquely tied to this survey and your email address. Please do not forward this message.

If you have any challenges with the survey, please contact Judith Skiff at FERA judithskiff@att.net or [734-994-9060](tel:734-994-9060).

Thank you in advance for your time! We appreciate your candid feedback.

Karin Tice, Ph.D.

President

Formative Evaluation Research Associates (FERA)

~~Opt out text~~