ONLINE MS IN MEASUREMENT & EVALUATION

AMERICAN UNIVERSITY
WASHINGTON, D.C.
Gain the skills to systematically collect, analyze and use data to evaluate the effectiveness and efficiency of projects with American University’s online Master of Science in Measurement & Evaluation. In this program, you’ll become ready to meet the critical need organizations of all kinds have to establish evaluation, monitoring and reporting systems to demonstrate the impacts of programs, projects and policies. Led by industry experts, this fully online degree will give you the current, practical knowledge of evaluation you need to make a difference in your organization and to advance your career.
STAND OUT WITH DISTINCTIVE EVALUATION SKILLS

American University’s online Master of Science in Measurement & Evaluation provides you with the real-world skills to become a master evaluator of organizational programs, projects and policies. The faculty of practicing evaluation professionals will teach you a systematic method for collecting, analyzing and using data to determine project effectiveness and efficiency. You will learn to:

- Comprehend and create a Logical Framework (Logframe or Results Framework) for improving the planning, implementation, management, monitoring, and evaluation of projects.
- Assess monitoring plans, performance evaluation designs, impact evaluation designs, economic evaluation designs, and/or Evaluation Statements of Work (SOW).
- Comprehend a needs assessment.
- Design an evaluation that meets the identified needs.
- Examine and demonstrate the use of qualitative and/or quantitative tools used to collect data for formative and summative evaluations.
- Assess emerging trends in the global workplace and the impacts of ever-changing technologies.
- Value the importance of ethical, intercultural, and agency/client/stakeholder relationships.
- Establish professional consulting relationships with all project stakeholders by demonstrating leadership skills and using appropriate correspondence channels.
- Appreciate the role of governance, both of self and others, in data and project evaluation.

FUNDING

Students may qualify for federal financial aid. To be considered for federal loans and federal work-study, submit the free application for Federal Student Aid (FAFSA) at fafsa.ed.gov.
WHY CHOOSE AMERICAN UNIVERSITY’S MASTER OF SCIENCE IN MEASUREMENT & EVALUATION?

- Complete your degree in as little as 24 months.
- 92.5 percent of American University graduate degree holders find jobs or go on to further studies.
- Developed by practitioners with more than 20 years of industry experience.
- An advisory council comprised of leading practitioners in planning and evaluation has provided input on competencies, standards and industry trends to ensure the curriculum is current and relevant.
- Distinctly different from a graduate degree in project management in its focus on assessing project efforts or private sector rather than managing projects themselves.
- Serves as a bridge across different sectors and industries and provides numerous experiential learning options.

FOCUS ON PRACTICAL PROJECT EVALUATION SKILLS

The online MS in Measurement & Evaluation is experiential, project-oriented and developed by industry professionals to give you current, relevant skills. The program consists of 12 courses (36 credits), each eight weeks long, concluding with a capstone course that allows you to showcase your measurement and evaluation skills in a final project. Your practical, project-oriented study will provide valuable experience in the careful planning, preparation, research, analysis and writing required for high-level evaluation.
COURSES

PME 600: Principles & Theories of Evaluation
This course introduces the terminology, critical issues and current debates in the field of evaluation, independent of specific disciplines. It also covers the design of monitoring and evaluation plans and of Logical Frameworks.

PME 610: Evaluation Approaches & Designs
This course reviews monitoring and evaluation approaches, emphasizing different performance evaluation designs that include snapshot, simples, cross-sectional, before and after, time series, case study and developmental design.

SPEX 600: Emerging Technology Trends
This course explores the current and potential impacts of new, emerging and rapidly evolving technologies on organizations and their operations across a range of industries and sectors. Topics include project design, data collection and data storage, as well as legal and privacy issues.

SPEX 620: Professional Ethics & Project Leadership
Explore professional ethics and leadership to maximize organizational and personal success across a wide range of disciplines and fields. Learn about ethical issues involved in working with clients and donors, professional correspondence, and managing monitoring and evaluation functions.

SPEX 630: Client Communications & Professional Consulting
This course provides the skills needed to collaborate with global partners and widespread teams and to effectively communicate with clients, internal and external customers, and members of the project team.

SPEX 640: Evaluation: Qualitative Methods
Learn qualitative research skills for project planning, monitoring and evaluation activities. Analyze the strengths and weaknesses of qualitative data, investigating the circumstances under which planners and evaluators use qualitative methods.

SPEX 650: Evaluation: Quantitative Methods
This course explores quantitative methods in project planning, monitoring and evaluations. Design quantitative evaluations, apply statistical measures to test hypotheses, explore the use of statistical software, and produce descriptive and analytical reports.

PME 620: Emerging Trends in Evaluation Sciences
Learn how to design proposals, monitoring and evaluation plans, and budgets. Discuss how to engage stakeholders in these processes, and become familiar with donor processes and practices relevant to project design and proposal development.

SPEX 660: Evaluation Sciences
This course explores quantitative and qualitative tools and methods for evaluating, presenting and communicating data (big and small). Learn how to summarize and communicate findings to stakeholders so that they make informed decisions that improve overall organizational quality and efficiency.

SPEX 670: Project Cost-Benefit Analysis
Designed specifically with the non-economist in mind, this course discusses recent developments in the theoretical and empirical cost-benefit analysis (CBA) literature, including welfare economics, the microeconomic foundations of CBA, CBA methodology, and current real-world practices of CBA.

PME 700: Evaluation Sciences Capstone
The capstone project showcases the student’s skills as an evaluator with the capacity to construct Logical Frameworks and Evaluation Statements of Work, carry out qualitative and quantitative evaluation research, analyze data and write an evaluation report.
CAREER OUTLOOK FOR EVALUATION PROFESSIONALS

This degree will prepare you for work in roles leading evaluation, monitoring and reporting of projects, programs and policies in environments that include government agencies, universities, nonprofit organizations, and corporations and businesses.

FACULTY

Alex Cromwell, Instructor, is a PhD candidate and Youth Programs Manager at the School for Conflict Analysis and Resolution at George Mason University (GMU). He is committed to creating positive social change through peacebuilding and developing sustainable relationships across conflict boundaries.

Tobias Greiff, Professorial Lecturer, lectures in international affairs at the Elliott School of International Affairs (The George Washington University), is an instructor in peace and conflict resolution at the School of Professional & Extended Studies at American University, and a visiting research fellow in the University of Pennsylvania’s Political Science Department. Tobias has studied and researched international relations, modern history, political science, peace and conflict resolution, cultural psychology and social geography at various international universities.

Nimai Mehta, Assistant Professor, specializes in comparative economic systems, public choice, and development. He has extensive experience on Asia, and has taught for a number of years in Southeast Asia, where he was an active contributor to policy research and public dialogue in the areas of trade policy, telecom regulation, financial crises, ethnic conflict, and microfinance. He has a number of academic publications in these areas.

Beverly Peters, Program Director & Assistant Professor, has more than 20 years of experience teaching, conducting qualitative research, and managing community development, microcredit, infrastructure and democratization projects in several countries in Africa. An expert on political and economic development in Zimbabwe, she has provided political analyses to the government of South Africa and the private sector, and is regularly featured in local and international media.

Kirsten Collins, Planned Faculty, is a monitoring and evaluation specialist with over 10 years of experience in project management, planning, research and development in the NGO sector and the field of international development and affairs. She specializes in collaborative and adaptive approaches to complex programs involving governance, environmental, economic and social issues.

Allyson Krupar, Adjunct Faculty, has over seven years’ experience in research, project development, monitoring and evaluation in local organizations worldwide, specifically focusing on projects related to education for professionals, post-secondary education, and education for older learners who have not completed traditional formal schooling. Her research focuses on adult and youth education in conflict affected environments where formal education is unreliable or unaccessible, as well as human rights and peace education and the role of technology in education in these settings.

Leslie Sheriff, Adjunct Faculty, has worked since 1996 in the international relief and development field, including nine years with Catholic Relief Services in which she worked primarily in the Balkans and became Country Representative for the Bosnia-Herzegovina (BiH) and Serbia program managing a $10 million program and staff in two country offices.

Tracy Thoman, Adjunct Faculty, has over 24 years of experience teaching, consulting and working as a career diplomat. During her sixteen-year tenure as a Foreign Service Officer with the United States Agency for International Development (USAID), she managed annual budgets up to several hundred million dollars and was responsible for monitoring and evaluation results at USAID missions in several countries and Washington offices. Tracy has conducted M&E trainings around the world and also commissioned, managed and mentored evaluation teams in the field.

ADVISORY COUNSEL

Dr. Winston J. Allen, Senior Evaluation Specialist at the U.S. Agency for International Development (USAID)

Dr. Debbie Benitez, Senior Research Associate in the Comprehensive School Assistance Program

Terrance Brown, Senior Advisor for Project Design in the U.S. Office of Strategic Planning and Program, Bureau for Policy, Program, and Learning (PPL/SSP)

Alana F. Hairston, Senior Program Officer, Keep a Child Alive

Jun Nakagawa, Ph.D., PMP, Program Management Officer of the Division of Health Security and Emergencies

Kenneth Polsky, Director of Resource Mobilization for Hunger and Livelihoods at Save the Children

Dr. Sandra Scham, specialist in evaluation, performance management, USAID and Department of State evaluation policies and practices

Mitch Teberg, Monitoring & Evaluation Specialist, United States Development Programme (UNDP)

Noy Villalobos, international development professional, 19 years of experience implementing USAID programs
To learn more about American University’s online MS in Measurement & Evaluation program, call 855.725.7614 to speak with an admissions representative or visit programs.online.american.edu.