HEDU 4220 | Health Program Planning II

Tuesdays/Thursdays 10:45am-12:05pm
Course Location: Stewart 209
3 credit hours

INSTRUCTOR INFORMATION

Julia Franklin, PhD, CHES
she/her/hers
Associate Professor (Lecturer)
julia.franklin@health.utah.edu
Health and Kinesiology
In-person office hours: Thursdays 12:30pm-2:30pm
Zoom meetings: By appointment

COURSE DESCRIPTION

This course is a continuation of Health Program Planning I (H EDU 4210). In Part 1 you learned about health education program planning, which included how to write a rationale, assess needs, set goals and objectives, and develop interventions. The purpose of Part II is to develop strategies for evaluating the quality and effectiveness of health education programs, including data collection and analysis using a statistical package called SPSS.

PRE- OR CO-REQUISITES

C- or better in H EDU 4210 AND Full Major status in Health and Kinesiology.
REQUIRED MATERIAL

You have online access to the this textbook via the Bookshelf in Canvas!


STUDENT LEARNING OUTCOMES

By the end of this course, you will be able to:

- Demonstrate knowledge and understanding of:
  1. keys to marketing a program
  2. the typical resources required to implement and evaluate a program
  3. the critical steps involved in program implementation
- Differentiate types of evaluation
- Choose the appropriate design, measurement instruments, data collection techniques, and analysis to evaluate the quality and effectiveness of a program
- Create a database in SPSS for data management, perform data entry, and analyze data
- Interpret analysis results, draw conclusions, and effectively communicate those results to stakeholders.
- Demonstrate teamwork skills and effective conflict management.

TEACHING AND LEARNING METHODS

This course includes lecture, discussion, individual activities, and group work that focus on course content, analytical skills, and communication skills.

*Preparation for CHES:*

- This course is designed to meet the academic preparation qualifications expected of individuals planning to become Certified Health Education Specialists.
- Several competencies from the following Areas of Responsibility will be covered:
  - Area III - Implement Health Education/Promotion
  - Area IV - Conduct Evaluation and Research Related to Health Education/Promotion
LEARNING ASSESSMENTS

There will be a variety of written assignments and activities to be completed throughout the semester. The following is an overview of what to expect; detailed instructions will be posted on Canvas. Due dates are listed in the Course Schedule.

**CYK Quizzes** (6 x 10 points each)

- These quizzes are designed to "check your knowledge" of the content presented in the textbook. Quizzes will be open-book.

**Assignments** (3 x 10 points each)

- There are three assignments in which you will create materials to go with the program plan you created in HEDU 4210. You will create a line-item budget, a marketing summary, and a logic model.

**Evaluation Breakdown** (20 points total)

- You will be provided examples of published articles in which health promotion programs were evaluated for quality and/or effectiveness. You will be asked to respond to a series of questions to demonstrate your understanding of the evaluation approaches used, the results reported, and the interpretation of those results.

**Data Assignments** (1 x 20 points, 1 x 50 points)

- There will be two assignments that require the use of SPSS. One is focused on data management; the other, data analysis and interpretation.

**Projects** (1 x 20 points, 1 x 25 points, 1 x 50 points)

There are three projects:

- Project #1 will involve creating an Adobe Spark Page that summarizes the program plan you created in Health Program Planning I.
- Project #2 will involve writing a brief evaluation plan. You will first submit this for peer review only; you will then revise and submit the final version.
- Project #3 will involve dissemination of results from one of the Data Assignments you will complete. You will be asked to communicate your results to three different audiences using three different formats.

**Peer Review & Reflection** (1 x 20 points, 2 x 10 points each)

- You will be required to conduct a peer review of a classmate’s brief evaluation plan (Project #2). You will present it both verbally and in written form.
• The peer review assignment will also include a 2-part written reflective component:
  ◦ You will be asked to reflect on the process of giving appropriate feedback to your classmate
  ◦ You will be asked to reflect on your reactions to the feedback you received.

## GRADE SCHEME

Grading for this course

• This is not an “A for effort” class. Points will be given based on your ability to demonstrate a clear understanding of the material, and your ability to apply what we cover in lecture and in the readings to a variety of assignments. Writing quality will also be considered for all written assignments.
• Assignments and activities will be graded within 2 weeks of submission.
• Grades will be calculated as total number of points earned divided by total number of possible points; percentages will then be rounded to the nearest whole number and a letter grade assigned based on the following grading scale.

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>100% to 92.5%</td>
</tr>
<tr>
<td>A-</td>
<td>&lt; 92.5% to 89.5%</td>
</tr>
<tr>
<td>B+</td>
<td>&lt; 89.5% to 86.5%</td>
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<tr>
<td>B</td>
<td>&lt; 86.5% to 82.5%</td>
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<tr>
<td>B-</td>
<td>&lt; 82.5% to 79.5%</td>
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<tr>
<td>C+</td>
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<td>C</td>
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<td>C-</td>
<td>&lt; 72.5% to 69.5%</td>
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<tr>
<td>D+</td>
<td>&lt; 69.5% to 66.5%</td>
</tr>
<tr>
<td>D</td>
<td>&lt; 66.5% to 62.5%</td>
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</tbody>
</table>
COURSE POLICIES

Submitting Assignments

- All assignments, unless otherwise announced, must be submitted to the designated area of Canvas. Do not submit assignments via email.
- Be sure when turning in an assignment via Canvas that you are attaching the correct file to be graded.
- You are responsible for submitting the assignment with the required naming convention, correct file extension, and using the software type and version required for the assignment. See assignment instructions for acceptable formats.
- Late assignments are not accepted.
- It is your responsibility to maintain your computer and related equipment in order to participate in the online nature of the course.
- Discussion threads, e-mails, Zoom meetings, and chat rooms are all considered to be equivalent to classrooms, and student behavior within those environments shall conform to the University of Utah Student Code. Specifically:
  - Posting photos or comments that would be off-topic in a classroom are still off-topic in an online posting.
  - Off-color language and photos are never appropriate.
  - Using angry or abusive language is called "flaming", is not acceptable, and will be dealt with according to the Student Code.
  - Course e-mails, e-journals, and other online course communications are part of the classroom and as such, are University property and subject to GRAMA regulations and the Student Code. Privacy regarding these communications between correspondents must not be assumed and should be mutually agreed upon in advance, in writing.

Accommodations

Disclaimer

Accommodations will be considered on an individual basis and may require documentation.
Please contact your instructor and/or teaching assistant as soon as possible (preferably shortly before the semester begins) to request accommodations of any kind.

Content Warnings

Please be aware that some materials and discussions within this course may contain challenging content. Your instructor may choose to notify students of potentially difficult content (e.g. explicit language, graphic images, violent themes, etc.) throughout the course.

If there are specific subjects that you need advanced notice for, please contact your instructor at the beginning of the semester.

Extreme personal circumstances

Please contact your instructor as soon as possible if an extreme personal circumstance (hospitalization, death of a close relative, natural disaster, etc.) is interfering with your ability to complete your work.

Religious Practice

To request an accommodation for religious practices, contact your instructor at the beginning of the semester.

Active Duty Military

If you are student on active duty with the military and experience issues that prevent you from participating in the course because of deployment or service responsibilities, contact your instructor as soon as possible to discuss appropriate accommodations.

Disability Access

All written information in this course can be made available in an alternative format with prior notification to the Center for Disability Services (CDS). CDS will work with you and the instructor to make arrangements for accommodations. Prior notice is appreciated. To read the full accommodations policy for the University of Utah, please see Section Q of the Instruction & Evaluation regulations. (http://regulations.utah.edu/academics/6-100.php).

If you will need accommodations in this class, contact:

Center for Disability Services

📞 801-581-5020

🌐 disability.utah.edu (https://disability.utah.edu/)

📍 162 Union Building
162 Union Building
200 S. Central Campus Dr.
Salt Lake City, UT 84112
Mandatory Reporter

Duty to Notify: As a University representative, most faculty, staff, and teaching assistants (other than professional mental health counsellors) are required to report information learned about instances of sexual misconduct, discrimination, and/or immediate threats to safety to the University of Utah Office of Equal Opportunity and Affirmative Action and/or the Office of the Dean of Students.

If you do choose to disclose instances of sexual misconduct, discrimination, or violence to me, please be aware that I am a mandatory reporter and am required by University policies to notify the appropriate Office.

Changes to the Syllabus

This syllabus is not a contract. It is meant to serve as an outline and guide for your course. Please note that your instructor may modify it to accommodate the needs of your class.

You will be notified of any changes to the Syllabus.

UNIVERSITY POLICIES

COVID-19 Campus Guidelines

**Important:** Updated Fall 2021 Instructional Guidelines

University leadership has urged all faculty, students, and staff to model the vaccination, testing, and masking behaviors we want to see in our campus community. These include:

- Vaccination
- Masking indoors
- If unvaccinated, getting weekly asymptomatic coronavirus testing

Vaccination

- **Get a COVID-19 vaccination** if you have not already done so. Vaccination is proving highly effective in preventing severe COVID-19 symptoms, hospitalization, and death from coronavirus. Vaccination is the single best way to stop this COVID resurgence in its tracks.
- Many in the campus community already have gotten vaccinated:
  - More than 80% of U employees
Over 70% of U students visit My Chart (http://mychart.med.utah.edu/), Vaccine Information (https://alert.utah.edu/covid/vaccine/), or CDC Vaccine.gov (http://vaccines.gov/) to schedule your vaccination.

**Masking**
- While masks are no longer required outside of Health Sciences facilities, UTA buses, and campus shuttles, CDC guidelines now call for everyone to wear face masks indoors.
  - Treat masks like seasonal clothing (i.e. during community surges in COVID transmission, masks are strongly encouraged indoors and in close groups outside).

**Testing**
- If you are not yet vaccinated, get weekly asymptomatic coronavirus tests. This is a helpful way to protect yourself and those around you because asymptomatic individuals can unknowingly spread the coronavirus to others.
  - Asymptomatic testing centers are open and convenient:
    - Online scheduling
    - Saliva test (no nasal swabs)
    - Free to all students returning to campus (required for students in University housing)
    - Results often within 24 hours
- Remember: Students must self-report if they test positive for COVID-19 via the Campus Covid Response (https://coronavirus.utah.edu/) webpage.

**Student Mental Health Resources**
- Rates of burnout, anxiety, depression, isolation, and loneliness have noticeably increased during the pandemic. If you need help, reach out for campus mental health resources, including counseling, training, and other support.
- Consider participating in a Mental Health First Aid (https://studentaffairs.utah.edu/mental-health-first-aid.php) or other wellness-themed training (https://wellness.utah.edu/workshops-training/) provided by our Center for Student Wellness and sharing these opportunities with your peers, teaching assistants, and department colleagues.

Students are required to self-report if they test positive for COVID-19. To report, please contact:

**COVID-19 Central @ The U**
📞 801-213-2874
🌐 coronavirus.utah.edu (https://coronavirus.utah.edu/)

**Drop/Withdrawal Policies**

Students may drop a course within the first two weeks of a given semester without any penalties.

Students may officially withdraw (W) from a class or all classes after the drop deadline through the midpoint of a course. A “W” grade is recorded on the transcript and appropriate tuition/fees are
assessed. The grade “W” is not used in calculating the student’s GPA.

For deadlines to withdraw from full-term, first, and second session classes, see the U’s Academic Calendar (https://registrar.utah.edu/academic-calendars/index.php).

Plagiarism and Cheating

It is assumed that all work submitted to your instructor is your own work. When you have used the ideas of others, you must properly indicate that you have done so.

Plagiarism and cheating are serious offenses and may be punished by failure on an individual assignment, and/or failure in the course. Academic misconduct, according to the University of Utah Student Code,

“...Includes, but is not limited to, cheating, misrepresenting one’s work, inappropriately collaborating, plagiarism, and fabrication or falsification of information…It also includes facilitating academic misconduct by intentionally helping or attempting to help another to commit an act of academic misconduct.”

For details on plagiarism and other important course conduct issues, see the U’s Code of Student Rights and Responsibilities (http://regulations.utah.edu/academics/6-400.php).

Course Materials Copyright

The Content is made available only for your personal, noncommercial educational, and scholarly use. You may not use the Content for any other purpose, or distribute, post or make the Content available to others unless you obtain any required permission from the copyright holder.

Some Content may be provided via streaming or other means that restrict copying; you may not circumvent those restrictions. You may not alter or remove any copyright or other proprietary notices included in the Content.

Please see the Code of Student Rights and Responsibilities (https://regulations.utah.edu/academics/6-400.php), Section III.A.5 regarding the use and distribution of class Content (https://regulations.utah.edu/academics/6-400.php), and materials. Section III.A.5 prohibits the following:

Sale or distribution of information representing the work product of a faculty member to a commercial entity for financial gain without the express written permission of the faculty member responsible for the course. (“Work product” means original works of authorship that have been fixed in a tangible medium and any works based upon and derived from the original work of authorship.)

Safety at the U

The University of Utah values the safety of all campus community members. You will receive
important emergency alerts and safety messages regarding campus safety via text message. For more safety information and to view available training resources, including helpful videos, visit safeu.utah.edu (http://safeu.utah.edu). To report suspicious activity or to request a courtesy escort, contact:

**Campus Police & Department of Public Safety**
- 📞 801-585-COPS (801-585-2677)
- 🌐 dps.utah.edu (https://dps.utah.edu/)
- 📍 1735 E. S. Campus Dr.
  Salt Lake City, UT 84112

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**Wellness at the U**

Your personal health and wellness are essential to your success as a student. Personal concerns like stress, anxiety, relationship difficulties, depression, or cross-cultural differences can interfere with a student’s ability to succeed and thrive in this course and at the University of Utah.

Please feel welcome to reach out to your instructor or TA to handle issues regarding your coursework.

For helpful resources to manage your personal wellness and counseling options, contact:

**Center for Student Wellness**
- 📞 801-581-7776
- 🌐 wellness.utah.edu (http://wellness.utah.edu/)
- 📍 2100 Eccles Student Life Center
  1836 Student Life Way
  Salt Lake City, UT 84112

**Women’s Resource Center**
- 📞 801-581-8030
- 🌐 womenscenter.utah.edu (https://womenscenter.utah.edu/)
- 📍 411 Union Building
  200 S. Central Campus Dr.
  Salt Lake City, UT 84112

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**Addressing Sexual Misconduct**

Title IX makes it clear that violence and harassment based on sex and gender (which includes sexual orientation and gender identity/expression) is a civil rights offense subject to the same kinds of accountability and the same kinds of support applied to offenses against other protected categories such as race, national origin, color, religion, age, status as a person with a disability, veteran’s status, or genetic information.
If you or someone you know has been harassed or assaulted, you are encouraged to report it to university officials:

**Title IX Coordinator & Office of Equal Opportunity and Affirmative Action**
- 801-581-8365
- [oeo.utah.edu](https://oeo.utah.edu/)
- 135 Park Building
- 201 Presidents’ Cir.
- Salt Lake City, UT 84112

**Office of the Dean of Students**
- 801-581-7066
- [deanofstudents.utah.edu](https://deanofstudents.utah.edu/)
- 270 Union Building
- 200 S. Central Campus Dr.
- Salt Lake City, UT 84112

To file a police report, contact:

**Campus Police & Department of Public Safety**
- 801-585-COPS (801-585-2677)
- [dps.utah.edu](https://dps.utah.edu/)
- 1735 E. S. Campus Dr.
- Salt Lake City, UT 84112

If you do not feel comfortable reporting to authorities, the U's Victim-Survivor Advocates provide free, confidential, and trauma-informed support services to students, faculty, and staff who have experienced interpersonal violence.

To privately explore options and resources available to you with an advocate, contact:

**Center for Student Wellness**
- 801-581-7776
- [wellness.utah.edu](http://wellness.utah.edu/)
- 328 Student Services Building
- 201 S. 1460 E.
- Salt Lake City, UT 84112

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**Americans With Disabilities Act (ADA)**

The University of Utah seeks to provide equal access to its programs, services, and activities for people with disabilities.

All written information in this course can be made available in an alternative format with prior notification to the Center for Disability & Access (CDA). CDA will work with you and the instructor to make arrangements for accommodations. Prior notice is appreciated. To read the full accommodations policy for the University of Utah, please see Section Q of the Instruction &
Evaluation regulations (http://regulations.utah.edu/academics/6-100.php)

If you will need accommodations in this class, or for more information about what support they provide, contact:

**Center for Disability & Access**

📞 801-581-5020  
🌐 disability.utah.edu (https://disability.utah.edu)  
📍 162 Union Building  
200 S. Central Campus Dr.  
Salt Lake City, UT 84112

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**Diverse Student Support**

Your success at the University of Utah is important to all of us here! If you feel like you need extra support in academics, overcoming personal difficulties, or finding community, the U is here for you.

**Student Support Services (TRIO)**

TRIO federal programs are targeted to serve and assist low-income individuals, first-generation college students, and individuals with disabilities.

Student Support Services (SSS) is a TRIO program for current or incoming undergraduate university students who are seeking their first bachelor's degree and need academic assistance and other services to be successful at the University of Utah.

For more information about what support they provide, a list of ongoing events, and links to other resources, view their website or contact:

**Student Support Services (TRIO)**

📞 801-581-7188  
🌐 trio.utah.edu (https://trio.utah.edu)  
📍 Room 2075  
1901 E. S. Campus Dr.  
Salt Lake City, UT 84112

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**American Indian Students**

The AIRC works to increase American Indian student visibility and success on campus by advocating for and providing student-centered programs and tools to enhance academic success, cultural events to promote personal well-being, and a supportive “home-away-from-home” space for students to grow and develop leadership skills.

For more information about what support they provide, a list of ongoing events, and links to other resources, view their website or contact:

**American Indian Resource Center**
Black Students

Using a pan-African lens, the Black Cultural Center seeks to counteract persistent campus-wide and global anti-blackness. The Black Cultural Center works to holistically enrich, educate, and advocate for students, faculty, and staff through Black-centered programming, culturally affirming educational initiatives, and retention strategies.

For more information about what support they provide, a list of ongoing events, and links to other resources, view their website or contact:

Black Cultural Center

diversity.utah.edu/centers/bcc

Fort Douglas Building 603
95 Fort Douglas Blvd.
Salt Lake City, UT 84113

Students with Children

Our mission is to support and coordinate information, program development, and services that enhance family resources as well as the availability, affordability, and quality of child care for University students, faculty, and staff.

For more information about what support they provide, a list of ongoing events, and links to other resources, view their website or contact:

Center for Childcare & Family Resources

diversity.utah.edu/centers/bcc

Center for Disability Services

The Center for Disability Services is dedicated to serving students with disabilities by providing the opportunity for success and equal access at the University of Utah. They also strive to create an inclusive, safe, and respectful environment.

For more information about what support they provide and links to other resources, view their website or contact:
Students of Ethnic Descent

The Center for Ethnic Student Affairs offers several programs dedicated to the success of students with varied cultural and ethnic backgrounds. Its mission is to create an inclusive, safe campus community that values the experiences of all students.

For more information about what support they provide, a list of ongoing events, and links to other resources, view their website or contact:

Center for Ethnic Student Affairs
☎ 801-581-8151
🌐 diversity.utah.edu/centers/cesa/ (https://diversity.utah.edu/centers/cesa/)
📍 235 Union Building
  200 S. Central Campus Dr.
  Salt Lake City, UT 84112

English as a Second/Additional Language (ESL) Students

If you are an English language learner, there are several resources on campus available to help you develop your English writing and language skills. Feel free to contact:

Writing Center
☎ 801-587-9122
🌐 writingcenter.utah.edu (http://writingcenter.utah.edu/)
📍 2701 Marriott Library
  295 S 1500 E
  Salt Lake City, UT 84112

English for Academic Success (EAS) Program
☎ 801-581-8047
🌐 linguistics.utah.edu (https://linguistics.utah.edu/)
📍 2300 LNCO
  255 S. Central Campus Dr.
  Salt Lake City, UT 84112

English Language Institute
☎ 801-581-4600
🌐 continue.utah.edu/eli (http://continue.utah.edu/eli)
📍 540 Arapeen Dr.
  Salt Lake City, UT 84108
Undocumented Students

Immigration is a complex phenomenon with broad impact—those who are directly affected by it and those who are indirectly affected by their relationships with family members, friends, and loved ones. If your immigration status presents obstacles that prevent you from engaging in specific activities or fulfilling specific course criteria, confidential arrangements may be requested from the Dream Center.

Arrangements with the Dream Center will not jeopardize your student status, your financial aid, or any other part of your residence. The Dream Center offers a wide range of resources to support undocumented students (with and without DACA) as well as students from mixed-status families.

For more information about what support they provide and links to other resources, view their website or contact:

Dream Center
📞 801-213-3697
🌐 [dream.utah.edu](http://dream.utah.edu/)
📍 1120 Annex (Wing B)
    1901 E. S. Campus Dr.
    Salt Lake City, UT 84112

LGBTQ+ Students

The LGBTQ+ Resource Center acts in accountability with the campus community by identifying the needs of people with a queer range of [a]gender and [a]sexual experiences and responding with university-wide services.

For more information about what support they provide, a list of ongoing events, and links to other resources, view their website or contact:

LGBTQ+ Resource Center
📞 801-587-7973
🌐 [lgbt.utah.edu](http://lgbt.utah.edu/)
📍 409 Union Building
    200 S. Central Campus Dr.
    Salt Lake City, UT 84112

Veterans & Military Students

The mission of the Veterans Support Center is to improve and enhance the individual and academic success of veterans, service members, and their family members who attend the university; to help them receive the benefits they earned, and to serve as a liaison between the student veteran community and the university.

For more information about what support they provide, a list of ongoing events, and links to other resources, view their website or contact:
Women

The Women’s Resource Center (WRC) at the University of Utah serves as the central resource for educational and support services for women. Honoring the complexities of women’s identities, the WRC facilitates choices and changes through programs, counseling, and training grounded in a commitment to advance social justice and equality.

For more information about what support they provide, a list of ongoing events, and links to other resources, view their website or contact:

**Women’s Resource Center**

📞 801-581-8030  
🌐 [womencenter.utah.edu](https://womenscenter.utah.edu/)

📍 411 Union Building  
200 S. Central Campus Dr.  
Salt Lake City, UT 84112

Inclusivity at the U

The Office for Inclusive Excellence is here to engage, support, and advance an environment fostering the values of respect, diversity, equity, inclusivity, and academic excellence for students in our increasingly global campus community. They also handle reports of bias in the classroom as outlined below:

*Bias or hate incidents consist of speech, conduct, or some other form of expression or action that is motivated wholly or in part by prejudice or bias whose impact discriminates, demeans, embarrasses, assigns stereotypes, harasses, or excludes individuals because of their race, color, ethnicity, national origin, language, sex, size, gender identity or expression, sexual orientation, disability, age, or religion.*

For more information about what support they provide and links to other resources, or to report a bias incident, view their website or contact:

**Office for Inclusive Excellence**

📞 801-581-4600  
🌐 [inclusive-excellence.utah.edu](https://inclusive-excellence.utah.edu/)

📍 170 Annex (Wing D)  
1901 E. S. Campus Dr.  
Salt Lake City, UT 84112
Other Student Groups at the U

To learn more about some of the other resource groups available at the U, check out:

- [getinvolved.utah.edu](https://getinvolved.utah.edu/)
- [studentsuccess.utah.edu/resources/student-support](https://studentsuccess.utah.edu/resources/student-support/)

Canvas Information

Canvas is the place where course content, grades, and communication will reside for this course.

- Access Canvas through [utah.instructure.com](http://utah.instructure.com) or through [CIS](https://cis.utah.edu)
- For Canvas, Passwords, or any other computer-related technical support contact the [Campus Help Desk](https://it.utah.edu/help/).

  - 801 581-4000
  - [http://it.utah.edu/help](https://it.utah.edu/help/)
  - [helpdesk@utah.edu](mailto:helpdesk@utah.edu)

- For Canvas related issues or bugs, contact the Teaching & Learning Technologies help desk

  - 801-581-6112 ext 2
  - [classhelp@utah.edu](mailto:classhelp@utah.edu)

Course Schedule

*Note: Our schedule is subject to revision based on the needs of our class; any updates will be made available for students through Canvas.*

<table>
<thead>
<tr>
<th>Module</th>
<th>From the textbook*</th>
<th>Assignments**</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aug 24 Module 1: From Planning to Evaluation  Ch. 13</td>
<td>8/31 CYK Quiz #1  9/2 Project #1</td>
<td></td>
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<tr>
<td>Sept 6 Module 2: Program Implementation  Chs. 10-12</td>
<td>9/7 CYK Quiz #2  9/14 CYK Quiz #3  9/16 Budget  9/21 CYK Quiz #4</td>
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</tr>
<tr>
<td>Module</td>
<td>From the textbook*</td>
<td>Assignments**</td>
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<tr>
<td>Oct 4</td>
<td>Module 3: Evaluation Approaches and Designs</td>
<td>Ch. 14</td>
</tr>
</tbody>
</table>
| 9/23  | 9/30 Logic Model  | • 9/23 Marketing Summary  
|       |                   | • 10/5 CYK Quiz #5  
|       |                   | • 10/19 Evaluation Breakdown  
|       |                   | • 10/28 Project #2 (for peer review only) |
| Nov 1  | Module 4: Data Management, Analysis, and Reporting | Ch. 15 |
| 10/5  |                   | • 11/2 CYK Quiz #6  
|       |                   | • 11/12 Peer Review & Reflections  
|       |                   | • 11/18 Data Management  
|       |                   | • 12/2 Project #2  
|       |                   | • 12/9 Data Analysis & Interpretation |
| Dec 13 | Finals Week       |                   |
|       |                   | • 12/17 (by 12:30pm) Project #3 |

*Additional readings may also be assigned.

**CYK quizzes due by 10:30am, all others due by midnight unless otherwise noted. See assignment details in the course or the Canvas calendar.