About Us

The UMass Donahue Institute’s Research and Evaluation Group is an interdisciplinary team of applied social science researchers who help clients assess the effectiveness and impact of programs, make informed decisions, and meet accountability requirements.

Operating for more than twenty years, we have supported our clients on everything from small, short-term projects to large, multi-year studies.

Our clients come from a wide variety of public, private, and non-profit organizations at the national, state, and local levels.

We work in a broad range of fields including:
- Economic and workforce development
- Education
- Health care
- Human services
- Public health and safety

Our Process

- Collaborate with each client to precisely define project needs
- Develop and implement a customized plan to meet clients’ specific objectives
- Provide ongoing, timely feedback throughout each project
- Exercise rigorous quality control and data management procedures
- Analyze and interpret data
- Create formal reports and presentations that summarize results in formats tailored to meet the needs of clients and their stakeholders
Areas of Expertise

**Program Evaluation**

We design and conduct evaluations that help our clients manage their programs and measure outcomes. We also help clients secure funding for their projects by collaborating with them during the earliest stages of proposal development. This collaborative process focuses on developing measurable objectives and creating strong evaluation plans.

**Survey Research**

Our survey research produces cost-effective, high-quality results that support our clients’ information needs and research goals. Depending on client needs, we conduct surveys from start to finish or provide technical assistance with specific aspects of the survey process. Our extensive experience in the following areas ensures accurate and applicable results: creating customized survey instruments and data collection protocols, sampling, managing data collection logistics, and conducting tailored analyses. We utilize a variety of survey modes including mail, web-based, field, telephone, and mixed-mode surveys.

**Policy Research**

We conduct policy research that provides a comprehensive perspective on matters of importance to state and local policy makers. We use a mixed-methods approach that combines secondary data sources such as existing literature, program or population data, and standardized test data with primary data collected through surveys, on-site interviews, and focus groups.

**Organizational Assessment**

Managers use our organizational assessments to understand the impact of changes in programs, services, internal structures, or policies. These assessments typically capture client or staff perceptions of the efficacy, appropriateness, and results of implemented changes.

**Needs Assessment & Market Research**

Our needs assessment and market research services help clients make sound, data-driven decisions regarding a variety of complex management challenges. Drawing on the full array of social science methodologies and available data sources, we ensure that clients receive the most useful data to inform key decisions for their organizations.

**FOR MORE INFORMATION**

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Established in 1971, the UMass Donahue Institute provides government, non-profit organizations, educational institutions, and businesses with effective solutions in the areas of research, organizational development, training, and technical assistance.

We help our clients respond to complex demands such as changing customer needs, unanticipated budget pressures, accountability requirements, and increased competition. As part of the UMass President’s Office, we are uniquely positioned to draw upon the faculty and staff from the five UMass campuses, connecting academic theory and innovation with real-world business needs.