

The 33rd EERS Annual Conference

Expanding the Evaluator's Toolkit

Preliminary Conference Agenda

Sunday, April 18th, 2010

Pre-Conference Workshop #1	
<p>2:30 to 5:30 pm</p> <p>Salon B</p>	<p><i>Note: Separate registration required</i></p> <p>Using NVivo to Support and Strengthen Qualitative Data Analysis <i>(Beginner/Intermediate level)</i></p> <p>Susan Berkowitz, Westat Kristi Jackson, Queri</p> <p>Participants will learn the many features of NVivo software for analyzing a variety of qualitative data.</p>
Pre-Conference Workshop #2	
<p>2:30 to 5:30 pm</p> <p>Salon A</p>	<p><i>Note: Separate registration required</i></p> <p>Write to the Point: Effective Report Writing for Evaluators <i>(All Skill Levels)</i></p> <p>Joy Quill, CJ Quill and Associates</p> <p>Participants review and practice a series of writing principles that can improve the effectiveness of their written products.</p>
Conference Welcome Reception	
<p>7:30 to 9:00 pm</p> <p>Oval Room</p>	<p><i>Everyone Invited!</i></p> <p>Viennese Dessert Reception John Kelley, Villanova University</p> <p>Join us for dessert, networking, and a fun event!</p>
Evening Networking	
<p>9:00 to 11:00 pm</p> <p>Suite 160</p>	<p><i>Everyone Invited!</i></p> <p>Hospitality Suite</p> <p>Join us for refreshments and networking</p>

Monday, April 19th, 2010

Continental Breakfast	
8:15 to 8:45 am Foyer	<i>Everyone invited!</i>
Advisory Board Plenary Session	
9:00 to 10:15 am Introduction: Jill Feldman, Research for Better Schools Salons A and B	Evaluator Consumer Reports: Expanding the Evaluator's Toolkit EERS Advisory Board: George F. Grob (chair), Leslie Cooksy, Laura Leviton, Kathy Newcomer, Joy Quill and Nick Smith, plus AEA Executive Director Susan Kistler Conference attendees share their experiences with their favorite and disappointing new methods, software, and technology.
Special Session	
10:30 am to 12:00 pm Moderators: John Kelley, Villanova University and Joy Quill, C.J. Quill Associates Inc. Salon B	Invited Authors The EERS Invited Author Award is a special academic honor that recognizes exceptional scholarship by recently-published authors in the field of program evaluation. The EERS Conference provides a forum for honorees to share their work with EERS members. Selection is done by a team of experienced evaluators based on a review of evaluation-related journals. Quality Improvements in the Early Care and Education Workforce: Outcomes and Impact of the T.E.A.C.H Early Childhood Project (<i>Evaluation and Program Planning, August 2009</i>) Tania Bogatova, Keystone Research Corporation This presentation provides a brief overview of the design of the study, which examines the outcomes of the T.E.A.C.H. scholarship program in Pennsylvania, and the key findings of the indirect impact of this program on the quality of care for children. Do Predictors of the Implementation Quality of School-Based Prevention Programs Differ by Program Type? (<i>Prevention Science, December 2008</i>) Allison Ann Payne, Villanova University Structural equation and hierarchical linear modeling are used to examine the relative importance of characteristics of program providers, program structure, school climate, and school and community structure in the prediction of program implementation quality for both individual-level and environmental-level school-based delinquency prevention programs. (continued on next page)

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Special Session	
<i>(continued from previous page)</i>	<p>Engaging New Audiences: Translating Research into Popular Media (<i>Educational Researcher, August/September 2008</i>) Yen Yen Joyceln Woo, Long Island University</p> <p>The author explores the possibilities and challenges of transforming research into popular media in a cultural and political reality where dreams and desires trump reason.</p>
Concurrent Session	
<p>10:30 am to 12:00 pm</p> <p>Moderator: Susan Jenkins, Peace Corps</p> <p>Oval Room</p>	<p>Community and Collaboration</p> <p>Ladder to Leadership: Developing the Next Generation of Community Health Leaders Kimberly Fredericks, The Sage Colleges Joanne Carman, University of North Carolina at Charlotte</p> <p>Discusses the evaluation of the Ladder to Leadership program utilizing social network analysis to evaluate leadership development in community healthcare leaders across the U.S.</p> <p>Using Social Network Analysis in Evaluation: Lessons Learned from the Field Wendy Sedlak & Michele Lempa, The OMG Center for Collaborative Learning</p> <p>Summarizes the necessary considerations, benefits, and challenges to using Social Network Analysis in program evaluation from three different perspectives, that of practitioner, researcher, and funder.</p> <p>Reciprocity, Integration, and Community Connectedness: AmeriCorps Program Volunteers Building Program Capacity Yuanuyan Wang, University of Pittsburgh Keith Trahan, University of Pittsburgh Rebecca Price, University of Pittsburgh Cynthia Tananis, University of Pittsburgh</p> <p>Draws from an evaluation survey of Literacy* AmeriCorps agencies located in six different U.S. metropolitan areas to investigate the role of AmeriCorps volunteers in increasing program capacity.</p>
Panel Session	
<p>10:30 am to 12:00 pm</p> <p><i>(continued on next page)</i></p>	<p>Evaluation in Difficult Economic Times</p> <p>Panel: Reducing Poverty through Employment: Evaluations of Poverty Initiatives from NYC's Center for Economic Opportunity</p>

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Panel Session	
<p><i>(continued from previous page)</i></p> <p>Moderator: Celeste Anderson, C.J. Quill Associates Inc.</p> <p>Harding</p>	<p>Discussant: Debra Rog, Westat</p> <p>Evaluating an Employment Program for Disconnected Youth Jennifer Hamilton, Westat</p> <p>Describes the design and implementation of an impact evaluation of an employment internship program designed to reengage youth who are disconnected from school and work</p> <p>Evaluating Three Approaches to Job Placement Kathryn Henderson, Westat</p> <p>Discusses the evaluation of three initiatives to help unemployed and low-income workers in New York City advance out of poverty.</p> <p>Cost-Benefit Analysis to Supplement Program Evaluation Mustafa Karakus, Westat</p> <p>The presentation will discuss the importance of cost benefit analysis to supplement program evaluation, and will provide examples from NYC CEO funded employment programs.</p> <p>Challenges of Discerning Impacts Independent of the Economic Downturn: Lessons from the San Mateo California Adult Health Coverage Initiative Evaluation Sarah Benatar, Embry Howell & Dana Hughes, The Urban Institute</p> <p>Evaluation research during the recession: Challenges, and approaches to correcting for external influences in an evaluation of San Mateo County, California's Health System Redesign and Adult Coverage Initiative.</p>
Skill-Building Session	
<p>10:30 am to 12:00 pm</p> <p>Moderator: Jill Feldman, Research for Better Schools</p> <p>Salon A</p>	<p>Completing Advanced Evaluation Tasks: Excel to the Rescue <i>(Advanced level)</i></p> <p>Eric Kucharik & Elena Kirtcheva, Research for Better Schools</p> <p>This skill-building workshop for Excel will teach simple solutions to several common evaluation challenges (after March 1, 2010, go to www.rbs.org/Skill-Building_Excel to download practice datasets).</p>

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Luncheon Plenary Session	
12:15 to 1:45 pm	With Keynote Speaker
Introduction: Jill Feldman , Research for Better Schools	Leslie Cooksy University of Delaware President, American Evaluation Association
Salon C	<i>How New Tools can Increase Evaluation Quality</i>
Panel Session	
2:00 to 3:30 pm	Joint panel: Women and Children's Health
Moderator: Paul Whittaker , Family Planning Counsel	Findings from a Multi-Sector Evaluation to Combat Childhood Obesity in Delaware Gregory D. Benjamin, Vonna L.C. Drayton, Alex Camacho, Tiho Eney, Marina Kaplan & Robert A. Ruggiero, Nemours Health & Prevention Services
Oval Room	<p>This panel presents a multi-sector initiative in Delaware to increase healthy eating and physical activity (HEPA) awareness and knowledge by providing training to community partners and health care providers and supporting the implementation of HEPA policy and practices across key sectors: schools, child care, primary care, youth serving organizations, and the built environment. Presents evaluation results obtained specifically from policy and practice change efforts in the child care and school sectors, in addition to parent reported HEPA awareness and behaviors from the 2006 and 2008 Delaware Survey of Children's Health (DSCH).</p> <p>Evaluation of Integrated Models of Care and Services for Women Barbara F. James, Anna L. Kindermann & Wilma M. Tilson, US Department of Health and Human Services Eileen P. Newman, National Institutes of Health</p> <p>This panel provides an overview of integrated models of care for women funded by the US Department of Health and Human Services, including the National Centers of Excellence in Women's Health, National Community Centers of Excellence in Women's Health, and Rural/Frontier Women's Health Coordinating Centers. Discusses the evaluation methodologies for the three programs, as well as findings and lessons for structuring evaluations of public health programs to obtain outcomes data. The panel will conclude with a discussion of new approaches taken in application of lessons learned.</p>

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Concurrent Session	
<p>2:00 to 3:30 pm</p> <p>Moderator: Barry Nazar, Temple University</p> <p>Harding</p>	<p>Quantitative Methods</p> <p>READ 180 Implementation Factors and their Relationships to Student Achievement Debra Coffey, Research for Better Schools</p> <p>This presentation describes the use of a variety of data, gathered by evaluator, program implementation staff, and program developer, in assessing the relative contributions of different factors of Scholastic's reading intervention <i>READ 180</i> to student achievement.</p> <p>Assessing Reasons for High School Dropout: Dropout Typologies Stacey S. Merola, ICF International</p> <p>Using longitudinal data to assess reasons for high school dropout.</p> <p>Evaluating a Federal Continuous Quality Improvement Initiative Trenna Valado, Walter R. McDonald & Associates</p> <p>Drawing on results from an ongoing evaluation of a federal continuous quality improvement initiative for a children's mental health program, this presentation will highlight best practices, common challenges, and lessons learned in using evaluation data to inform community-level decision-making and service delivery.</p>
Concurrent Session	
<p>2:00 to 3:30 pm</p> <p>Moderator: Amy Sernyak, HHS Office of Inspector General</p> <p>Salon B</p> <p>(continued on next page)</p>	<p>Design and Measurement Issues</p> <p>Quasi-Experimental Research Designs: Increasing Rigor in Evaluations without Increasing Cost Elena Kirtcheva, Research for Better Schools</p> <p>Presents the use of Non-Equivalent Dependent Variable (NEDV) and Non-Equivalent Groups (NEG) design as cost-efficient evaluative tools, using data from a professional development initiative for middle school science teachers.</p> <p>Conceptually-Focused Design and Implementation of Evaluation of a Professional Development Program for Science Teachers at an NSF Engineering Research Center Mari Kemis, Adah Leshem-Ackerman, & Elena Polush, Iowa State University</p> <p>Focuses on the evaluation of a two-year STEM professional development program for middle and high school science teachers to measure changes in key conceptual areas of programmatic effort using an integrated mixed-method evaluation design.</p>

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Concurrent Session	
<i>(continued from previous page)</i>	<p>How Valid are Subjective Measures of Public Service Quality? Evidence from New York City Streets and Schools Gregg G. Van Ryzin, Rutgers University</p> <p>Presents validity studies that suggest that clients can judge public service quality fairly well, independent of demographic and other individual characteristics, and thus that surveys can serve as a useful proxy measure of performance.</p>
Skill-Building Session	
<p>2:00 to 3:30 pm</p> <p>Moderator: Taj Carson, Carson Research Consulting, Inc.</p> <p>Salon A</p>	<p>Mapzilla</p> <p>Mapzilla: How Monster-Sized Logic Models can Effectively Guide Research <i>(Intermediate level)</i> Kirk Knestis, Hezel Associates, LLC</p> <p>This skill-building session will prepare participants to use inferred graphical logic modeling techniques and inexpensive software to explicate complex programs or interventions, in order to develop multi-study research agendas or to put individual studies in context.</p>
Special Panel	
<p>3:45 to 5:15 pm</p> <p>Moderator: Embry Howell, Urban Institute</p> <p>Harding</p>	<p>Presentations by Student Award Winners</p> <p>The EERS Invited Student Paper Session features the three top-ranked papers from a special solicitation for student papers. Each student had mentoring from an experienced evaluator member of EERS.</p> <p>Utilizing GIS to Code Housing Interventions at a Neighborhood Level. Kate Kuholski, Ph.D. Candidate, University of Delaware</p> <p>Level I Trauma Center Effects on Return to Work Outcomes Sergio Prada, Ph.D. Candidate, University of Maryland</p> <p>Evaluating the Impact of the United Kingdom's Performance-Driven Health System Ashley Grosso, Ph.D. Candidate, Rutgers University</p>
<p>3:45 to 5:15 pm</p> <p>Moderator: Gregg Van Ryzin, Rutgers University</p> <p>Salon B <i>(continued on next page)</i></p>	<p>Needs Assessment and Evaluation</p> <p>Skills Session: How to Make a Needs Assessment Meet Your Needs (60 mins.) Jane Morrow, Albemarle Smart Start Partnership</p> <p>Evaluators conducting needs assessments have the opportunity to determine if in appraising the needs of their community they are also meeting their own data needs.</p>

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Skill-Building with Concurrent Session	
<i>(continued from previous page)</i>	<p>Followed by . . .</p> <p>Promoting Change and Exchange Through Program Evaluation in a Complex Political Environment: The Case of New Your City Senior Centers (30 mins.) Elizabeth Coker, Lenox Hill Neighborhood House</p> <p>Uses the example of an ongoing needs assessment and evaluation of New York City senior centers to articulate and explore the challenges inherent in developing and promoting useful program evaluations in an uncertain political and economic environment.</p>
Concurrent Session	
<p>3:45 to 5:15 pm</p> <p>Moderator: Liesa Stamm, Rutgers University Center for Children and Childhood Studies</p> <p>Oval Room</p>	<p>Qualitative Methods</p> <p>Exploring the Maturation of Systems Reform: A Seven Year, K-12 Case Study Analysis of Teacher and System Reform Variables Tracy Pelkowski, Cara Ciminillo, & Cynthia Tananis University of Pittsburgh</p> <p>In this presentation, we discuss our seven year evaluation of K-12 case studies of the Math and Science Partnership of Southwestern Pennsylvania, examining teacher and system variables related to the maturation of reform adoption.</p> <p>“Learning Lab”: Connecting Learning and Practice through Evaluation Use Cynthia Tananis, Keith Trahan & Gail Yamnitzky, University of Pittsburgh</p> <p>In this presentation, we explore using student work in the formative evaluation of the MSP “Learning Lab,” both as means of triangulating educator assessments of student learning and understanding student engagement with curricular and pedagogical program aspects.</p> <p>Mobilizing Teachers as Researchers: Building a Framework for Effective Classroom Based Research and Improved Student Achievement Edith Stevens & Ann Emery, ICF Macro</p> <p>This presentation will introduce an online data collection tool created by evaluators to facilitate classroom-based research and to systemically collect student performance data; reveal insights from the process; and discuss the potential of this tool in future evaluations.</p>

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Concurrent Session	
<i>(continued from previous page)</i>	<p>Mobilizing Teachers as Researchers: Building a Framework for Effective Classroom Based Research and Improved Student Achievement Edith Stevens & Ann Emery, ICF Macro</p> <p>This presentation will introduce an online data collection tool created by evaluators to facilitate classroom-based research and to systemically collect student performance data; reveal insights from the process; and discuss the potential of this tool in future evaluations.</p>
Skill-Building Session	
<p>3:45 to 5:15 pm</p> <p>Moderator: Kimberly Fredericks, The Sage Colleges</p> <p>Salon A</p>	<p>Social Network Analysis: A Practical Introduction for Beginners <i>(Beginning level)</i></p> <p>Jonathan Rubright & Steve Fifield, University of Delaware</p> <p>This skill-building session is for beginners interested in a practical introduction to using SNA, including common applications, instrumentation, data organization and analysis, and interpretation.</p>
Special Session	
<p>5:30 to 6:30 pm</p> <p>Oval Room</p>	<p>Student Evaluator Poster Presentations</p> <p>Come see the innovative evaluation methods and findings of seven student evaluators!</p>
Evening Reception	
<p>6:00 to 7:00 pm</p> <p>Oval Room</p>	<p><i>Everyone Invited!</i></p> <p>Networking Reception with assorted appetizers and cash bar!</p>
Evening Networking	
<p>9:00 to 11:00 pm</p> <p>Suite 160</p>	<p><i>Everyone Invited!</i></p> <p>Hospitality Suite</p> <p>Join us for refreshments and networking!</p>

Tuesday, April 20th, 2010

Buffet Breakfast Plenary Session	
<p>7:30 to 8:45 am</p> <p>Introduction : Gregg Van Ryzin, Rutgers University</p> <p>Oval Room</p>	<p>With Featured Speaker</p> <p>Howard Bloom Manpower Demonstration Research Corporation</p> <p><i>Randomizing Groups to Study Causal Effects of Interventions: Why, When and How to Do So</i></p>
Panel Session PLUS	
<p>9:00 to 10:30 am</p> <p>Moderator: Robert Siegfried, Villanova University</p> <p>Salon B</p>	<p>Technological Tools</p> <p>Skills session: Expanding the Evaluator's Toolkit with Technology (60 mins.)</p> <p>When a Google Search isn't Enough... Nicole Brocato, University of Maryland, Baltimore County</p> <p>Discusses flexible and collaborative approaches for helping agencies employ new technologies.</p> <p>Paper or Plastic? Using Technology to Help Agencies and Organizations Overcome their Love of the Clipboard Taj C. Carson, Carson Research Consulting, Inc.</p> <p>Presents ways to use new technology to improve the efficiency and accuracy of data collection.</p> <p>To be useable or non-useable? That is The Question. Lacy Fabian, Battelle</p> <p>Presents ways to use technology to readily generate reports and improve usability of evaluation findings.</p> <p>Followed by . . .</p> <p>Spatial Analysis: An Emerging Tool for Educational Evaluation (30 mins.) Kristina M. Mycek, University at Albany/SUNY</p> <p>Overview of the emerging use of spatial analysis in evaluation, particularly as it is applied to educational programs: Challenges, facilitators, and implications for practice are discussed.</p>

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Concurrent Session with Skill-Building	
9:00 to 10:30 am Moderator: Emilia Rodriguez-Stein , Inter-American Foundation Salon C	Grant Writing and Other Skills Skills session: Grant Writing Tools (60 mins.) (Intermediate level) Barry Nazar, Temple University Harrisburg Frederick Richmond, The Center for Applied Management Practices, Inc. This grant writing skill building session presents tools and hands on experience for addressing the major challenges in assembling successful grant proposals. Followed by . . . Beyond Program Evaluation: Using Our Skills in Other Venues (30 mins.) John Kelley, Villanova University David Bush, Villanova University Expanding evaluators' marketability through a description of selected related professions and their shared core competencies.
Concurrent Session	
9:00 to 10:30 am Moderator: Melissa Smith , Delaware Health and Social Services Harding	Impact Assessment Evaluation of the DC Opportunity Scholarship Program: Summary of Experimental Impacts after Three Years Babette Gutmann, Westat Matthew Carr, Westat The presentation will discuss the impacts of the DC school voucher program three years after random assignment. The Impact of New York City's Calorie Labeling Regulation on Fast-Food Purchases and Customer Awareness Christina Huang, New York City Department of Health and Mental Hygiene More customers are using calorie information and purchasing fewer calories since the implementation of a calorie labeling regulation. But how much does it Cost? The Benefits of Including Cost Analysis in Your Evaluation Toolkit Jennifer Hamilton, Westat Matthew Carr, Westat The presentation will discuss the benefits of including a cost analysis in program evaluations, and will outline the steps for conducting one, using READ 180 as an example.

Tuesday, April 20th, 2010

Skill-Building Session	
<p>9:00 to 10:30 am</p> <p>Moderator: Joy Quill, C.J. Quill Associates Inc.</p> <p>Salon A</p>	<p>Taking Control of Your Evaluation Career <i>(All skill levels)</i></p> <p>George F. Grob, Center for Public Program Evaluation</p> <p>This session will help attendees periodically take stock of their careers, and plan their next steps, typically annually.</p>
Panel Session	
<p>10:45 am to 12:15 pm</p> <p>Moderator: Joy Quill, C.J. Quill & Associates, Inc.</p> <p>Salon B</p>	<p>Federal Evaluation Policy</p> <p>Evaluation Policy Update and Discussion</p> <p>An Overview of U.S. Federal Government Evaluation Initiatives David J. Bernstein, Westat</p> <p>A Historical Review of Evaluation Related Initiatives in the U.S. Government.</p> <p>The Obama Administration's Evaluation Policies George F. Grob , Center for Public Program Evaluation</p> <p>What's Up Now for Evaluation in the Federal Government?</p> <p>Adventures in Performance Measurement Regina Yudd, Westat</p> <p>An "in the trenches" description of experiences in developing and refining performance measures in Federal agencies.</p> <p>Discussion of Federal Evaluation Policy Debra Rog, Westat and Rockville Institute Patrick Grasso, Management and Evaluation Consultant</p> <p>Discussing U.S. Federal Evaluation Policy: Perspective of Panel Discussants and Audience Participation</p>
Concurrent Session	
<p>10:45 am to 12:15 pm</p> <p>Moderator: Gregg Van Ryzin, Rutgers University</p> <p>Salon C</p>	<p>Conceptual Tools for Evaluation</p> <p>Assessing the Quality and Utility of Evaluation Theories Nick L. Smith, Syracuse University</p> <p>This paper provides an analysis of the problems, benefits, and limitations of conceptual and empirical assessments of the quality and practical utility of evaluation theories.</p>

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Concurrent Session	
<i>(continued from previous page)</i>	<p>Transforming Evaluation Findings into Learning Peter York, TCC Group</p> <p>Evaluators have not done an adequate job of helping nonprofit organizations use the data they collect to learn in an active and engaged manner; evaluation can only turn data into learning and more effective programs when there are processes where leaders come together to analyze, make meaning, draw conclusions and implications, and plan for future success.</p> <p>Using Design Research to Close a Mathematics Sub-Group Achievement Gap Pearl G. Solomon, St. Thomas Aquinas College</p> <p>Solving a Specific Problem in a Complex Environment Using the Evaluative Analyses and Monitored Interventions of Design Research.</p>
Concurrent Session	
<p>10:45 am to 12:15 pm</p> <p>Moderator: Ann Abbott, West Chester University</p> <p>Harding</p>	<p>Evaluation Challenges</p> <p>Evaluation a Multi-Year, Federally-Funded Educational Initiative: Lessons from a Successful School District-Evaluator Partnership Kelly Feighan, Research for Better Schools Rorie Nicole Harris, Memphis City Schools</p> <p>School district and third-party evaluation partners share how they ensured ongoing research participation in a multi-year study of literacy interventions to help evaluators avoid the common pitfalls associated with conducting school-based RCTs.</p> <p>Evaluation and Nonprofit Organizations: Exploring the Role of Accreditation Joanne G. Carman, University of North Carolina at Charlotte Kimberly A. Fredericks, Sage Colleges</p> <p>This paper explores how the performance and quality standards of accrediting bodies are shaping the evaluation practices of nonprofit human service organizations.</p> <p>It's a Jungle Out There: Wading Through Different Perspectives and Philosophical Approaches to Evaluation Michael Smith, Hunter College School of Social Work</p> <p>Consumer empowerment, empowerment evaluation, evidence-based evaluation, democratic evaluation, and a strengths-based perspective, which approach to evaluation should you select?</p>

Tuesday, April 20th, 2010

Skill-Building Session	
<p>10:45 am to 12:15 pm</p> <p>Moderator: Edith Stevens, ICF Macro</p> <p>Salon A</p>	<p>New Tools for Qualitative and Mixed Methods Analysis in Evaluations: Explorations with NVivo 8 <i>(Beginning level software user)</i></p> <p>Cynthia Jacobs, QSR International</p> <p>This workshop will provide an introduction and exploration of a software tool for qualitative and mixed methods analysis of text, audio, video and image data.</p>
Buffet Luncheon and Closing Plenary Session	
<p>12:30 to 2:00 pm</p> <p>Introduction: Taj Carson, Carson Research Consulting, Inc. Oval Room</p>	<p>With Featured Speaker</p> <p>Tom Kelly Annie E. Casey Foundation</p> <p><i>Evaluation in Real-Time: Can Evaluations and Performance Dashboards Coexist?</i></p>