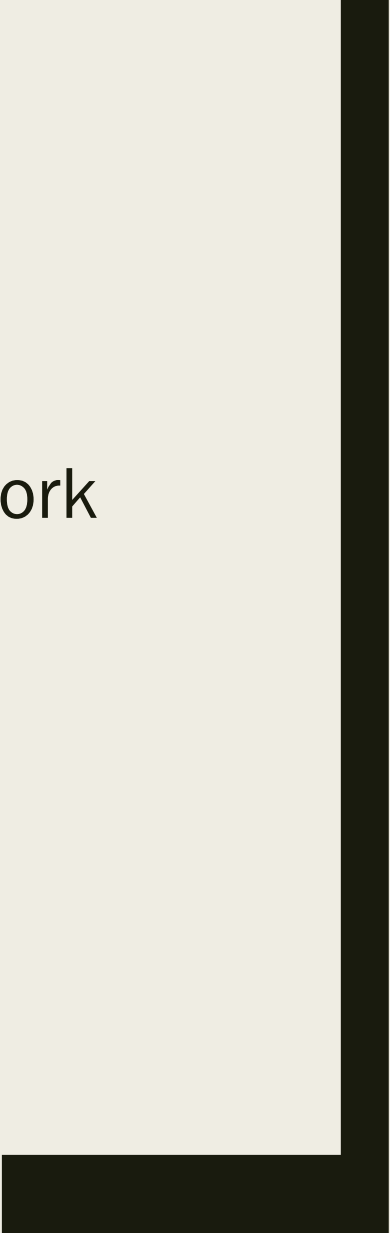




From Learning to Action in Practice:

USING EVALUATION TO ADDRESS SOCIAL EQUITY

Arizona Evaluation Network
Annual Conference
April 13, 2018



Schedule

- 8:45 **Registration Open**
Palm Room
- 9:30 **Welcome** (Jenny McCullough Cosgrove, President-Elect)
Opening activities (Mia Luluquisen, Keynote Speaker)
Palm Room
- 10:00 **Opening Keynote - Exploring the Principles of Participatory Evaluation** (Mia Luluquisen)
Palm Room
- 10:30 **AM Break**
Palm Room
- 10:45 **Morning General Workshop**
Palm Room
- 12:00 **Lunch & Roundtable Discussions**
Palm Room
- 1:00 **Concurrent Workshop Session 1**
Making Organizational Change More Sustainable: Change Management Essentials (L. Melanie Chase)
Palm Room
- Using Students for Community Evaluation Projects: Pros & Cons and Lessons Learned (Allison Titcomb)
Fireplace Room
- 2:30 **Concurrent Workshop Session 2**
The Need for Accessible Evaluation Training in Diverse Communities (Phillip Stoeklen)
Palm Room
- How Effective are Logic Models? Testing their Understandability, Credibility, and More (Darrel Skousen)
Fireplace Room
- 3:15 **PM Coffee Break**
Palm Room
- 3:30 **Afternoon General Workshop**
Palm Room
- 4:45 **Close & Survey Results** (Conference Participatory Evaluation Committee)
Palm Room

Keynote Speaker

Mia Luluquisen, DrPH, MPH, RN, has developed, implemented and evaluated public health, educational and clinical programs and training curricula in the U.S., Native American, Native Canadian/First Nations communities and Iraq since the 1980s. As Director of Evaluation with Partnership for the Public's Health, Dr. Luluquisen led a team to conduct statewide, multi-site, collaborative and participatory evaluation on community change, policy and systems change throughout 27 geographic locations in California. Mia was lead evaluator for Alameda County and City of Oakland's City County Neighborhood Initiative (CCNI) and the HOPE Collaborative, working on the national W.K.Kellogg Foundation's Food and Fitness Initiative with University of Michigan colleagues. She has provided consultations with numerous non-profit organizations, including program evaluations for the Native American Women's Health Education Resource Center and Sariling Gawa Youth Council.



At San Francisco State University's Masters in Public Health Program, Dr. Luluquisen taught graduate courses in community assessments, program planning and evaluation and community organizing. As the previous Deputy Director of Community Assessment Planning and Education with Alameda County Public Health Department, she has developed and conducted numerous trainings on Public Health 101, cultural competency and humility and participatory evaluation that have been adapted by educational institutions and governmental agencies across the world.

Dr. Luluquisen has given numerous peer-reviewed presentations at American Public Health Association conferences, American Evaluation Association annual meetings and the European Evaluation Society's biannual conferences. Her published articles include topics on participatory evaluation, community engagement for policy and systems change, community partnerships, youth leadership development and community capacity building.

Dr. Luluquisen began her career in health care and public health that started with a B.S. Nursing from University of San Francisco. She holds a Doctor of Public Health (DrPH) in Community Health Education and a Masters of Public Health (MPH) with a concentration in Health Policy and Administration, both from the University of California, Berkeley School of Public Health.

An immigrant from the Philippines and a status Heiltsuk Nation member, her life's work has aimed to improve the lives of disenfranchised individuals and communities who have been adversely affected by traumatic histories, colonization and unfair structural conditions.

Concurrent Workshops

The Need for Accessible Evaluation Training in Diverse Communities (*Phillip Stoeklen*)

The lack of racial and ethnic diversity in the evaluation field continues to be troubling. The identity of an evaluator directly affects the questions that are asked in the evaluation, the methods that are employed, the analysis of the findings, and the recommendations that are made. Although evaluators aim to reduce biases, it is impossible to entirely shed individual and cultural experiences. The proposed presentation will focus on the importance of developing evaluation training programs that are accessible to communities of color and describe an example of a partnership that has been forged with the Annie E. Casey Foundation.

Making Organizational Change More Sustainable: Change Management Essentials for Program Evaluators (L. "Melanie" Chase)

Are compelling evaluation findings driving demonstrable continuous improvement and change?

Is there the shared commitment and motivation to push against resistance and the status quo for change to take hold?

Are you mobilizing and preparing change champions to broaden your reach as an evaluator and leader?

Join us if you are interested in making organizational change and improvement more sustainable and actionable throughout the cycle of program evaluation. Learn about how to weave in change management elements based on needs and utilize specific tools for facilitating engagement.

How Effective are Logic Models? Testing their Understandability, Credibility, & More (*Darrel Skousen*)

Despite the popularity and use of logic models in evaluation, little work has been done to explore their effectiveness in improving stakeholder perceptions and understanding. Through a study conducted on Amazon's Mechanical Turk (MTurk) platform, various alterations of a single logic model such as inclusion of a narrative or altering a logic model based on data visualization principles were presented to explore their impact on users' perceptions and understanding including: accuracy of interpretation, response time, mental effort, and perceptions of credibility. Implications for future development in logic modeling and data visualization will be discussed.

Using Students for Community Evaluation Projects: Pros & Cons and Lessons Learned (*Allison Titcomb*)

Join a panel of key stakeholders (university staff and students as well as community members) to explore the value and practice of offering student experiences with evaluation projects in community-based settings. The session will begin with a moderated panel interview and will include active audience participation. Topics will include scenarios of appropriate and difficult projects students might be asked to do, and how modifying the experiences can make them more feasible, meaningful and mutually beneficial for all stakeholders.

Workshop Facilitators

Allison Titcomb, PhD, Associate Vice President for Community Development at United Way of Tucson and Southern Arizona, provides leadership and management support for the First Focus on Kids Coalition and oversees grant-supported programming in early childhood, regional coordination, and other community development work.

Allison also serves as a consultant working with local programs, community-based organizations and non-profits, governments, foundations and coalitions in strategic planning and evaluation. She has taught graduate and undergraduate courses in evaluation, program planning, leadership, advocacy and community building at the University of Arizona and Arizona State University.



Allison completed her bachelor's and PhD at the University of Arizona. Her graduate work in Educational Psychology included memory and decision making across the lifespan and evaluation/research methods. She has certifications in Human Systems Dynamics, Cognitive Coaching, Mediation, Facilitation, and Strengths-based career assessments.



Darrel Skousen, MA, has a BA degree in Psychology from Arizona State University, an MA degree in Positive Organizational Behavior & Evaluation from Claremont Graduate University (CGU), and is currently pursuing a PhD in Evaluation and Applied Research Methods at CGU. Mr. Skousen's evaluation and research interests include program development, the appropriate application of methods within evaluation, and enhancing success within the field of education. He has conducted numerous evaluations of education programs (including children's health and academic success, curriculum development, and teacher development), and is currently working as an assessment analyst within the College of Education at California State University – Dominguez Hills.

Workshop Facilitators

Phillip Stoeklen, MS, is a project manager in an evaluation office affiliated with the University of Wisconsin-Stout. Mr. Stoeklen works on projects ranging from short-term needs assessments to multi-year grant evaluations. In addition to his role as a project manager, I am also the program coordinator for UW-Stout's certificate programs in Evaluation Studies and Institutional Research and teaches courses in evaluation theory and data collection methods.



L. “Melanie” Chase, PhD, works with individuals, groups, organizations and communities to build sustainable change through collaborative methods. She has worked with diverse groups and organizations across sectors as an organization development, change management, and performance improvement consultant and advisor, coach, trainer and facilitator.



Her experience spans across sectors in healthcare, public health, high-tech, utilities, government, education, nonprofits, across small organizations to large, complex systems. Melanie brings a collaborative consulting style, integrity, focus, humor, mindfulness and results to the people she serves.

She holds a Ph.D. in organizational performance and change, M.P.A., and a B.S. in sociology, and received formal training in facilitation.




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