

# Planning for Meaningful Evaluation

January 29-30, 2012

8:30a.m. to 4:30p.m.

## Overview

Coastal resource managers, local decision-makers, and outreach and education professionals are invited to attend this FREE, two-day NOAA Coastal Services Center-led course to learn how to provide evidence of program or project accountability through evaluation. During this program, participants will obtain the knowledge, skills, and tools to create a comprehensive evaluation plan using their existing logic model. **Prerequisite:** Participants must have attended Project Design and Evaluation Course and are required to bring a logic model of the program or project they intend to evaluate and related performance measures, if such measures exist.

*“How do I measure the performance of my outreach and education efforts?”*

*“How can I be sure that my program is positively impacting coastal resources?”*

*“How does my department improve its functioning to have quantifiable impacts?”*

**If you have ever asked yourself these questions, this course is for you!**

## Location

Marine Resources Research Institute  
Indoor Classroom  
SC Dept of Natural Resources  
217 Ft. Johnson Road  
Charleston, SC

## Registration

Register Online Here:

<http://www.dnr.sc.gov/marine/NERR/eventsctp.html>

## Questions?

Contact Blaik Keppler  
kepplerb@dnr.sc.gov  
843-953-9024

This course is hosted by the ACE Basin and North Inlet-Winyah Coastal Training Programs. Space is limited to 35 people. **Register by January 11th!**

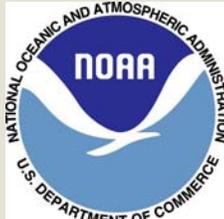
COURSE INSTRUCTED BY:



**NOAA Coastal Services Center**  
LINKING PEOPLE. INFORMATION. AND TECHNOLOGY

**FREE WORKSHOP! LUNCH IS PROVIDED!**

HOSTED BY:



## ***Planning for Meaningful Evaluation***

NOAA Coastal Services Center, ACE Basin NERR & NI-WB NERR

SC Department of Natural Resources  
Marine Resources Research Institute  
Indoor Classroom

January 29-30, 2013  
8:30 a.m. – 4:30 p.m.

<b>DAY 1 Time</b>	<b>Topic, objectives, and activities</b>
<b>8:30</b>	<b>Introduction, workshop overview and objectives</b> <u>Participants will:</u> Know other participants, workshop objectives, and logistics.
<b>9:30</b>	<b>Determining the Evaluation Question</b> <u>Participants will:</u> Identify the specific users of the evaluation results and their needs. Asses the purpose of the evaluation and the timeframe in which each question is answerable. Use assessment criteria to prioritize questions according to program or project circumstances.
<b>10:25</b>	<b>Break</b>
<b>10:40</b>	<b>Defining Context</b> <u>Participants will:</u> Create a draft context description relevant to the effort to be evaluated. Describe the potential uses and value of the context description. Review and critique a context from the perspective of an external evaluator.
<b>12:15</b>	<b>Lunch</b>
<b>1:15</b>	<b>Refining Your Logic Model for Evaluation</b> <u>Participants will:</u> Examine their own logic model and select the elements that support the priority evaluation question(s).
<b>2:25</b>	<b>Break</b>
<b>2:40</b>	<b>Enhancing Plausibility</b> <u>Participants will:</u> Review and critique the plausibility of a logic model from the perspective of an external evaluator using credible sources and proven strategies and tools from prominent social science theories and models.
<b>3:40</b>	<b>Identifying Other Influences</b> <u>Participants will:</u> Identify those influences, from within and outside their program or project, that can help or hinder the implementation or outcomes of the effort to be evaluated.
<b>4:30</b>	<b>Review and wrap-up (quick exit survey)</b>

Day 2	Topic, objectives, and activities
8:30	<b>Review Day 1 and Preview of Day 2</b>
9:00	<b>Creating Effective Performance Measures</b> <u>Participants will:</u> Create effective performance measures that support the evaluation question, specifically identify the source(s) of data, and assess the effectiveness of the performance measures of others.
10:35	<b>Break</b>
10:50	<b>Data Analysis Considerations</b> <u>Participants will:</u> Select appropriate data collection methods based on the evaluation question, performance measures, and an understanding of analysis considerations, quantitative and qualitative methods, and triangulation.
12:35	<b>Lunch</b>
1:35	<b>Communicating Results</b> <u>Participants will:</u> Generate ideas for the format and content of the evaluation report to demonstrate an understanding of the reporting needs and considerations that will facilitate sound decision-making by those who requested the evaluation.
2:55	<b>Break</b>
3:10	<b>Assessing Your Evaluation Plan</b> <u>Participants will:</u> Review, assess, and, rate all components of their evaluation plan to determine their readiness for a meaningful evaluation
3:40	<b>Review and Course Evaluation</b>
4:30	<b>Thanks and Conclude</b>