

THE EVALUATION CIRCLE

Community Engaged Research
Through Evaluation

Workshops 2011-2012

The Community Evaluation and Research Center (CERC) at Michigan State University is pleased to announce the third year of **The Evaluation Circle**, a series of workshops on evaluation theory and practice for members of the MSU community. As part of The Evaluation Circle, we plan to offer two workshops each semester, beginning in the fall of 2009. These workshops are designed to cover evaluation topics that are often not addressed in the typical graduate curriculum. The workshops are free and open to all MSU students, faculty and staff.

All participants are asked to register before the workshops → www.outreach.msu.edu/cerc

In addition, we are very excited to include Michael Quinn Patton's workshop on Utilization-Focused Evaluation in this year's lineup. However, there is a fee for this workshop. Registration for Dr. Patton's workshop is \$125 for National Outreach Scholarship Conference attendees and MAE members; \$150 for all others.

Saturday, October 1, 2011

Kellogg Center | Lincoln Room
8:30 a.m. to 4:30 p.m.

To register for Dr. Patton's
workshop, go to:
outreachscholarship.org/Patton

UTILIZATION-FOCUSED EVALUATION

Presenter: Michael Quinn Patton, Ph.D.

Utilization-Focused Evaluation begins with the premise that evaluations should be judged by their utility and actual use. Therefore, evaluators should facilitate the evaluation process and design any evaluation with careful consideration of how everything that is done, *from beginning to end*, will affect use. Use concerns how real people in the real world apply evaluation findings and experience the evaluation process. Therefore, the focus in utilization-focused evaluation is on intended use by intended users.

Friday, October 28, 2011

Kellogg Center | Room 61
1:00 – 4:00 p.m.

SOCIAL NETWORK ANALYSIS

Presenter: Jenna Watling Neal

Social network analysis is a distinct research paradigm that focuses on the structure of relationships between a set of actors (e.g., individuals, organizations, communities). This paradigm's focus on relational structures makes it useful for both formative and summative program evaluation. The workshop will provide a basic introduction to social network analysis. Topics covered will include social network theory, measurement and data collection, representation of social network data, and basic analysis. During the workshop, participants will have opportunities to apply what they have learned to their own evaluation interests.

Friday, November 11, 2011

Kellogg Center | Room 61
1:00 – 4:00 p.m.

COST-BENEFIT ANALYSIS

Presenter: John Goddeeris

It seems almost definitional to say that an action should be taken or a program adopted if its benefits exceed its costs. In practice, however, quantifying benefits and costs is seldom straightforward, so using cost-benefit analysis as a component of program evaluation requires skill, ingenuity and an appreciation of the limitations of the method. How, for example, are benefits and costs that accrue at different times to be made comparable? Is it relevant or necessary to know who benefits from a program and who bears the costs? This workshop will provide an introduction to the logic of cost-benefit analysis as practiced by economists, along with some common issues that arise in its implementation. Concepts will be illustrated with examples from the literature. Participants will discuss the application of cost-benefit analysis to a case study.

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Friday, January 20, 2012

Kellogg Center | Room 61
1:00 – 4:00 p.m.

EVALUATING SYSTEMS CHANGE

Presenter: Miles McNall

As communities move beyond fine-tuning individual programs to transforming entire systems of related policies and programs, evaluators are increasingly called upon to evaluate the success of systems-change efforts. This workshop will focus on key issues in evaluating systems change efforts, including how to conceptualize systems and their boundaries, useful frameworks for guiding systems-change evaluations, and common methods for evaluating systems change.

Friday, February 3, 2012

Kellogg Center | Room 61
1:00 – 4:00 p.m.

PRESENTING EVALUATION FINDINGS

Presenters: Laurie Van Egeren, Laura Bates, Miles McNall

Researchers and policymakers operate in different institutional and professional cultures with different goals, processes, languages, and reward systems. If research evidence is to inform policy, researchers must understand policymakers' information needs and communicate in language that they understand. In this workshop we will discuss how research findings can be presented in ways that are useful to policymakers and increase the use of research in decision making.

Friday, April 13, 2012

Kellogg Center | Room 61
1:00 – 4:00 p.m.

MIXED METHODS EVALUATIONS

Presenter: Rebecca Campbell

Mixed methods evaluations are often celebrated as having the best of both worlds — quantitative numerical findings as well as qualitative contextual detail. However, planning, implementing, analyzing, and presenting mixed methods projects can be challenging. This workshop will break down this complex process into a series of decision trees that evaluators and their collaborators can use to create mixed methods studies, and provide an overview of the key epistemological and methodological debates in the mixed methods literatures. Then we will focus on specific mixed methods designs and their utility across different evaluation contexts. Participants will work on developing mixed methods designs for programs/settings with which they are familiar.

Visit the CERC website for presenter bios at

➔ outreach.msu.edu/cerc/evaluationcircle.aspx

➔ www.outreach.msu.edu/cerc
visit the site

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