



OPEN Annual Conference
October 7 & 8, 2004
Evaluation's Response to Urgent
Public Policy Issues
University Place Hotel, Portland, OR

Further Information and On-Line Registration:

<http://www.oregoneval.org>.

Pre-Conference Training Workshops
Thursday, October 7

Four three-hour workshops will be offered, two each in the morning and afternoon. Registration, including lunch, is \$60 per single session, \$100 full day, 9 a.m. to 4 p.m. Registration at 8:30 a.m. will include a continental buffet breakfast with fruit, breakfast breads, fresh chilled juices and hot beverages. Breaks (15 minutes) feature beverages (morning) and cookies/brownies (afternoon).

Session A, 9 to Noon Three Innovative Evaluation Methods: Online Surveys, Video-Stimulated Focus Groups, and Think-Aloud Interviews.

Examples will be provided from a recent evaluation and support provided for adaptation of participants' own programs or practices. On-line surveys use the World Wide Web to administer, capture, and store questionnaire responses. Video-stimulated focus groups involve presentation of a montage of video clips to focus responses around critical, typical or ambiguous events. Think-aloud protocols provide insight into cognitive and meta-cognitive processing and, when used for technology evaluation, into person-machine interface.

Presenters are Linda Mabry, Ph.D., Associate Professor, WSU-Vancouver, and Juna Z. Snow, Professional Researcher, WSU-Vancouver. Primary Audience: evaluators, researchers, schools, university staff.

Session B, 9 to Noon What You Really Need to Know About Conducting An Evaluation

This interactive workshop will cover basic evaluation concepts and strategies. The format of the workshop will include both presentation of evaluation issues and interactive workgroups that will practice developing an evaluation plan. Time will be devoted to discussion and

questions. We expect that the participants will gain knowledge and skills in the following areas:

Types of evaluations and how evaluation contributes to evidence-based practices; development of appropriate evaluation plans, including the use of logic models and strategies for working with clients; and ways of ensuring that the results of the evaluation are used by the client.

Presenters are Juliette Mackin, Ph.D., Senior Research Associate, NPC Research, Portland, and Scott Keir, Ph.D., Research and Evaluation Supervisor, Department of Community Justice, Multnomah County. Primary Audience: evaluators new to the field.

Lunch at noon includes a Pacific Rim salad, soup of the day, freshly baked rolls, plus a dessert selection. Lunch is included in the cost of registration.

Session C, 1 to 4 p.m. Visual Display of

Data. This workshop will provide practical advice for the visual display of data, quantitative and other, using readily available tools such as PowerPoint and Excel. Effective communication with words, numbers and pictures will be emphasized.

Presenter is Michael Ponder, Ph.D., Program Evaluator, Portland. Primary Audience: evaluators, researchers.

Session D, 1 to 4 p.m. An Indigenous Framing for Evaluation and Thoughts on Process Evaluation Models for American Indian Programs.

Culturally competent evaluation in Indian Country requires an understanding of the rich diversity of tribal peoples, the importance of self-determination and sovereignty, and the importance of being responsive to tribal ethics and values. This workshop will discuss the presenter's experiences in working toward an indigenous framing for evaluation. It will also present ideas on how to develop evaluations that incorporate Native American values and ways of knowing to empower community voices in evaluation processes and outcomes. Interactive activities related to understanding one's personal culture and some orientation to indigenous values and ways of knowing will be included with a process evaluation model as one way to frame participatory evaluation. Presenters will share stories from their own experiences and invite participants to do the same.

Presenters are Joan LaFrance (Chippawa), Ed.D., Mekinak Consulting, Seattle, and Jane Grover (Abenaki/Vermont), M.S., Research Associate, RMC Research Corporation, Portland. Both are frequent AEA co-presenters. Primary Audience: evaluators, government and non-governmental organizations.

OPEN Annual Conference

Friday, October 8



Registration at 8:30 will include a continental buffet breakfast with fruit, breakfast breads, fresh chilled juices and hot beverages. Breaks feature beverages (morning) and cookies/brownies (afternoon).

Keynoter Jennifer Greene, Ph.D. of the Educational Psychology Dept. at the University of Illinois at Urbana-Champaign will keynote on the conference theme, "Evaluation's Response to Urgent Public Policy Issues." Dr. Greene was the Paul F. Lazarfeld award winner for contributions to evaluation theory from the American Evaluation Association in 2003 and was named a Distinguished Senior Scholar by the UIUC College of Education that same year.

Dr. Greene is currently principal or co-principal evaluator for National Science Foundation STEM Education Programs, the UIUC College of Engineering EPICS K-12 Program, and AERA/IES Grants Program. Her research interests focus on the intersections of social science and social policy. She works in the domain of educational and social program evaluation and seeks to advance the theory and practice of alternative forms of evaluation including qualitative, participatory and mixed-method evaluation approaches. Her current work emphasizes evaluation as a venue for democratizing dialogue about critical social and education issues.

Prof. Greene co-edited the AEA December 2001 publication *Responsive Evaluation: New Directions for Evaluation, No. 92*. She will follow her keynote with a breakout session.

Breakout Sessions are 75 minutes, four in the morning and seven in the afternoon, and include the following confirmed sessions. Fuller descriptions will be posted at www.oregoneval.org.

Morning 10:45 to Noon

- Just What is Being Mixed in Mixed Methods? Jennifer Greene, Keynote speaker
- The Voice of Experience, What Worked and Did Not Work and Why—A Panel on Cultural Competency and Diversity Issues in Evaluation, Elizabeth Bamberger, convener
- What Works, Who Cares?—Strategies for Making What Works Matter in Criminal Justice, Circuit Court Judge Michael H. Marcus

- Evaluation Models for Mental Health & Addiction Services, Jon C. Collins, Manager Program Analysis & Evaluation Unit, Oregon OMHAS, Salem

Afternoon 1:00 to 2:15

- Evaluation of a Laptop Program for High-Risk Elementary Students, Linda Mabry and Juna Z. Snow, Washington State University Vancouver
- Helping State and Local Agencies Benefit from Statewide Student Data, Eric Einspruch and Gwen Hyatt, RMC Research Corporation
- Minorities in the Legal System, Michael Ponder, Program Evaluator, and Scott Keir, Multnomah County Department of Community Justice
- Transactional Institutional Cost Analysis Evaluation Model, Shannon Casey, NPC Research

Afternoon 2:30 to 3:45

- Evaluating Reading First, Kari Nelsestuen & Elizabeth Autio, Northwest Regional Educational Laboratory
- Evaluation Supporting the Decision To Change Report Card Formats in the Portland Public Schools, Evelyn Brzezinski, Director of Research and Evaluation, Portland Public Schools
- Staff Training Evaluation in Correctional Setting

Lunch will include salads, a choice of hazelnut-crusted breast of chicken or apple-roasted pork loin with cider au jus plus vegetables and a chef's dessert display. A vegetarian option is available.

Registration

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Pre-Conference October 7

Registration fee, including lunch, is \$60 per session, \$100 the full day, 9 a.m. to 4 p.m.

Conference October 8

Conference registration fee for OPEN members at the 9 to 4 p.m. event is \$125. Non-members \$135.

Graduate students (current student ID required at door), \$35. Lunch is included. Presenters are expected to register for the conference unless they are only attending to present their session.

Hotel reservations are available directly through University Place Hotel, 310 SW Lincoln St., Portland, OR 97201. Tel (503) 221-0140, FAX (503) 525-8836. Mention the OPEN Annual Conference in your correspondence. Parking is \$8 per day, \$12 overnight.

Co-sponsors are Regional Research Institute at PSU, RMC Research, NPC Research and Sage Publications

Conference Chair is Dr. Peter Hendrickson who may be reached at phendric@egreen.wednet.edu