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PRESIDENT'S MESSAGE



Dear AaEA Membership:

Well, it is hard to believe that another year has ended. Kudos to all of our members who helped to make this another great year for the Atlanta Area Evaluation Association. As an organization, we have continued to thrive with xxx members as of October 31, 2003. This number represents xx new members. Over the course of the past year we sponsored 3 Quarterly Events, x Professional Development and New Evaluator Workshops. Xxx individuals from a variety of professional backgrounds, attended these events and responses on the evaluations indicated that participants found the presentations informative and relevant to their professional interests.

As you know, the Annual Meeting of the American Evaluation Association was held in Reno, Nevada November 4-9. This was one of the most well attended meetings ever with over 1600 participants representing nearly every State in the U.S. and many international venues as well. The theme of this year's Presidential Strand was on "Methods". Presentations on that topic included sessions on both qualitative and quantitative approaches to evaluation, computer applications, and creative reporting strategies. It was an excellent conference!

We have already begun planning for the 2004 Annual meeting of the American Evaluation Associate (AEA) which will be held in Atlanta. We anticipate an impressive turn-out of AaEA members. I encourage you to consider submitting a presentation proposal- we want Georgia to be well represented!

On a bittersweet note, Elizabeth Grossman, our President-elect, recently announced that she and her family will be relocating to Minnesota in the next few months. Liz has been a tremendous asset to our organization, having served on the Program Committee since 2001, in addition to being an active member of our Executive Council. We will miss her!

The foundation of our organization is its membership. We need your active participation in AaEA to keep our organization strong. If you have not done so already, I encourage you to become involved with one of our standing committees: Membership, Program, Professional Development, or Finance. Committees work behind the scenes to ensure that AaEA continues to be a well-organized and efficient operation so that we can continue to offer quality programs and benefits to our membership.

Thanks again for a wonderful year!

Sincerely yours,

Iris E. Smith, Ph.D., M.P.H.

President

Atlanta Area Evaluation Association

Current AaEA Officers

Elections for new officers are upon us and many members are remaining scarce for fear of ending up on the ballot! At this time, we would like to re-introduce the 2003 officers and offer our thanks to them for another productive year.

President - Iris Smith, Ph.D.

Emory University

(404) 727-2925; ismith@sph.emory.edu

Iris is a faculty member at Emory University, Rollins School of Public Health. In addition, she was Director of National Evaluation Services for the American Cancer Society (ACS). In this role, she was responsible for developing and managing evaluation studies for Departments at the ACS National Headquarters that are of national interest or nationwide in scope. She is an adjunct faculty member for the Master of Public Health Program at the Morehouse School of Medicine. Iris has been involved in AaEA since early in its creation. She holds a Master of Public Health from Emory University and a Ph.D. in Community Psychology from Georgia State University.

President Elect - Liz S. Grossman, M.P.H

ORC Macro

(404) 592-2126; elizabeth.s.grossman@orcmacroint.com

Liz has 10 years of project management experience in health care settings including managed care, inpatient and outpatient hospital settings and nonprofit organizations. As a Project Manager at ORC Macro, she has been involved in numerous program evaluation, strategic planning, and evaluation design projects primarily for public organizations. Her recent work has focused on training and technical assistance for a multi-site, multi-level national children's mental health initiative designed to implement community-based, family-centered systems of care for children with severe emotional disorders in 67 communities across the country.

Secretary - Julie W. Chambliss, Ph.D.

Chambliss and Associates, Inc.

(770) 579-2726; chambj@bellsouth.net

Julie is President of Chambliss and Associates, Inc., an independent evaluation consulting firm located in the metro Atlanta area. She received her Ph.D. in community psychology from Georgia State University. With more than 12 years of evaluation experience, Julie has worked extensively with primarily nonprofit organizations to design and implement their program evaluations using a participatory approach. She has developed many technical products including several evaluation training manuals. Her work frequently centers on the cross-site evaluation of prevention and health promotion programs at the state and national levels.

Treasurer - Rebecca Glover-Kudon, M.P.H.

American Cancer Society

(404) 329-7709; rglover@cancer.org

Rebecca has served on the Professional Development Committee since its formation. For six years, she has worked for the Department of Evaluation in the American Cancer Society's National Home Office managing program evaluation projects, providing training and technical assistance on evaluation topics, and developing print and electronic materials for use in the Collaborative Evaluation Fellows Project. Rebecca also oversees the ACS's Public Health Internship Program. Rebecca was previously responsible for community health assessment, planning, and notifiable disease surveillance for the Georgia Division of Public Health, Valdosta.

OBSERVATIONS FROM THE AMERICAN EVALUATION ASSOCIATION (AEA) 2003 ANNUAL MEETING

By: Tom Chapel

Atlanta Affiliate Takes AEA by Storm

AaEA members were front and center at almost every component of Evaluation 2003, the annual conference of the American Evaluation Association which just concluded in Reno, NV. Tom Chapel and Jim Rugh both returned to reprise their popular preconference skill-building sessions. Tom's session on logic models attracted a packed house as did Jim's session on "Evaluation on a Shoestring" [JIM WILL OFFER THIS AS A SPECIAL SESSION FOR AAEA IN DECEMBER, SEE RELATED STORY].

During the conference, Goldie MacDonald, candidate for AaEA President-Elect, was honored with a coveted "encore" slot—a presentation so well received that the leadership invites it back for a second year. A large contingent of AaEA'ers was represented on the hundreds of panels. Among others: Clark-Atlanta professor and AEA Board Member Sarita Davis; GSU's Jim Emshoff, Gary Henry, and former AaEA President Judith Ottoson; CDCers Larry Green, Finance Chair Betty Apt, former Treasurer Maureen Wilce, Program Chair Demia Sundra, and Secretary candidate Rene Lavinghouze.

AaEA has been the guiding force behind an effort to build collaboration among AEA affiliates and between the affiliates and the AEA central office. Hopefully., this will culminate in a retreat for affiliates to be held in Atlanta next Spring or Summer. With that in mind, Judith Ottoson took charge of the affiliate break out sessions and affiliate breakfast as a way to begin generating ideas. AEA comes to Atlanta in November 2004; this will be an opportunity for AaEA members to be even more visible and central than ever.



We're on the Web!
Look here for upcoming events:
<http://www.evalatl.org>

American Evaluation Association
Devoted to the application and exploration
of evaluation in all its forms

www.eval.org

Background: The American Evaluation Association is an international professional association of evaluators devoted to the application and exploration of program evaluation, personnel evaluation, technology, and many other forms of evaluation. Evaluation involves assessing the strengths and weaknesses of programs, policies, personnel, products, and organizations to improve their effectiveness. The American Evaluation Association's mission is to *Improve evaluation practices and methods, Increase evaluation use, Promote evaluation as a profession and Support the contribution of evaluation to the generation of theory and knowledge about effective human action.* AEA has approximately 3000 members representing all 50 states in the US as well as over 50 foreign countries.

Membership: As a member of AEA, you'll receive the quarterly journal, *American Journal of Evaluation*, a subscription to the quarterly topic journal, *New Directions in Evaluation*, and many other benefits. Annual membership is \$80 for standard membership, \$60 for members who currently hold their primary membership as part of the Canadian Evaluation Society and wish joint membership, and \$50 for full student membership. Students may also join at a reduced \$20 rate without journals.

AEA * November 3-6, 2004 * Atlanta

Evaluators from around the world will descend on Atlanta next November for Evaluation 2004, the annual conference of the American Evaluation Association (AEA). Atlanta last hosted the annual AEA conference in the mid-1990s. The ensuing decade has seen significant growth in AEA, in the visibility and importance of evaluation as a field, and in the breadth and vitality of the Atlanta evaluation community. From November 3-6, more than 1,500 evaluators will be part of a wide array of workshops, panels, demonstrations, and exhibits that cover the full breadth and depth of topics that engage evaluators.

As the local affiliate, AaEA plays a central role in helping to ensure the conference runs smoothly and that the time spent in Atlanta is memorable. We've formed a host committee and are actively seeking volunteers to help with several key tasks: identifying resources like restaurants, shops, and tourist destinations for participants planning selected special events to showcase Atlanta promoting the conference with the Atlanta evaluation community and encouraging their participation helping identify and recruit (but NOT MANAGE) volunteers who AEA will deploy during the conference

David Cotton of ORC Macro is chairing the host committee. Contact him at [CHECK THIS E-MAIL ADDRESS] to volunteer or for more information.

Stay tuned for information from AaEA
on how to become involved in the host committee

New Evaluators Group

What is the AaEA New Evaluators group? The New Evaluators group is a subgroup of the Atlanta area Evaluation Association (AaEA) and open to anyone new to the field and/or practice of evaluation, including students. The group strives to provide educational opportunities related to evaluation skills, current topics in evaluation, and the profession of evaluation. Members of the group are also provided with opportunities to network with accomplished evaluation professionals. The New Evaluators group currently offers meetings with invited speakers and skill building activities.

Events for the New Evaluators group will be advertised on the AaEA website (<http://www.evalatl.org>) and distributed electronically to all members of the group. To be placed on our electronic distribution list, please contact Tamara Lamia at Tamara.L.Lamia@orcmacro.com or Audrey Reichard at AREichard@cdc.gov.

What has the New Evaluators group done most recently? Back by popular demand, the New Evaluator/Student Workshop, "Outcome Mania", was hosted on October 23. Dr. Steve Erickson from EMSTAR Research Inc. and Dr. Julie Chambliss from Chambliss and Associates, Inc. shared their stories in the nuances and dangers of outcome evaluation from their years of professional experiences. The workshop provided the participants insights into the do's and don'ts in evaluating programs and encouraged them to take on the approach of being a partner and a facilitator in the evaluation and the improvement of programs rather than utilizing the punitive approach. The workshop was well received by the participants.

What upcoming events does the New Evaluators group have planned? A skill building workshop on the Logic Model and evaluation framework will be hosted in mid-late January of 2004. The participants will have an opportunity to learn these important skills from experts in the field.

Other Updates from The New Evaluator's Group: New leadership was selected for the New Evaluator group at the October 10th meeting. We welcome Kai Young and Kelly McCarrier to their new roles within the group. They hope to build on the momentum gained by the group under previous co-leaders Tamara Lamia and [Audrey Reichard](#).

We welcome any new ideas or suggestions for improvements or workshop ideas. Please contact the co-leaders, Kai Young, khyoung@sph.emory.edu and Kelly McCarrier at kmccarrier@cdc.gov.

WANTED:

Volunteer trainers, who are specialists in evaluation, to offer workshops for the Georgia Center for Nonprofits. We pay mileage for more than 100 miles outside Atlanta. We already offer classes on Logic Models. We need general evaluation process and some advanced classes. We also want evaluation professionals who have used software such as NonprofitBooks Office to track outcomes. Please call Susan Goodman 404-688-4845, ext. 3108 or e-mail with ideas and resume to sgoodman@gcn.org.

AaEA Nominations

The following AaEA members have been nominated to appear on the AaEA 2004 officer election ballot.

René Lavinghouze, MA (running for Secretary)

René Lavinghouze has over 13 years experience in designing, conducting and managing evaluations focusing in prevention programs. She is currently the lead evaluation scientist in the Division of Oral Health at the Centers for Disease Control and Prevention. René has been at the CDC for 6+ years and previously worked in HIV/AIDS prevention. Prior to coming to CDC, she worked at a private evaluation and organizational services firm for over 7 years. She currently serves on the CDC Chronic Center's evaluation networking group steering committee as well as on the Communications committee for the CDC Behavioral and Social Sciences Working group. She received her Master's in Community Psychology at Georgia State University.

Goldie MacDonald, Ph.D. (running for President-elect)

Goldie MacDonald is a Health Scientist in the Office on Smoking and Health (OSH) at the Centers for Disease Control and Prevention (CDC). She provides technical assistance on program evaluation planning, implementation, and the use of findings to states and diverse partners participating in CDC's National Tobacco Control Program. Much of her work focuses on the development of comprehensive evaluation plans, and identifying appropriate strategies for documenting program processes and outcomes. She also provides expertise on participatory approaches to program evaluation, utilizing qualitative methods of data collection, and the use of logic models for program planning and evaluation. Since joining CDC in 1999, she has developed and delivered a series of hands-on workshops on evaluation theory and method to national, state, tribal, and local audiences. She currently teaches program evaluation at the Rollins School of Public Health, Emory University.

Goldie is lead author of "Introduction to Program Evaluation for Comprehensive Tobacco Control Programs." For their work on this document, the Office on Smoking and Health received the Alva and Gunnar Myrdal Award for Government from the American Evaluation Association (AEA) in November 2002.

Atlanta-area Evaluation Association Financial Report for 2003

Financial Report 2002

Regular Memberships (#)
Student Memberships (#)
Fees for individual events
Donations
2001 Cash reserve returned
Other

2002 Affiliate Budget

Expenses by Committee

Program
Professional Development
Communications
Membership
Finance
TOTAL

Balance Sheet

Starting balance (1/1/03)
Total income
Total expenses
Ending balance (12/31/03)
TOTAL INCOME

Atlanta-area Evaluation Association (AaEA)

Who are we?

The Atlanta-area Evaluation Association (AaEA) was formed in 2000 to support the broad and diverse group of evaluators in our area. The Association has three broad goals: (1) to improve the quality of evaluation; (2) to enhance the professional life of evaluators; and (3) to add credibility and visibility to the evaluation field. As part of our overall goals, we hope to:

- Stimulate new evaluation ideas and opportunities
- Facilitate the identification and organization of evaluation services for the community
- Decrease isolation among area evaluators
- Provide networking opportunities among evaluators
- Cross-fertilize evaluation ideas among various professions, settings, and content areas
- Bring students into the evaluation field and mentor their professional development
- Help strengthen the American Evaluation Association

We seek to achieve these goals and objectives broadly, but put special emphasis on our Atlanta-area community. By joining us, you support the Association's purposes, as well as find personal benefits for you as an evaluation professional.

Benefits of AaEA Membership

Current benefits:

- Professional development
- Quarterly educational programs (at no additional cost)
- Discounts on special programs and events
- New evaluator group with field visits and local contacts
- Networking opportunities
- Mentoring support
- Website with links to national and local sites: <http://www.arc.gsu.edu/aea/default.htm>
- Opportunities to provide leadership in the evaluation field
- Newsletter

Coming soon:

- Job exchange
- Access to member-only electronic communications via the listserv or the website
- Access to the current AaEA Membership Directory

Become a member online at: www.evalatl.org

Atlanta-area Evaluation Association (AaEA) Annual Membership Application

To become a member of the AaEA, please complete the following form and mail your check payable to:
Atlanta-area Evaluation Association, {INSERT PO BOX ADDRESS INFORMATION HERE}.

- Please check one:
- I am a new member
[SKIP TO SALUTATION]
 - I am renewing my membership and **DO NOT** have changes to my contact information
[SKIP TO TYPE OF MEMBERSHIP]
 - I am renewing my membership and **DO** have changes to my contact information
[CONTINUE TO SALUTATION]

Salutation: Ms. Mr. Dr.

Highest degree earned: Bachelors Masters Doctorate Other: _____

Job Title: _____

Organization: _____

The following mailing address is my:

- business address for the above organization
- home address
- Other: _____

Address line 1: _____

Address line 2: _____

Address line 3: _____

City: _____ State: _____ Zip Code: _____

Best number to reach you during the day: (____) ____ - _____ Fax #: (____) ____ - _____

Email address: _____

- Type of membership:
- \$40.00 yearly (regular membership) [SKIP TO WORK SETTING]
 - \$25.00 yearly (full-time student membership) [CONTINUE TO NAME OF SCHOOL]

Name of school: _____

Concentration of study: _____

Please continue on the other side.



Atlanta-area Evaluation Association (AaEA) Annual Membership Application [*Continued...*]

Work Setting:*(Check All That Apply)*

- Education
- University
- Full-Time Student
- Government
- For-Profit
- Not-For-Profit
- Independent Consultant
- Cultural/Diversity Issues in Eval.
- Other: _____

Areas Of Interest:*(Check All That Apply)*

- Health Evaluation
- Education Evaluation
- Crime/Justice Evaluation
- Business/Industry Evaluation
- Human Services Evaluation
- Qualitative Methods
- Quantitative Methods
- Community / Participatory
- Other: _____

Areas Of Expertise:*(Check All That Apply)*

- Health Evaluation
- Education Evaluation
- Crime/Justice Evaluation
- Business/Industry Evaluation
- Human Services Evaluation
- Qualitative Methods
- Quantitative Methods
- Other: _____
- Other: _____

Which of the following AaEA committee(s) would you like to serve on?

(Check all that apply)

- Finance:** This committee initially worked on structural issues for the AaEA such as by-laws & 501c3 status. Once a structure is in place the committee will be concerned with the financial solvency of the affiliate.
- Professional Development:** This committee focuses on ways to bring new evaluators into the field and to support and stimulate the development of practicing evaluators. How can I continue my own learning? What can I share with someone else?
- Program:** This committee helps identify topics, venues, and formats for AaEA events. What would be interesting and how can we make that happen?
- Communications:** This committee is focused on internal and external communications among evaluators in the Atlanta area and beyond, including websites, listservs, newsletters, marketing materials, and e-mail exchanges.
- Membership:** This committee focuses on the mechanism, advantages, fee structure, and database for the affiliate membership. Why join? How do you join? Who are members?
- New Evaluators:** This group includes students and others who are new to the field of evaluation. The group organizes events that not only expose participants to a variety of evaluation career paths, but provide them direction regarding the types of education and training that can support an evaluation career. Participants benefit from the insights and ideas of others who have already made choices along this career path.

How many years have you been in the evaluation profession? ____ years

How did you hear about us?

(Check all that apply)

- A colleague
- Affiliate link from AEA website
- Other: _____

Can we share your contact information with the AaEA membership via a member directory? Yes No

Questions? Contact the Membership Committee Chair “_____” at “**phone #**” or via email at “***”.

Would you pay online if AaEA offered this option? Yes No

PLEASE MAIL YOUR COMPLETED APPLICATION AND CHECK (MADE PAYABLE TO THE ATLANTA AREA EVALUATION ASSOCIATION) TO:

P.O. BOX 95273, ATLANTA, GA 30347