

# AAEA UPDATE

## 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 93 active members as of January 1, 2004. This number represents 52 new members. Over the course of the past year, we sponsored four Quarterly Events and five Professional Development or New Evaluator Workshops. A total of 276 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 (AEA) was held in Reno, Nevada from November 4-9, 2003. 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 the 2003 AEA conference Presidential Strand was "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 Association*

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*tion (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. 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

## Officers for 2004

### **PRESIDENT - Iris Smith, Ph.D. , MPH**

Faculty, Emory University, Rollins School of Public Health

(404) 727-2925; [ismith@sph.emory.edu](mailto:ismith@sph.emory.edu)

Iris Smith has over 15 years experience in program development and evaluation. She holds a doctorate in Community Psychology from Georgia State University and a Master's in Public Health from Emory University. She is presently Director of the Office of Career Education and Evaluation at the Emory University's Rollins School of Public Health where she directs the Career Masters in Public Health Program. She is also Co-Investigator (for evaluation) for the Emory Center for Public Health Preparedness, one of 22 Centers funded by the Centers for Disease Control to develop and provide bio-terrorism preparedness training to state public health workers. Until recently, Iris was the Director of National Evaluation Services at the National Headquarters of the American Cancer Society.

### **PRESIDENT ELECT - Goldie MacDonald, Ph.D.**

Steps Program Office, Office of the Director, National Center for Chronic Disease Prevention and Health Promotion, CDC

(770) 488-5534; [gim2@cdc.gov](mailto:gim2@cdc.gov)

As the National Evaluation Coordinator for the *Steps to a HealthierUS* cooperative agreement, Dr. MacDonald provides leadership and technical expertise on program evaluation planning, implementation, and the use of findings to inform program improvement at both the national and community levels. Much of her work focuses on identifying appropriate strategies for documenting program processes and outcomes toward increased accountability, improved sustainability, and enhancing the evidence base for public health practice. 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.

Goldie is lead author of "Introduction to Program Evaluation for Comprehensive Tobacco Control Programs." For their work on this publication, the

authors received the Alva and Gunnar Myrdal Award for Government from the American Evaluation Association (AEA) in November 2002.

### **SECRETARY - Katie Bates**

Senior Management Analyst

State of Georgia, Department of Audits and Accounts, Performance Audit Operations Division  
(404) 651-8875; [batesmk@audits.state.ga.us](mailto:batesmk@audits.state.ga.us)

Katie Bates is a Senior Management Analyst for the Georgia Department of Audits and Accounts' Performance Audit Operations Division. Katie has served as an Analyst for the State for over four years, evaluating a myriad of state-funded programs and initiatives from Genetic Newborn Screening to the application, management, and accounting of the Court Fees. Katie's work for the DOAA involves program evaluation from project design through writing of the final report issued to the General Assembly, the Governor, and the citizens of Georgia. She has served on the Executive Council as Co-Chair of the Programming Committee and her interests include expanding the AaEA membership and serving as the affiliate's historian and liaison to the affiliate membership.

### **TREASURER - Rebecca Glover-Kudon, MSPH**

Full-time doctoral student, Health Promotion and Behavior, University of Georgia  
(706) 583-0893; [rebglover@yahoo.com](mailto:rebglover@yahoo.com)

Rebecca worked for 7 years as a manager in the Evaluation Department of the American Cancer Society National Home Office. In that role, she managed evaluation projects conducted through the Collaborative Evaluation Fellows Project, provided evaluation-related technical assistance and training, and developed resources for use in evaluation projects nationwide. Rebecca also administered the American Cancer Society's graduate-level Public Health Internship Program. She has been active in the professional development, membership, and finance committees. Rebecca served as AaEA Treasurer in 2003 and looks forward to continuing that role for a second year in 2004. Rebecca holds a Master of Science in Public Health in Health Policy and Administration from the University of North Carolina at Chapel Hill.

## Committee Co-Chairs for 2004

**Communications Committee:** 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.

*Joan Borchardt, M.P.H.*

ORC Macro  
(404) 592-2224;  
[joan.s.borchardt@orcmacro.com](mailto:joan.s.borchardt@orcmacro.com)

*Mark Rivera, Ph.D.*

Research Associate, GSU Health Policy Center  
[mdrivera@gsu.edu](mailto:mdrivera@gsu.edu)

**Finance Committee:** 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.

*Maureen Wilce*

Behavioral Scientist, CDC  
(404) 523 7421; [Mwilce@CDC.gov](mailto:Mwilce@CDC.gov)

*Allison Leppke*

Instructional Designer  
Emory University, Rollins School of Public Health  
(404) 727-3141; [aleppke@sph.emory.edu](mailto:aleppke@sph.emory.edu)

**Membership Committee:** This committee focuses on the mechanism, advantages, fee structure, and database for the affiliate membership. Why join? How do you join? Who are members?

*Tom Chapel*

CDC  
(404) 639-7090; [tkc4@cdc.gov](mailto:tkc4@cdc.gov)

**New Evaluators Group:** 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.

*Kai Young*

[khyoung@sph.emory.edu](mailto:khyoung@sph.emory.edu)

*Kelly McCarrier*

[kmccarrier@cdc.gov](mailto:kmccarrier@cdc.gov)

**Professional Development Committee:** 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?

*Julie W. Chambliss, Ph.D.*

Chambliss & Associates, Inc.  
(770) 579-2726; [chambj@bellsouth.net](mailto:chambj@bellsouth.net)

*Khurram Hassan, MPH*

Director, Impact Measurement Department,  
United Way of Metro Atlanta  
[KHassan@unitedwayatl.org](mailto:KHassan@unitedwayatl.org)

**Program Committee:** This committee helps identify topics, venues, and formats for AaEA events. What would be interesting and how can we make that happen?

*Demia L. Sundra, MPH, CHES*

Associate Service Fellow, CDC  
(770) 488-5506; [dsundra@cdc.gov](mailto:dsundra@cdc.gov)

### Join a Committee Today!

Joining an AaEA committee is a great way to have an impact on professional development activities for evaluators in the Atlanta area. If you are interested, feel free to contact one of the co-chairs listed.

# Announcement for Upcoming Quarterly Event

## *Empowerment Evaluation and Getting to Outcomes*

Abraham Wandersman, Ph.D. & Xiaoyan Zhang, Ph.D.

March 18, 2004

### When:

Thursday, March 18, 2004  
2:30 - 3:00PM - Registration/Refreshments  
3:00 - 5:00 PM - Presentation/Discussion

### Where:

ORC Macro, 3 Corporate Square NE, Suite 370, Atlanta, GA 30329 (Free parking is available, directions available at <http://www.macrint.com/content/about/atlantadirs.asp>)

### Cost:

FREE to AaEA Members; \$20 (nonmembers) or \$10 (non-member students)

### Contact:

Demia Sundra ([dsundra@cdc.gov](mailto:dsundra@cdc.gov)) with questions

### PLEASE NOTE:

Both members and non-members are asked to register for the event at: <http://www.evalatl.org/>.

Members should sign-in before registering.

Quarterly events are a great opportunity to renew your dues for the coming year. Please see the last 2 pages of this newsletter for additional information on renewing your membership for 2004.

Dr. Wandersman is well-known in the field of empowerment evaluation and is co-author of the RAND publication *Getting to Outcomes-2004: Promoting Accountability through Methods and Tools for Planning, Implementation and Evaluation* (<http://www.rand.org/publications/TR/TR101/>), available free for downloading. Both Dr. Wandersman and Dr. Zhang are currently engaged in the development of iGTO, an interactive web-based system that promotes results-based accountability in interventions, and they will demonstrate this system to the audience.

### A Brief Description of the Presentation

Dr. Wandersman will begin with the background and rationale of empowerment evaluation, which is the use of evaluation concepts, techniques, and findings to foster program improvement and self-determination. The background will include the principles for and the role of evaluators in empowerment evaluation. The Getting to Outcomes (GTO) model, which Dr. Wandersman co-authored, will be presented, followed by both Dr. Wandersman and Dr. Zhang demonstrating iGTO, an exciting and interactive web-based system available to evaluators and program personnel. The GTO model is a valuable tool in empowerment evaluation as it encourages the integration of planning, implementation, and evaluation to assist programs in achieving goals. GTO promotes results-based accountability in interventions through a ten-step process from needs assessment through sustainability, and it can be used by program staff and evaluators alike. Finally, Dr. Wandersman will provide some cases of empowerment evaluation and Getting to Outcomes in practice, with examples of an after school program and a social norms campaign. Ample time will be left for discussion and questions.

# Quarterly Event Announcement *[Continued...]*

## Bios of Presenters

**Dr. Abraham Wandersman** is a Professor of Psychology at the University of South Carolina-Columbia. He received his Ph.D. from Cornell University in the following areas of specialization: social psychology, environmental psychology, and social organization and change. He was interim Co-Director of the Institute for Families in Society at the University of South Carolina. Dr. Wandersman performs research and program evaluation on citizen participation in community organizations and coalitions and on interagency collaboration. He is a co-author of *Prevention Plus III* and a co-editor of *Empowerment Evaluation: Knowledge and Tools for Self Assessment and Accountability* and of many other books and articles. In 1998, he received the Myrdal Award for Evaluation Practice from the American Evaluation Association. In 2000, he was elected President of Division 27 of the American Psychological Association (Community Psychology), The Society for Community Research and Action. In 2001, he was first author on a paper on PIE (Planning, Implementation, Evaluation) which won a presidential prize from the American Evaluation Association for Mainstreaming Evaluation.

In 2004, he co-authored the RAND publication of *Getting to Outcomes-2004: Promoting Accountability through Methods and Tools for Planning, Implementation and Evaluation*. Dr. Wandersman has worked on evaluations of coalitions for substance abuse prevention since 1990. He is currently engaged in the development of iGTO, an interactive web-based system that promotes results-based accountability in interventions. Dr. Wandersman serves or has served on a number of advisory committees for prevention including: Technology Transfer Consortium of NIMH Office on AIDS, U.S. Conference of Mayors' Advisory Committee on HIV Community Prevention Planning, Technical Assistance Committee of the National Evaluation of CSAP Community Partnerships, Technical Support Group for the CSAP evaluation of Training and Technical Assistance, the Prevention Working Group of the Center for Mental Health Services, and Community Anti-Drug Coalitions of

America (CADCA) Expert Advisory Committees.

**Dr. Xiaoyan Zhang** is president of Kit Solutions Inc which develops Knowledge Based IT Solutions for the field of health and human services. Dr. Zhang has over fifteen years of experience in conducting evaluation research for numerous social service programs funded by national, state, and local governments as well as private foundations. Working with the Bureau of Drug and Alcohol Programs (BDAP) of State of Pennsylvania, his company designed and developed the Performance Based Prevention System (PBPS), which integrated federal data collection standards, program evaluation, and prevention knowledge base into one cohesive information system. His company also developed and implemented statewide web-based data systems for tobacco prevention and case management. KIT Solutions received a Small Business Technology Transfer Grant from National Institute of Drug Addiction (NIDA) and is working with University of South Carolina to develop its next generation software system iGTO (Getting To Outcomes). This web-based, interactive, knowledge intensive system has national potential for the entire field of health and human services.

As a former research faculty member of the University of Pittsburgh, Dr. Zhang had extensive training and experience in social science research methodology, advanced statistical analysis and modeling. His experience and expertise enable him to link research to practice and to convert data to information and information to knowledge. Dr. Zhang was a member of the Technical Assistance Committee for the National Evaluation of CSAP's Community Partnership Demonstration Program between 1991 and 1994. He is currently a member of the Council of Senior Scientists to the Policy and Evaluation Project of Office of Child Development, University Center for Social and Urban Research at the University of Pittsburgh. In the past five years, he has presented at many national conferences on the concept of Knowledge Base Information Technology Solutions for health and human service organizations.

## Mark Your Calendar!

The programming committee has outlined a calendar for 2004 Quarterly Events, based on feedback from previous evaluation forms and the recent AaEA Executive Council Retreat. Here is a schedule of events:

### Thursday, March 18, 2004

Abe Wandersman will present on the evaluation and planning model, Getting to Outcomes (GTO), and its newly released internet version, iGTO. A mix of lecture and group discussion is planned for this event. The event will occur in the after noon. Please refer to pages 4 and 5 of this newsletter for a detailed description of this event.

### June 2004

AaEA will continue to take advantage of the expert evaluators who speak at the Summer Evaluation Institute, co-sponsored this year by the CDC and the Chronic Disease Directors. The Institute is scheduled for June 9 – 11<sup>th</sup>. A quarterly event will be planned around this time once the Institute agenda is finalized.

### September 2004

AaEA is proposing a new format for a quarterly event in September. To encourage networking and discussion among our members, we are planning a round-table format, where each table will have a different topic for discussion, facilitated by someone knowledgeable in that area.

### December 2004

The format and topic for this event is not yet determined, however it will continue to be in conjunction with the AaEA annual business meeting.

Quarterly Events are coordinated by the Programming Committee. For more information on upcoming events, to recommend future topics or speakers, or to become involved in the Programming Committee, please contact Demia Sundra (dsundra@cdc.gov) with any questions.

## *Observations From The American Evaluation Association (AEA) 2003 Annual Meeting: Atlanta Affiliate Takes AEA By Storm*

*By: Tom Chapel*

AaEA members were front and center at almost every component of Evaluation 2003, the annual conference of the American Evaluation Association was held in Reno, Nevada. Tom Chapel and Jim Rugh both returned to reprise their popular pre-conference skill-building sessions. Tom's session on logic models attracted a packed house as did Jim's session on "Evaluation on a Shoestring". This session was also offered by Jim Rugh in December (Please see related story on page 7).

During the conference, Goldie MacDonald, AaEA President Elect, was honored with a coveted "encore" slot—a presentation so well received that the leadership invited it back for a second year. A large contingent of AaEA members were 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 in Summer of 2004. 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.

# American Evaluation Association

*Devoted to the application and exploration of evaluation in all its forms*

**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 a number of tasks. First, we need your help to identify resources like restaurants, shops, and tourist destinations for participants planning selected special events. Second we need volunteers to help promote the conference within the Atlanta evaluation community and encourage their participation. Last, we need your help to identify and recruit (but not manage) volunteers who AEA will deploy during the conference.

David Cotton of ORC Macro is chairing the host committee and Iris Smith is overseeing volunteer activities. If you are interested, please E-mail Iris at [ismith@sph.emory.edu](mailto:ismith@sph.emory.edu).

## It's Not Too Late to Present at AEA!

The proposal submission deadline for the 2004 AEA conference is March 12, 2004. To learn more about the upcoming conference in Atlanta or how to become an AEA member, visit their website:

[www.eval.org](http://www.eval.org)

# *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.

## **What has the New Evaluators group done most recently?**

On January 28th, the New Evaluators Group hosted a Logic Model Development workshop led by Dr. Goldie MacDonald from the Centers for Disease Control and Prevention. Held at the Girl Scouts Volunteer Service Center, this workshop was very well attended, and drew a crowd from a wide variety of disciplines interested in learning more about logic models and gaining hands-on practice with their development.

After a brief overview of logic modeling by Dr. MacDonald, participants were invited to construct their own logic models with assistance from several evaluation experts. This workshop provided a great chance for new evaluators to learn new skills and enhance current skills in the practice of professional evaluation.

Late last year, the New Evaluators Group presented an informational workshop entitled "Outcome Mania". 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.

**Other Updates from The New Evaluator's Group:** New leadership was selected for the New Evaluator group at the October 10<sup>th</sup> 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.

New Evaluators group events will be advertised on the AaEA website (<http://www.evalatl.org>) and distributed electronically to all members of the group. If you have suggestions for improvements, workshop ideas, or would like to be placed on our electronic distribution list, please contact the co-leaders:

- Kai Young, [khyoung@sph.emory.edu](mailto:khyoung@sph.emory.edu)
- Kelly McCarrier at [kmccarrier@cdc.gov](mailto:kmccarrier@cdc.gov)



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

## 2003 AaEA Quarterly Events

AaEA quarterly events are programs where nationally and locally recognized evaluators speak on current topics / issues in the field of evaluation. In addition to the educational aspects of quarterly events, they provide networking opportunities. In 2003, four quarterly events were held.

### *When Evaluation Influences Policy: Lessons from Research and Personal Experiences* Gary T. Henry, Ph.D., Georgia State University March 20, 2003

Gary Henry discussed how evaluators can increase the likelihood that their evaluation findings influence policy. Dr. Henry reviewed the policy-making process, and then described some case studies where policy was affected by evaluation findings. Dr. Henry then shared some of the research-based strategies and practical “tips and tricks” that others can use to increase the influence of their evaluation findings. Meeting attendees also shared their own ideas and asked questions of Dr. Henry.

#### **Presenter:**

Gary T. Henry, Ph.D. is a professor in the Andrew Young School of Policy Studies at Georgia State University, and previously served as the Director of Evaluation and Learning Services for the David and Lucile Packard Foundation. The author of *Practical Sampling* (Sage 1990), *Graphing Data* (Sage 1995) and co-author of *Evaluation: An Integrated Framework for Understanding, Guiding, and Improving Policies and Programs* (Jossey-Bass 2000), Henry has published extensively in the field of evaluation and policy analysis.



Gary Henry receives a certificate of appreciation from Iris Smith, AaEA President (March 20, 2003)

### *How to Justify Participatory Evaluation in an Accountability World* Jean King, Ph.D., Sandra Mathison, Ph.D., and Hallie Preskill Ph.D. June 27, 2003

Three nationally known experts in participatory evaluation shared specific examples of their work by discussing the evaluation context, mechanisms used for participation, how accountability issues were addressed, and whether the evaluation findings were ultimately used by stakeholders. Presenters discussed their personal experiences and current challenges in evaluation of education, community, and corporate settings. Following the discussion, panelists facilitated a discussion with the audience on challenges, benefits, and lessons learned in participatory evaluation.

#### **Presenters:**

Jean A. King, Ph.D. is currently an Associate Professor in the Department of Educational Policy and Administration at the University of Minnesota where she serves as the Coordinator of the Evaluation Studies Program. She holds an M.S. and Ph.D. from Cornell University, and, prior to her graduate study, taught middle school English for a number of years. She is the author of numerous articles, chapters, and reviews and, with Laurie Stevahn, is currently writing a book on interactive evaluation practice.

Sandra Mathison, Ph.D. joined the College of Education and Human Development faculty of the University of Louisville in 2001. Previously, she was a member of the Department of Educational Theory and Practice, University at Albany, SUNY from 1988 to 2001, and Associate Dean for Academics at UAlbany from 1999 to 2001. Dr. Mathison has written about these topics in many journals including *Educational Researcher*, *Journal of Curriculum and Supervision*, *Evaluation and Program Planning*, *New Directions for Evaluation*, *Curriculum and Teaching*, and the *International Journal for Social Education*, as well as numerous book chapters.

*AaEA appreciates the time and expertise that our presenters have shared with us throughout the year. Thank you to all of our attendees as well for participating in our events. Spread the word to other evaluators and colleagues who could benefit from AaEA's programs.*

Hallie Preskill, Ph.D. is Professor of Organizational Learning and Instructional Technologies at the University of New Mexico, Albuquerque. She teaches graduate level courses in program evaluation (introductory and advanced), organizational learning, consulting, and training design, development, and delivery. She is co-author of *Evaluation in Organizations: A Systematic Approach to Enhancing Learning, Performance & Change* (Russ-Eft & Preskill, Perseus, 2001), of *Evaluative Inquiry for Learning in Organizations* (Preskill & Torres, 1999, Sage), of *Evaluation Strategies for Communication and Reporting* (Torres, Preskill & Piontek, Sage, 1996), and co-editor of *Human Resource Development Review* (Russ-Eft, Preskill & Sleezer, 1997, Sage).



*Jean A. King, Sandra Mathison, and Hallie Preskill presenting on Participatory Evaluation (June 27, 2003)*

***Cluster Evaluation: An Overview of the Practical Issues and Challenges Surrounding the Evaluation of Multiple Projects Targeting Related Outcomes***

***Beverly Parsons, Ph.D.***  
***September 22, 2003***

Dr. Parsons' presentation reviewed cluster evaluation, and distinguished it from other forms of multi-site evaluation. Dr. Parsons covered some practical issues and challenges of this approach, which may be used when projects have little in common other than funding source and the problem they are addressing. She included in her discussion how to focus the evaluation design and distinguish roles of evaluators and program managers.

**Presenter**

Beverly Parsons, Ph.D. is Executive Director of In-Sites, a non-profit consulting organization with an emphasis on supporting systemic change in education, health, and human service systems. Dr. Parsons

is a leading proponent, and a nationally recognized leader in, cluster evaluation, with 20+ years experience applying evaluation approaches in large systems. Most recent of her publications is "Evaluative Inquiry"

(Corwin Press, 2000), which includes qualitative evaluation data analysis techniques that can be applied to cluster and other evaluation methodologies.

***Shoestring Evaluation: How to Cope when Time, Budget and Data are Limited***  
***Presenter: Jim Rugh, CARE International***  
***December 11, 2003***

Jim Rugh discussed how to approach an evaluation when the program is well underway and there is no baseline and no control group, or when evaluation time and resources are few, yet expectations high. This approach, also called "real-world evaluation" seeks to ensure the best quality evaluation possible under real-life constraints. Jim outlined the steps of shoestring evaluation, and presented his own case study examples from international development evaluation. The session included time for small-group discussions where attendees shared their own real-world evaluation constraints, concerns, and - most importantly - ideas and information.

**Presenter**

Jim Rugh has been professionally involved for 39 years in rural community development in Africa, Asia and Appalachia. He has specialized in evaluation for 24 years; the past 8 years as head of Design, Monitoring and Evaluation for CARE International, headquartered here in Atlanta. Jim is a recognized leader in evaluation among colleagues in the international NGO community, including InterAction and the American Evaluation Association. He was a founding member of AaEA.

**Looking Toward Future Events**

Quarterly events are organized by the Programming Committee. For information on upcoming events, to recommend topics or speakers, or to become involved in the Programming Committee, please contact Demia Sundra (dsundra@cdc.gov).

# *AaEA Financial Report 2003*

In our third year as a professional association we are functioning well, having established a stable operational foundation for the organization. We operate as a 501 (c) 3 organization and enjoy our “e” home at [www.evalatl.org](http://www.evalatl.org). In 2003, we provided four quarterly events, featuring guest speakers of national and international reputation, in addition to two workshop days devoted to professional development and three events organized especially for students or new evaluators. We have increased our visibility in the Atlanta area and beyond, having attracted new members from a variety of settings including non-profits, government agencies, for-profit consulting groups, and universities. We continue to be appreciated as an active affiliate of the national AEA, having submitted a proposal to host a nationwide affiliate meeting and accepted local hosting responsibilities for the 2004 AEA Annual Conference being held in Atlanta.

We continue to have a strong and diverse membership base. Ninety-three people joined or renewed their memberships to AaEA in 2003, paying \$40 or (in the case of full-time students) \$25 each. These membership dues have provided AaEA with \$3,465 in income, in addition to \$2,120 in event registration fees by non-members or members paying at reduced rates (events are typically offered at no charge for active members). We received \$1,100 in cash donations and received \$220.71 in other income. This brought the total cash income for 2003 to \$6,905.71. In addition, there were many generous gifts-in-kind, including web site, meeting space, and pro-bono speakers.

Starting with \$7,413.74 carried forward from 2002, and only \$3,174.94 in expenses (thanks in large measure to those gifts-in-kind), we ended the year with a healthy balance of \$11,144.51. Of that amount, \$100 remains in the cash drawer for making change at events.

The figures for 2003 show that AaEA has established an efficient and stable pattern for its current activities and is in a good position to provide similar or increased programming in 2004. In the upcoming

year, we need to revitalize our membership and renewal systems while continuing to provide sufficient benefits to ensure members recognize there is value in being active in AaEA. On the cautious side, we need to keep in mind that if any of our generous gifts-in-kind benefactors are unable to continue to provide free services, that bank balance would be drawn down very quickly.

## *We express our profound thanks to:*

- ORC Macro, Girl Scouts of America, the American Cancer Society, and the Centers for Disease Control and Prevention for providing meeting space for quarterly membership meetings and professional development sessions
- ORC MACRO for providing meeting space for the AaEA Council’s monthly meetings
- Larry Green, Goldie MacDonald, Tom Chapel, Linda Gilbert, Ron Weiser, Gary Henry, Theresa Sipe, Hallie Preskill, Jean King, Sandra Mathison, Bev Parsons, Julie Chambliss, Steve Erickson, Jim Rugh, and others for pro-bono presentations
- SPSS for hosting a product demonstration of statistical analysis software
- Members of AaEA’s Council and various committees who volunteer their time and talents to provide organizational leadership and professional development opportunities for our members.

*This report was prepared by:*

- *Finance Committee Co-Chairs Betty Apt and Maureen Wilce*
- *Rebecca Glover-Kudon, Treasurer*

## Atlanta-Area Evaluation Association Financial Report 2003 As of December 31, 2003

<b>Income by Source</b>	
New Memberships	
Regular (40)	\$1,600.00
Student (12)	\$300.00
Renewal Memberships	
Regular (36)	\$1,440.00
Student (5)	\$125.00
<i>Subtotal</i>	<i>\$3,465.00</i>
Event Only Fees	
	\$2,120.00
Donations	
	\$1,100.00
Other Income	
	\$220.71
<b>Total Income</b>	<b>\$6,905.71</b>
<b>Expenses by Committee</b>	
Program	\$1,716.20
Professional Development	\$630.01
Communications	\$325.35
Membership	\$107.86
Finance	\$132.45
Council	\$263.07
<b>Total</b>	<b>\$3,174.94</b>
<b>Balance Sheet</b>	
Starting Balance 1/1/2003	\$7,413.74
Total Income	\$6,905.71
Less Total Expenses	\$3,174.94
Ending Balance as of December 31, 2003	\$11,144.51
Less Balance in Cash Drawer	\$100.00
<b>Total Bank Balance as of December 31, 2003</b>	<b>\$11,044.51</b>

# Atlanta-area Evaluation Association (AaEA)

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## 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](http://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**, P.O. Box 95273, Atlanta, GA 30347.

- 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]

**Student Members Only:**

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, Tom Chapel at \_\_\_\_\_ or via email at [tkc@cdc.gov](mailto:tkc@cdc.gov)

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**