

## Letter from the President

Dear Atlanta Area Evaluation Association members:

I welcome you to what should be an interesting, exciting, productive and enjoyable year for our association. Our council has conducted a planning session to chart the course for the next few years, and I would like to share AAEA's goals for 2009:

- Reenergize AAEA member engagement through event participation, peer networking and robust committees
- Maximize member benefits via discounted trainings, networking opportunities and resource offerings
- Diversify and increase our member base and revenue streams
- Serve as a resource for the local nonprofit community

Our association cannot achieve these goals without input from our members, so please remember you have a voice that has open opportunities to be heard. AAEA has some new officers and

committee personnel, so please feel free to contact us if you wish to be involved, provide feedback, or convey your needs as a member.

I have been a member of AAEA since its inception back almost ten years ago, and I can say that my involvement in our association has had a positive impact on my career. I have also met a lot of nice people along the way. That's what belonging to AAEA is all about. Together, we can strengthen our association, advance our education and understanding of evaluation, meet the challenges the evaluation profession faces in the new century, and have fun.

Sincerely,

*Salvatore Alaimo,  
President*



Please be sure to visit our new website:

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

## Upcoming Events

### Professional Development Offering

**Title:** Sampling Matters: What Evaluators Can Learn from Ice Cream and School Reform

**Presented by:** Kate Julian and Maureen Wilce

**When:** March 26th 4:30 – 6 pm

**Where:** Girl Scout Service Center, Atlanta; 1577 Northeast Expressway; Atlanta, GA 30329-2401

**Overview:** Through small group interaction, this activity will help participants understand the issues of using small samples, as well as the problems of using an unfocused sampling strategy.

**Learning objectives:** Participants will understand the implications of using an inadequate sample. Understand how choices about sample size and sampling strategy may influence findings. Consider how issues related to sampling may affect an evaluation they may conduct in the future.

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### Second Quarterly Event

**Title:** Challenges to and Solutions for Conducting Evaluations of Community Interventions

**Presented by:** Mary Ohmer, PhD

**When:** May, 2009 (*Stay Tuned for Exact Date*)

**Where:** DeKalb County Board of Health • Bohan Auditorium • 445 Winn Way • Decatur GA 30030 • Phone: 404.294.3700

**Description:** Mary Ohmer, Assistant Professor, Georgia State University, is the author of *Consensus Organizing: A Community Development Workbook: A comprehensive guide to designing, implementing and evaluating community change initiatives*. 2008, SAGE.

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### New Evaluator Training Sessions

Are you just starting out in evaluation? Would you like more information and tools to conduct evaluation for programs in your organization or agency? Would you like to brush up or practice your evaluation skills?

AaEA will offer three training sessions for new evaluators. The training will provide an overview of the framework for program evaluation in public health and take you through the process.

**Stay Tuned for More!**

Atlanta area Evaluation Association

**Learn, Network and Evaluate.**

## Evaluation Resources

Please send us information about any resources that you found especially helpful and would like to share with your fellow evaluators. Here are just a few:

- *Evaluator Competencies: Standards for the Practice of Evaluation in Organizations* by Darlene Russ-Eft, Marcie J. Bober, Ileana de la Teja, Marguerite J. Foxon and Tiffany A. Koszalka. San Francisco: Jossey-Bass, 2008
- W.K. Kellogg Foundation Evaluation Toolkit <http://www.wkcf.org/Default.aspx?tabid=90&CID=281&ItemID=2810002&NID=2820002&LanguageID=0>
- For a range of CDC evaluation resources, please visit: [www.cdc.gov/eval/whatsnew.htm](http://www.cdc.gov/eval/whatsnew.htm)
- University of Wisconsin Extension's Program Development and Evaluation Resources <http://www.uwex.edu/ces/pdande/>



On February 17th, Dr. Michelle Kegler presented to AaEA members on Evaluation of Community Capacity in Coalition-Based Initiatives. There was a good turnout for the event and a lot of valuable discussion. A special thanks for Macro International for the use of their wonderful meeting space and to the AaEA Council for organizing this free professional development event!

**We are pleased to announce our new 2009 AAEA Council Members. Please feel free to contact any of us if you have questions or would like to know how to get more involved with AAEA.**

President	Sal Alaimo	salaimo@comcast.net
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