

## Ohio Program Evaluators' Group Fall Workshop 2016

# CHALLENGES IN EVALUATION



9:00 AM - 10:00 AM

### Evaluator's Role In Creating Data-Driven Cultures

*Sheri Chaney Jones, President Measurement Resources Company*

As an evaluator do you ever feel like you have more insights about the organizations you serve than they have about themselves? Have you ever been frustrated with the lack of commitment of government and nonprofit organizations put into their data collection and use? In this session, author and consultant, Sheri Chaney Jones will explore how evaluators can help nonprofit and government leaders create data-driven cultures, which will lead to greater community impact. She will share research related to the importance of establishing these cultures and best practice strategies evaluators can implement to increase the evaluation capacity of those they serve.

10:15 AM - 11:15 AM

### Q Methodology as a Tool for Program Evaluation

*Susan Ramlo, University of Akron*

This workshop is meant to introduce qualitative, quantitative, and mixed methods researchers to Q methodology. William Stephenson first introduced Q methodology in 1935 as a means of scientifically studying subjectivity. Although a relatively unknown and sometimes misunderstood methodology, Q allows researchers to investigate the divergent views of a group of people as well as the consensus among those views. Often the best known aspect of Q methodology is the Q sort where participants sort items, most typically statements, related to the topic. However, this technique as well as the method (using factor analysis to group similar views / people) represent only two aspects of the larger methodology. Q's strengths include an expectation of a non-homogeneous population viewpoint about the topic. A mixed method, Q utilizes factor analysis yet also offers rich descriptions of the divergent views that emerge from those analyses. An overview of the stages of Q methodology will be presented and participants will perform a Q-sort. The presenter will use a previous study to demonstrate the benefits of Q methodology in evaluation.

11:30 AM - 12:30 AM

### Participatory Analysis: What is it and How do you Do It?

*Carla Clasen, The Rucks Group & Thomas Williams, ADAMHS Board of Cuyahoga County*

Participatory evaluation, in which evaluators involve stakeholders in the evaluation process, has been practiced for a number of years. Advantages include more active involvement in the evaluation planning process, greater understanding between the evaluation team and program stakeholders about program's intended goals, strategies, and outcomes, and making evaluation results more useful. This session will focus on stakeholder participation in data analysis and will include practical suggestions for involving stakeholders in analysis. This presentation will include role playing where audience members will be the stakeholders and we will examine data from several faith-based mental health and drug abuse prevention programs.

12:30 PM - 1:30 PM

### Lunch - Provided On-Site

1:30 PM - 2:30 PM

### Designing High Quality Statistical Graphs

*Ray Lyons, MPA, MLIS*

This session is a brief introduction to the principles and practices for designing high quality statistical graphs based on the works of William S. Cleveland, Edward Tufte, Howard Wainer, Dona Wong, and Stephen Few. The session will address the purposes of statistical graphs, graph components, and graphical distortions. Then step through a brief graphical makeover, followed by an exploration of guidelines for formatting graph axes and appropriate use of line charts. The session will close with an overview of basic graphical formatting topics evaluators should be familiar with.

2:45 PM - 3:45 PM

### Evaluation Reporting: Collaborating with Clients

*Tina Ughrin, Smile Minded Smartworks, LLC & Richelle Wardell, formally of the Akron Metropolitan Housing Authority*

Tina Ughrin of Smile Minded Smartworks, LLC and Richelle Wardell formally of the Akron Metropolitan Housing Authority will share a case study in evaluator-client collaboration in clear, concise, readable evaluation report writing with a concentration on shaping reports for different stakeholder groups. Examples of communicating results with attention to formatting, structuring, and the use of graphics in both print and digital formats will also be presented.

3:45 PM - 4:00 PM

### Wrap-Up Activities and Closing Remarks

## WHEN

September 30th,  
2016  
9am-4pm

## WHERE

ESC Learning  
Center  
6393 Oak Tree Blvd.  
Independence, OH

## REGISTER

## FEES

### Early Bird

\$ 90 Members  
\$ 45 Students  
\$120 Non-members

### After Sept 20th

\$105 Members  
\$ 50 Students  
\$135 Non-members

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