



## Workshop Series - course information

### ***Evaluating Your Organization from Within: using inside knowledge for an outside perspective***

**When:** To Be Announced

**Where:** Improve Group Offices – Conference Room  
2051 Killebrew Drive, Suite 620, Bloomington, MN 55425

#### ***Description***

Program staff are often responsible for many evaluation activities, including collecting client data, reporting program activities and results to funders and participating in organizational planning. Funders have increased requirements for evaluation and accountability, but have not always increased resources to support these activities. In this workshop, participants will learn how to develop evaluations that fit smoothly with program activities while maintaining validity and accuracy. Attendees will have the opportunity to share evaluation needs to be examined and addressed during the workshop.

#### ***Learning objectives***

- Understand the elements of an evaluation and how your stakeholders (staff, board, participants, funders and volunteers) can contribute to and benefit from it
- Create an evaluation plan that fits within your resources and is valid
- Create a participation and communication plan to support your evaluation and your work as a whole
- Review organizational goals and state them in a way that support mission and can be evaluated
- Learn how to engage reluctant stakeholders

**Instructor** Leah Goldstein Moses, President and CEO, The Improve Group

Leah Goldstein Moses became interested in evaluation when working as a program coordinator in a federally-funded mentoring program. Seeing an increasing demand for evaluation by funders, Leah returned to graduate school at the Humphrey Institute of Public Affairs to specialize in analysis and evaluation methods. She founded the Improve Group in 2000 to provide evaluation services to a wide variety of organizations, from small, community-based efforts to national initiatives, with the goal of helping organizations deliver more effective services.

**Course fee** \$150 – regular workshop fee

\$115 – Minnesota Council of Nonprofits