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The Improve Group- "How Do I Know That: Creating tools to understand program outcomes"

Thursday, July 19, 2007 at 9:00 AM to 12:30 PM

Workshop Series - course information

How Do I KNOW That: Creating tools to understand program outcomes

When: Thursday, July 19, 2007 – 9:00 am to 12:30 pm

Where: Improve Group Offices – Conference Room

2051 Killebrew Drive, Suite 620, Bloomington, MN 55425

Description

If your organization is not making the most of the information collected from clients or

participants, or feel you don't learn what you need to from your forms, surveys, interviews

or databases, this workshop will help you. With information on building

measurement

tools from scratch, improving the tools you have without losing baseline data, and

developing effective analysis and reporting procedures, participants will learn how to

improve the evaluation work in their organization and select the right tools to get

legitimate results. Attendees will have the opportunity to share evaluation needs to be

examined and addressed during the workshop.

Learning objectives

- Phrase questions so they gather the information you want
- Select the right tools to measure your expected outcomes
- Design measurement tools and a system for using them consistently
- Create a logic model or map that provides meaningful guidance to your evaluation

efforts

- Tips on collecting data to avoid common pitfalls (bias, invalid responses, etc.)

Instructor Marian Kimball Eichinger, Project Manager, The Improve Group

Marian Kimball Eichinger has a Certificate in Program Evaluation and a Masters of

Education from the University of Minnesota, as well as a Bachelor's Degree in

Anthropology from Boston University. She specializes in designing qualitative and

quantitative data collection tools that align with specific program goals and objectives and

that produce measurable and relevant outcome data. Her experience in evaluation extends

from education, youth, and arts programming to health and safety and criminal justice

initiatives. Prior to working in evaluation, she spent several years teacher English

Language Learning to adult refugees and immigrants in the Twin Cities area.

Course fee \$150 – regular workshop fee

\$115 – Minnesota Council of Nonprofits member workshop fee

3137 Chicago Ave, Minneapolis, MN 55407

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