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| **Conference Schedule** | |
| 8:00-9:00 | **Registration/Continental Breakfast**  (Capital I & II) | |
| 8:30-9:00  9:00-9:20 | **Annual Business Meeting** (Capital I & II)  **Welcome and Orientation** (Capital I & II)  MAE President Brian Dates and Conference Coordinator Craig Wiles | |
| 9:30-10:50 | **President’s Panel** (Capital I & II)  Past MAE presidents (Meg Blinkiewicz, Neva Nahan, Jeff Padden, John Seeley) discuss how evaluation has changed over the years, where they see the field going, and MAE’s role – moderated by current MAE President Brian Dates | |
| 11:00-12:20 | **Interactive Concurrent Sessions I**   1. Ethics Panel – Teri Behrens, Melanie Hwalek, Robin Miller 2. Careers Panel – Jane Morgan, Paul Sachs, Tomoko Wakabayashi 3. Results & Actionable Recommendations – Lori Wingate | |
| 12:30-1:30 | **Lunch, Discussions, & Awards** (Capital I & II) | |
| 1:40-3:00 | **Interactive Concurrent Sessions II**   1. Logic Models, Part I – Thomas Jones 2. Evaluation 101, Part I – Sue Ann Savas 3. GIS – Paul Elam, Matt Drake | |
| 3:10-4:30 | **Interactive Concurrent Sessions III**  D. Logic Models, Part II – Thomas Jones   1. Evaluation 101, Part II – Sue Ann Savas 2. Social Network Analysis – Nancy McCrohan, Lori Corteville | |
| 4:30-5:00 | **Informal Networking** (Capital Grille) | |

**Registration Information**

**Register online at** [**www.maeeval.org**](http://www.maeeval.org) **by   
April 20 for early registration rates.**

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|  | **By April 20** | **After**  **April 20** |
| **MEMBERS** | | |
| Conference | $95 | $120 |
| Membership | $60 | $60 |
| **STUDENTS** | | |
| Conference | $50 | $60 |
| Membership | $20 | $20 |
| **NON-MEMBERS** | | |
| Conference | $135 | $160 |
| ***For registration questions, contact Rita McPhail at (269) 965-4638 or webmaster@maeeval.org*** | | |

**About MAE**

MAE exists to promote evaluation in the State of Michigan, convening the evaluation community (including evaluators, funders, and program users) to focus on how evaluation should be conducted and used. We strive to:

* Promote the implementation of state-of-the-art evaluation
* Build competencies of the evaluation community
* Promote the use of evaluation to improve policies and programs
* Cultivate evaluative thinking

Membership benefits can be viewed online at www.MAEEVAL.org.

**Conference Location**

Located two blocks east of the capitol building and 5 miles from the Capital City Airport:

Radisson Hotel Lansing

111 North Grand Avenue

Lansing, MI 48933

(517) 482-0188

**Lodging**

Make room reservations by calling 800-967-9033 or online at www.radisson.com/lansingmi.

**Directions**

*From the East:* From I-496, take Downtown Exit 7A to Grand Avenue. Turn right on Grand Avenue. Hotel is on the northwest corner of Michigan Avenue and Grand Avenue. Parking ramp just past hotel on left.

*From the West:* From I-496, take Exit 6 and go forward on the service drive. Turn left on Grand Avenue. Hotel is on the northwest corner of Michigan Avenue and Grand Avenue. Parking ramp just past hotel on left.



**20th Annual Conference**

**May 5, 2015**

**Earn up to 6 Social Work CEU Credits!**

**Looking Back, Seeing Forward**

***Featuring: MAE past presidents, tool-based workshops like social network analysis and GIS, and informal networking!***

**Register at   
www.maeeval.org**

**#MAE2015**

**Hosted Lunch Topics**

**Please sign up at the registration desk to participate in an informal conversation at lunch, hosted by MAE past presidents and panelists**

**Session Descriptions**

**President’s Panel**

*Topic:* MAE current and past presidents reflect on MAE’s 20-year history, how evaluation trends have evolved, and what’s next in the field of evaluation.

*Panelists:* Meg Blinkiewicz, Innovatus Consulting; Brian Dates, Southwest Counseling Solutions; Neva Nahan, Wayne State University; Jeff Padden, Public Policy Associates; John Seely, University of Michigan Curtis Center

**Session A. Ethics Panel.**

*Topic:* Three senior evaluators from the higher education, foundation, and independent practice sectors will discuss the kinds of ethical issues they have encountered in their evaluation practice and the strategies they have used to resolve them.

*Panelists:* Teri Behrens, Johnson Center for Philanthropy; Melanie Hwalek, SPEC Associates; Robin Miller, Michigan State University

**Session B. Careers Panel.**

*Topic:* In this session, participants will learn about the profession from evaluators representative of an education research foundation, county government, and a private consulting firm. The panel will highlight the levels of training, experience and work settings encountered as well as provide an opportunity to discuss the different environments (internal/external), opportunities, benefits, and challenges in the field of program evaluation.

*Panelists:* Jane Morgan, JFM Consulting Group; Paul Sachs, Ottawa County; Tomoko Wakabayashi, HighScope Educational Research Foundation

**Session C. Translating Evaluation Results into Actionable Recommendations**

*Topic*: This session focuses on how to convert evaluation results into sound recommendations that align with the purpose of an evaluation and its intended uses. Participants will learn strategies for developing, presenting, and following up on evaluation recommendations—taking into account the myriad reasons that evaluation recommendations are often not accepted or acted upon.

*Presenter:* Lori Wingate, Ph.D., Assistant Director of The Evaluation Center at Western Michigan University (WMU), has more than 20 years of experience in the field of program evaluation. She directs EvaluATE, the National Science Foundation-funded Advanced Technological Education Evaluation Resource Center, and leads a variety of evaluation projects at WMU focused on STEM education, health, and higher education initiatives. She is an associate member of the graduate faculty at WMU and has led numerous webinars and workshops on evaluation in a variety of contexts.

**Session D. Logic Models: Full from the Get-Go**

*Topic*: This interactive presentation will contrast the traditional logic model with an expanded version and discuss application of the expanded model to program planning, monitoring and evaluation.

*Presenter:* Thomas Jones, from Michigan Rehabilitation Services in the Department of Human Services, has extensive experience with strategic and program planning, budgeting, evaluation, staff development, and grants. He managed a statewide $7 million grants system and designed, directed, and evaluated statewide in-service training programs for 600 professional counselors, managers, and administrative support staff. Jones received his undergraduate and master's degrees from Michigan, and completed the Program for Health Systems Management at the Harvard business school.

**Session E. Evaluation 101**

*Topic*: At the end of Evaluation 101, participants will: understand who should be involved in an evaluation and how to involve them, be able to plan a simple evaluation, and understand how to resource and carry out the evaluation plan.

*Presenter:* Sue Ann Savas is the Director of the Curtis Center Program Evaluation Group and a Clinical Assistant Professor at the University of Michigan School of Social Work. She received her MSW and BA in economics from the University of Michigan. Through the Curtis Center, she engages and trains graduate students interested in program evaluation careers with agencies in need of professional evaluation services. Savas uses a utilization-focused approach to evaluation and collaborates with providers from the fields of social work, public health, environmental health, and education.

**Session F. Geographical Information Systems (GIS) and Evaluation: Using Spatial Analysis to Study Crime**

*Topic*: This session focuses on the practical use of GIS in research and evaluation. Participants will be introduced to techniques for spatial analysis using GIS, learn how to manage and code data, and see real world examples.

*Presenter:* Paul Elam, Ph.D., president of PPA, has been working with the Governor’s Committee on Juvenile Justice for close to a decade gathering statewide data on juvenile crime trends. Dr. Elam provides technical assistance and strategic support to develop and implement policy recommendations and place-based program solutions that help prevent and reduce juvenile crime and delinquency. Dr. Elam has a doctorate in family and child ecology with minors in criminology and urban studies from Michigan State University. Matthew Drake, M.P.A., Research Associate II, has strong analytical and research skills and is PPA’s lead GIS researcher. Mr. Drake supports the work of the Governor’s Committee by producing GIS crime maps that allow for rich analysis across the State of Michigan. Mr. Drake has a master’s degree in public administration with a concentration in health care administration from Western Michigan University.

**Session G. Social Network Analysis**

*Topic:* This session focuses on the lessons we have learned through practice. Participants will learn about considerations for structuring surveys, data collection tool options, and how to manage your data so that it is ready to load into a social network data analysis tool (such as UCINET).

*Presenters:* Lori A. Corteville, M.S. is a Senior Research Associate at Public Policy Associates, and has been lead analyst for social network analysis in PPA’s WKKF Michigan Team evaluation. Ms. Corteville is a recognized expert in statistics, survey tools, data collection and analysis, and is proficient in SPSS, SAS, SUDAAN, R, and SQL. Ms. Corteville received her master’s degree from Mississippi State University. Nancy McCrohan, Ph.D. is the Director of Healthy Communities at PPA whose expertise includes program evaluation, research methods, data integrity, and qualitative and statistical analysis and interpretation. Dr. McCrohan’s doctoral training was from the Ecological-Community Psychology program at Michigan State University, which is focused on the application of rigorous methodology, community-based participatory research, and contextual knowledge, to solving persistent social problems.