



# BROWN BAG SERIES

## Building Evaluation Capacity

All Sessions will be held from 12:00 – 1:00pm at the UNC Charlotte Center City Building (320 E 9th St)  
More information available at <http://ui.uncc.edu/programs/isc/brown-bag>

**Thursday, April 16th**

*Level B*

### What is Program Evaluation? Why is it important?

This session will guide practitioners, non-profit staff, and researchers alike through an overview of program evaluation. The session will cover the various types of evaluation, under which circumstances each type could be used, and questions that are typical to each type of evaluation. If time permits, we will also cover a brief history of program evaluation.

Facilitator: Lindsay Messinger, Charlotte-Mecklenburg Schools  
Location: Room 806

**Thursday, April 30th**

*Level B*

### Intro Excel - Organizing your data

So you've started collecting data but aren't sure what to do with it now. Sound familiar? This session will introduce participants to creating a database and dictionary in excel. It will also outline basic functions/formulas (sort, filter, sum, sumif, remove duplicates, data validation, and more). We will use a sample data set to familiarize ourselves with functionality while leaving some time for agency specific questions about how to tailor for your purposes.

Facilitator: Emily Tamilin, Council for Children's Rights  
Location: Room 802

**Wednesday, May 13th**

*Level B, I*

### Applied Evaluation: Learning Activities for Students and Colleagues

Through years of teaching research to both undergraduate and graduate students, I have picked up a few tips to make collecting and understanding data less terrifying. From understanding descriptive statistics to understanding the findings of a journal article about an evidence-based approach, this interactive session will highlight some things to share with colleagues to aid in this process of learning outside of the classroom.

Facilitator: Laneshia McCord, UNC Charlotte School of Social Work  
Location: Room 806

**Wednesday, May 20th**

*Level B, I*

### Designing Outcomes Tailored to Organizational Readiness for Evaluation

This session will discuss and provide tools for assessing your organization's (or individual program's) readiness for evaluation. Increasingly funders and stakeholders are incorporating evaluation requirements, however, if it is not implemented in a way that is consistent with the organization's current capacity, struggles will arise. The presentation will provide tools and examples of assessing organizational readiness as well as how to match evaluation to the results of that analysis. Additionally, different stages of organizational capacity will be discussed in terms of the implications for choosing: assessments, training formats, feedback mechanisms, and reporting.

Facilitator: Virginia Johnson, Thompson Child & Family Focus  
Location: Room 806

**Wednesday, May 27th**

*Level B, I*

### What are Logic Models? Why should we have one?

A logic model is a picture of how your organization does its work - It links the activities and processes of your program to the short, intermediate, and long-term outcomes. In this session, we will discuss the purposes and uses of logic models and talk about how your organization can start to develop or edit your own.

Facilitator: Diane Gavarkavich, UNC Charlotte Urban Institute  
Location: Room 806

**Friday, June 5th**

*Level B, I*

## Using Google Tools to Collect Data

Google has many user-friendly and cost-effective (free!) evaluation tools. The first half of this workshop will demonstrate how to use Google Drive for data collection and project collaboration. In the second half, participants will have opportunity to begin developing your own tools. We will discuss the benefits and limitations of these tools within evaluation contexts.

Facilitator: Audrey Rorrer, UNC Charlotte College Of Computing & Informatics

Location: Room 802

**Wednesday, June 17th**

*Level B, I*

## Don't Let Your Evaluation Report Sit on the Shelf: Disseminating Findings to a Variety of Stakeholders

Too often, after you've spent hours gathering and analyzing information to tell your program's story, your evaluation report just sits on a shelf gathering dust. Come learn how you can tailor your report for different audiences, including some creative ways of evaluation reporting when your stakeholders really don't want to read a long report.

Facilitator: Dawn Coleman, CPCC Center for Applied Research

Location: Room 806

**Wednesday, July 1st**

*Level B, I*

## Establishing an Evaluation Culture

From cell phone instant surveys and pop-up screens to personality quizzes on Facebook, let's take a candid look at evaluation and how much it really exists in our day-to-day life. Next, let us consider what is important to know about the work we are doing, how we are doing it, and how we can improve it. From individual practice to programs, evaluation is taken for granted or ignored, so let's be transparent and consider what it would take to move evaluation to real-time and make it happen.

Facilitator: Laneshia McCord, UNC Charlotte School of Social Work

Location: Room 806

**Wednesday, July 8th**

*Level B, I*

## Quality of Life Explorer: Using Indicators for Grant writing,

This session will introduce participants to the Quality of Life Explorer - an interactive online tool with over 80 indicators describing the social, housing, economic, environmental and safety conditions across Charlotte-Mecklenburg. Explore by neighborhood, service area, school zone and more, see trends over time, view maps and create custom reports. Then learn how these indicators can support your funding requests, help develop programs and services, and connect your work to community-level outcomes.

Facilitator: Rebecca Hefner, City of Charlotte

Location: Room 802

**Wednesday, July 15th**

*Level B, I*

## Registration Form 101: Organizing Data for Monitoring, Evaluation, Outcomes, & Data Sharing

When is the last time you thought about your agency's registration form? Registration forms are an underrated piece of paper for most agencies. Most forms have been used for years, and while functional, are not optimal. Spend an hour looking at exemplars of registration forms across our community, and in the process think through every piece of information you collect from your participants when they first enter your program. The session will be hands on and practical, and at the end of the hour, you will have a template for an registration form optimized for monitoring and evaluating outcomes and data sharing.

Facilitator: Amy Hawn Nelson, UNC Charlotte Urban Institute

Location: Room 804

**Wednesday, July 29th**

*Level B, I*

## Introduction to Survey Research

This session will introduce participants to survey research. The session will cover the purpose of conducting a survey, how to begin designing a survey, and the pros and cons of the various ways surveys are administered.

Facilitator: Eric Caratao, UNC Charlotte Urban Institute

Location: Room 806

**Monday, August 3rd**

*Level B,I*

## **Qualitative Data- Hearing Voices, Telling Stories**

If a picture is worth a thousand words, a story is worth a thousand reports. Don't let experiences get lost in a sea of data! Stories of personal impact are a powerful way to convey the purpose and meaning of our work. This session will showcase how you can draw on individual perspectives to understand your organization's impact, market your program, and demonstrate its value. We will share examples, walk through how to gather qualitative data (stories, client feedback, observations), and discuss methodology (focus groups, interviews, narrative) for collecting and analyzing qualitative information.

Facilitator: Audrey Rorrer & Emily Tamin, UNC Charlotte, College Of Computing & Informatics  
Location: Room 806

**Wednesday, August 5th**

*Level I, A*

## **Advanced Excel - Analyzing your data**

This session will build on the previous excel workshop. It is highly recommended that you attend the first session or have a strong working knowledge of Excel data functions. We will dig deeper into formulas and begin working in pivot tables to make analyzing data easier. We will use a sample data set to familiarize ourselves with analysis tools while leaving some time for individual questions.

Facilitator: Emily Tamin, Council for Children's Rights  
Location: Room 802

**Wednesday, August 12th**

*Level B,I, A*

## **An Overview & Discussion of Evaluating Collective Impact**

Addressing complex social problems isn't easy; doing it on a large scale at an a systems level is particularly tricky. Collective Impact is an approach in which groups from different sectors make a commitment to a common agenda for solving a complex social need and coordinate their efforts to work together towards a clearly defined goal. During this whirlwind tour of Collective Impact ideas we will discuss The Five Conditions of Collective Impact, The Four Phases of Collective Impact Efforts, The Functions of a Backbone Organization, The Benefits and Challenges of Collective Impact, and Resources for Learning More About Collective Impact

Facilitator: Kelly Hannum, Aligned Impact  
Location: Room 804

**Wednesday, August 19th**

*Level A*

## **Open Discussion: Process of Applying for Federal Ed. Assistance Grants and the Peer Review**

The requirements and scoring protocols for Federal i3 (Innovation in Education) grants. This discussion includes hints for the successful preparation of all federal grants.

Facilitator: Bruce Yelton, BYC Consulting  
Location: Room 806

**Wednesday, August 26th**

*Level B,I*

## **Basic Data Visualization**

Ever look at a chart or table and have NO idea what the takeaway is? This session will present the Do's and Don'ts of data visualization and provide different techniques to help visualize your data in a clear manner that gets the points across that you want it to. Best of all, it's all done using a tool you already have--Excel! Basic excel proficiency needed.

Facilitator: Ashley Clark, UNC Charlotte Urban Institute  
Location: Room 802

**Wednesday, September 2nd**

*Level B,I, A*

## **Translating Findings into Practical Applications in an Agency, both for staff and internal stakeholders**

Ever wonder what to do with all the data you collect? Ever wonder if that logic model is good for anything other than a grant application? This session will help you build a learning culture in your organization and provide tips, tools, and resources for how to use data to improve your program, your outcomes, and your outreach.

Facilitator: Laura Clark, Renaissance West Community Initiative  
Location: Room TBD

**Wednesday, September 9th**

*TBD*

**TBD Based on Discussions in Other Sessions**

TBD

Facilitator: TBD

Location: Room TBD