



Evaluation Training and Technical Assistance Workshop

January 14–15, 2010 | Bethesda, MD

Day One: Developing Your Evaluation Framework

8:00-9:00

Breakfast

900–9:30 a.m.

Haverford/Baccarat

Welcome and Opening Plenary

Evaluation and the BIG PICTURE – Putting the Pieces Together

Michelle Bechard , Federal Project Officer

Center for Mental Health Services, Substance Abuse and Mental Health Services Administration, U.S. Department of Health and Human Services

Michael W. Shain, Ph.D., Director of Evaluation Services

The AIM Institute, Omaha, NE

9:30–10: 15 a.m.

Haverford/Baccarat

Finalizing Your Logic Model and Evaluation Plan: Strategies for Success

This session will briefly review the SS/HS Logic Model and Evaluation Plan templates that grantees will be working on during this morning's breakout session. The presenter will call attention to the relationship between these two documents and draw from the experience of previous cohorts to identify strategies for success.

Scott Formica, Evaluation Specialist

Social Science Research and Evaluation, Inc., Burlington, MA

10:15–10:30 a.m.

BREAK

10:30–12:00 a.m.

Working Session breakouts

Using your laptop and the most recent versions of your logic model and evaluation plan, you will work towards completing these with assistance from FPOs, TASS, and evaluation consultants. Sites are assigned to rooms by FPO: [see attached for specifics and map of room locations.](#)

12:00–1:15 p.m.

Luncheon Plenary: Using Technology for Data Collection and Management

Project Directors from two current SSHS sites will address issues related to technology, funding, and confidentiality as they describe how they worked with their partners and evaluators to conceptualize, develop, integrate, and implement their data systems. Participants will discover how to create systems to provide the data needed by the Project Director, federal funders, and partners and that can be used to drive program and management decisions to best serve the children and families in their communities.

Gary Houseman, SSHS Project Director (FY 2008)

Public Schools of the City of Muskegon, Muskegon, MI

Brenda Hummel, SSHS Project Director (FY 2007)



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Austin Independent School District, Austin, TX

Mary Thorngren, Technical Assistance Specialist (TAS)
National Center for Mental Health Promotion and Youth Violence Prevention

1:15-2:00

Haverford/Baccarat

Plenary: Collect and Protect

This session will highlight the importance of protecting the rights of people involved in your grant program. Presenters will call attention to seven items related to confidentiality and participant protections that should be addressed by SS/HS grantees. They will also provide additional resources and contact information for specific site support and next-steps.

Eve Birge, Federal Project Officer
Office of Safe and Drug-Free Schools, U.S. Department of Education

Wendie Veloz, Federal Project Officer
Center for Mental Health Services, Substance Abuse and Mental Health Services Administration, U.S. Department of Health and Human Services

Carmen Arroyo, Ph.D., Senior Program Analyst, Educational Services Inc.,
in support of Center for Mental Health Services, Substance Abuse and Mental Health Services Administration, U.S. Department of Health and Human Services

2:00-3:00p.m.

Group A:

Ambassador/Diplomat

Breakout 1

Successful Evaluations – Lessons Learned Along the Way

This session is a common-sense, down-to-earth look at evaluation in the real world. Issues touched upon include communication between the external evaluator and the project director and key personnel, evaluation preparation, data collection and evaluation operations. This session is directed at helping both evaluators and project directors design an effective evaluation process and avoid the pitfalls of data collection, analysis, reporting and utilization.

Michael W. Shain, Ph.D., Director of Evaluation Services
The AIM Institute, Omaha, NE

Group B:

Congressional

Fidelity

This breakout session will provide a brief introduction to the topic of measuring program fidelity and will include an example illustrating how one SS/HS site is measuring program fidelity. Participants will engage in a facilitated discussion with their peers about what is feasible, practical, and manageable to accomplish in the field.

Scott Formica, Evaluation Specialist
Social Science Research and Evaluation, Inc., Burlington, MA



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Michelle M. Maike, MA
Maike & Associates, Port Angeles WA

3:00-3:15

BREAK

3:15–4:15 p.m.

Group A:

Congressional

Breakout 2

Fidelity (repeat of above)

Group B:

Ambassador/Diplomat

Data Collection (repeat of above)

4:15–5:15 p.m.

Haverford/Baccarat

Plenary: Evaluation for Program Implementation and Management

The session will focus on the Project Accomplishment Database (PAD) being used in three North Carolina SSHS sites to measure project-related outcomes and processes. The PAD is a web-based tool that PIRE developed to allow Project Directors and staff to document all major project activities and milestones. The tool is designed to help Project Directors keep track of and manage the many facets of this project and meet federal reporting requirements. It also allows the evaluation team to assess dosage of project activity, thus providing insight into project-related outcomes.

Alan Stein-Seroussi Ph.D.

Pacific Institute of Research and Evaluation, Chapel Hill, NC

Day Two: Using Data to Measure---and Ensure---Success

8:00-9:00

Breakfast

9:00–10:15 a.m.

Haverford/Baccarat

Evaluation and the BIG PICTURE: from Planning to Practice

Grantees will receive an overview of the Federal program environment and the varying levels of coordination the program entails. The presentation will also describe the development of the program theory model used to guide the national cross-site evaluation and share some results from current data analyses.

Danyelle Mannix, Special Expert

Center for Mental Health Services, Substance Abuse and Mental Health Services Administration, U.S. Department of Health and Human Services

Gary Hill, SS/HS National Evaluation Team

MANILA Consulting Group, Inc., McLean VA

Julia Rollison, SS/HS National Evaluation Team

MANILA Consulting Group, Inc., McLean VA



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10:15-11:10 a.m.
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Using Data for Program Management

In this session you will hear from an evaluator and project director team who are true partners in their mission to empower schools and create a positive, healthy school climate. The team will share information about how they use fidelity and process data for program management, improvement and expansion. They will provide concrete examples and lessons learned using and sharing data to ensure students are healthy, actively engaged in activities, and involved in supportive relationships.

Michael Furlong, Local Evaluator
UC Santa Barbara, Gevirtz Graduate School of Education
Department of Counseling, Clinical, and School Psychology Santa Barbara, CA

Sharon Verlarde, SSHS Project Director (FY 2007)
Carpinteria Unified School District, Carpinteria, CA

11:15-12:10
Group A:
Ambassador/Diplomat

Breakout 3

Keys to Effective Collaboration between Project Directors and Evaluators

This session presents insights related to evaluation and performance reporting from four years of implementing a Safe Schools/Healthy Students initiative in Evansville, IN. A Project Director and Evaluator discuss keys to their successful working relationship, along with practical ideas for approaching federal reporting and communication of evaluation findings to stakeholders.

Valerie Bostick, former SSHS Project Director (FY 2005)
Evansville Vanderburgh School Corporation

Dan Diehl Ph.D.
Diehl Consulting, Evansville, IN

Barb Zandlo Hutchinson, Technical Assistance Specialist (TAS)
National Center for Mental Health Promotion and Youth Violence Prevention

Group B:
Congressional

SS/HS National Evaluation Team (NET): An Overview

Grantees will learn about the main objectives of the national cross-site evaluation of the SS/HS Initiative and the required data collection activities, including site visits, surveys, and interviews. Expected respondents, estimated burden, and timelines for each activity will be discussed. Participants will have an opportunity to ask questions about the evaluation.

Gary Hill, SS/HS National Evaluation Team
MANILA Consulting Group, Inc., McLean VA

NET Staff



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12:15-1:25

Lunch/Plenary

Tell Your Story Well: Communicating Evaluation Data to Share Your Successes

Data is more than numbers. Data can help tell the story of your initiative, illustrating the need for your programs and highlighting your successes over time. Effectively communicating your evaluation data can persuade key audiences and stakeholders to support your initiative. This plenary will outline steps you can take as a team to gather meaningful data, then provide you with a strategic approach to communicate that data in a way that will resonate with your audiences.

Adrienne Dealy , Communication Specialist (CS)
Communication & Social Marketing Center, ICF/Macro International

1:30–2:25

Haverford/Baccarat

Performance Reporting from an Evaluation Perspective (GPRA +)

This session will focus on SS/HS performance reporting requirements and how the evaluator can support the project director in developing the two reports required each year: a Comprehensive Report and a GPRA/Budget Update Report. Local evaluators perform an important and critical role in qualitatively and quantitatively documenting overall performance, accomplishments, and challenges. There will also be a discussion of the challenges grantees have faced in collecting and reporting data for the six GPRA measures.

Michelle Bechard, Federal Project Officer
Center for Mental Health Services, Substance Abuse and Mental Health Services Administration, U.S. Department of Health and Human Services

Karen Dorsey, Federal Project Officer
Office of Safe and Drug-Free Schools, U.S. Department of Education

Dan Diehl Ph.D.
Diehl Consulting, Evansville, IN

2:30-3:25 p.m.

Group A:

Congressional

Breakout 4

SS/HS National Evaluation Team (NET): An Overview

(repeat of above)

Group B:

Ambassador/Diplomat

Keys to Effective Collaboration between Project Directors and Evaluators

(repeat of above)

3:30- 4:30 p.m.

Haverford/Baccarat

Evaluation Resources

The National Center for Mental Health Promotion and Youth Violence Prevention (NCMHPYVP) will present an overview of the many evaluation resources available to your site.

Deborah Haber, Director
National Center for Mental Health Promotion and Youth Violence Prevention