



Conference Program

EXPANDING OUR SKILLS: CAPACITY BUILDING FOR EVALUATION PROFESSIONALS

FRIDAY, SEPTEMBER 17, 2021

8:30AM-4:00PM

ONLINE USING ZOOM!

This year's theme is Building Evaluation Capacity. Evaluation capacity building (ECB) involves implementing one or more interventions to build individual and organizational capacities to engage in and sustain the act of evaluation – including, but not limited to, commissioning, planning, implementing, and using findings from evaluations. The focus is on providing attendees with methodologies, strategies, and other resources that will aid in the evaluative process.

Keynote Presentations



Dr. Tom Archibald will present "Free-Range Evaluation: Evaluative Thinking at the Heart of Evaluation Capacity Building."

Dr. Marcela Gutierrez will participate in an in-depth interview on Evaluation Capacity Building for Evaluators with Krisanna Machtmes.



Conference Activities:

- Keynote Presentations
- Networking
- Data Party
- Poster Presentations
- Resources
- and more...

Become a member today by signing up online at www.opeg.org!

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2021 OPEG Fall Conference

EXPANDING OUR SKILLS: CAPACITY BUILDING FOR EVALUATION PROFESSIONALS



Letter from the President

Dear Colleagues in Evaluation,



Welcome to the Ohio Program Evaluators' Group (OPEG) Fall Workshop. As the OPEG Program Committee contemplated what kind of professional development we should offer our members and friends, I kept thinking that evaluation of programs is something that we cannot do alone. The world is complicated and we need all the help we can get. Hence, this program today on Evaluation Capacity Building where some of our colleagues share their thoughts and experience getting that help.

Speaking of help, how can you help our evaluator friends here in Ohio and around the world? If you are an OPEG member, please consider participating in one or more of the committees that help run the OPEG organization. If you are not a member, go to the OPEG web site (www.opeg.org) and join. In addition to our traditional professional organization committees of Program, Membership, Awards, and Elections, we have added a new committee to focus on Policy Development in the state. You may be aware of the Evidence Act that had bipartisan approval at the federal level a couple of years ago. The OPEG Policy committee is focusing on implementing a similar set of policies at the state level. You will have the opportunity to meet OPEG Board members who also chair the several committees at our annual OPEG Board meeting at 12:30 today. Please contact me or anyone on the OPEG Board with questions.

Thank you for attending today and I look forward to meeting with you in May 2022 at the next OPEG professional development conference.

Sincerely,
Tom Williams, OPEG President

2021 OPEG Fall Conference

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Thank you to the OPEG Board!

Tom Williams, President & Awards and Elections Chair

Contact: williams@adamhsc.org

Krisanna Machtmes, Vice President & Program Committee Chair

Contact: machtmes@ohio.edu

Nicole Fifer, Secretary

Contact: fifenic@bgsu.edu

Thomas Horwood, Treasurer

Contact: t.j.horwood@icf.com

E. Jean Harper, Member-at-Large

Contact: ejeanharper@aol.com

Margaret Hutzel, Member-at-Large and Membership Chair

Contact: hutzel@ohio.edu

Amanda Klein-Cox, Member-at-Large

Contact: amanda@structuredsolutionsllc.org

Rob Moore, Member-at-Large & Policy Committee Chair

Contact: rob@sciotoanalysis.com

Kelli Qua, Member-at-Large & Newsletter Committee Chair

Contact: kelli.qua@case.edu

Allison Ricket, Student Member

Contact: aricket@bb2careers.org

Calista Smith, Member-at-Large

Contact: chs@scalestrategicsolutions.com

Jasmine Barfield, OPEG Admin Assist

Contact: opegonline@gmail.com

Conference Agenda

8:30AM - 9:00AM - Conference starts & Welcome Remarks

9:00AM - 10:30AM - Dr. Tom Archibald - "Free-Range Evaluation: Evaluative Thinking at the Heart of Evaluation Capacity Building"

10:30AM - 10:45AM - BREAK

10:45AM - 12:05PM - Conference Presentations moderated by Krisanna Machtmes (each presentation is 15 minutes)

1. Rob Moore (Scioto Analysis) - Monte Carlo Simulation: Modeling Uncertainty in Excel.
2. Mike Moore (University of Kentucky) - Getting Around Abstract Design with Program Staff: Creating Theories of Change and "Traditional" Logic Models in Natural Language.
3. Yoko Miura (Wright State University), Yvonne Christoher (Wright State University), Rajiv Ramdat (Wright State University) - Learner Perspectives of Evaluation Capacity Building.
4. Caitlin Howley (ICF), Charlie Ferguson (ICF) - Translating Principles into Practice: The Center for States ECB Approach.
5. Sheri Maria Morgan (Consultant) - Building Evaluation Capacity in the Global Health Arena: A Case Study of Disease Elimination

12:05PM - 12:30PM - LUNCH BREAK

12:30PM - 1:15PM - Business Meeting lead by President Tom Williams

1:15PM - 1:30PM - BREAK

1:30PM - 2:30PM - Dr. Marcela Gutierrez - Evaluation Capacity Building for Evaluators

2:30PM to 3:30PM - Data Party - Albaraa Basfar, Krisanna Machtmes, Carmen Dixon

3:30PM - 4:00PM - Closing Remarks - Tom Williams

Keynote Presentation

"Free-Range Evaluation: Evaluative Thinking at the Heart of Evaluation Capacity Building."



Presenter Bio:

Thomas Archibald is an Associate Professor, Extension Specialist, and Graduate Program Director in the Department of Agricultural, Leadership, and Community Education at Virginia Tech, where he also directs the Feed the Future Senegal Youth in Agriculture project. A winner of the American Evaluation Association (AEA) Marcia Guttentag Promising New Evaluator Award and the Virginia Tech Alumni Award for Excellence in International Outreach, he serves on the Board of Directors of the Eastern Evaluation Research Society and is an Associate Editor of the journal *Evaluation and Program Planning*. He received his PhD in Adult and Extension Education from Cornell University in 2013.

Conference Workshop

Monte Carlo Simulation: Modeling Uncertainty in Excel

Presenter: Rob Moore, Principle at Scioto Analysis

One of the best tools we have for striking this balance between the uncertainty of the conclusions we know exists and the certainty that our clients desire is sensitivity analysis. The gold standard for sensitivity analysis in cost-benefit analysis is the "Monte Carlo simulation," an approach to sensitivity analysis that randomly varies assumptions across an entire model and then gives a range out outcomes based on that variation. Monte Carlo simulation is helpful because it gives a range of estimates rather than a single estimate and it provides a rigorous and logical way to come up with these numbers.

While it may seem complex, a Monte Carlo simulation can also be conducted in Excel with simple formulas. This brief presentation will center on building a Monte Carlo simulation from scratch in excel, showing how an evaluator can easily construct a model for estimating sensitivity.

Conference Workshop

Getting Around Abstract Design with Program Staff: Creating Theories of Change and “Traditional” Logic Models in Natural Language

Presenter: Mike Moore, Graduate Student at University of Kentucky

In this presentation, you will learn how to teach program leaders and staff to describe how they work in gently organized natural language. Similar to structured language tools such as “A.B.C.D.” educational goals, we can guide non-evaluators to express what they do in everyday language inside a simple pattern, where this pattern then gives us the pieces we need for our work. Coming out of an ongoing Contribution Analysis design, this straightforward process spares program staff from learning to make better abstract models while it directly provides the information needed for both Contribution Analysis impact pathways and “traditional” input-activity-output logic models.

With this approach, we reduce the burden on program staff while we enhance their capacity to think evaluatively and their ability to participate in evaluation design through their strength in analyzing and describing what their programs accomplish.

Conference Workshop

Learner Perspectives of Evaluation Capacity Building

Presenters: Yoko Miura, Director & Associate Professor, Doctoral Program of Organizational Studies, Yvonne Chrisoher, Doctoral Student, and Rajiv Ramdat, Student at Wright State University

In this presentation, we will share our reflective thoughts about evaluation capacity building (ECB) in organizations to invite conversations among both experienced evaluators and next generation evaluators. We pose questions about: (1) leadership roles and mentorship in evaluative activities; (2) the balance between professional and next generation evaluators' methodological skills, training, and knowledge base; (3) current trends of "popularizing" evaluation through "organizational learning" to advance capacity of practices, programs, and organizations; and (4) how learning from one another through reflective thoughts may enhance evaluation capacity building.

We will share our thoughts regarding an organization's political, economic, and cultural implications and impacts relative to evaluation practices. We will include individual examples from different lenses associated with our diverse professional backgrounds and experiences.

Conference Workshop

Translating Principles into Practice: The Center for States ECB Approach

Presenters: Caitlyn Howley, Director, Child Welfare & Education at ICF and Charlie Ferguson, Child Welfare Evaluation Capacity Building Specialist at ICF

In this presentation, we overview the evaluation capacity building (ECB) approach recently developed for evaluation coaches attached to organizational capacity building teams from a federally funded center serving child welfare agencies. The ECB approach was developed to facilitate high-quality and consistent ECB across teams by communicating clear expectations about desired practice and providing user-friendly tools to support such practice. The center's ECB approach centers equity as the value undergirding its services. In addition, the approach identifies key service activities (e.g., building trusting relationships, coaching, leveraging objectivity) and service delivery structural elements (e.g., appropriate service dosage and intensity, working in teams). To translate principles of practice into behaviors and encourage continuous improvement, the ECB approach provides practice profiles, with each associated behavior described at three levels: desired, developmental, and insufficient practice. The final component of the approach is a toolkit of suggested activities, resources, and tools to support ECB planning and service provision.

Conference Workshop

Building Evaluation Capacity in the Global Health Arena: A Case Study of Disease Elimination

Presenter: Sheri Maria Morgan, Consultant

In this case study, trachoma infection (a blinding, infectious eye disease) is observed in children under 10 years of age in the Kongwa district of Tanzania, a high morbidity region of the country. Trachoma is a neglected tropical disease set for elimination by the year 2030 by the World Health Organization through treatment and prevention methods.

This presentation relates to this year's theme as it shows the impacts of monitoring and evaluation from a public health and disease perspective, a topic that is rarely discussed nor heavily funded. By using monitoring and evaluation methods within public health programs, large obstacles such as disease elimination can be achieved.

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Keynote Interview

Dr. Marcela Gutierrez will participate in an in-depth interview on Evaluation Capacity Building for Evaluators with Krisanna Machtmes.



Presenter Bio:

Dr. Marcela Gutierrez has over 25 years of experience in evaluation with a holistic approach to measuring results across content-silos in areas including human services, maternal and child health, education, family economic stability and broad community-based initiatives. National experience in low income urban and rural settings, and international experience in Latin America, India and remote Sub-Saharan Africa work.

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Data Party

**Presenters: Albaraa Basfar, Krisanna
Machtmes, & Carmen Dixon**



Data parties are a great way to have stakeholder come together as a collective to analyze data and provide insights for the interpretation of the findings and implications for the program. The stakeholders who participate in these data parties bring their own 'languaculture' to these tasks which allows for insight of multiple perspectives for data interpretations and implications (and steps for action). Stakeholders who participate in data parties develop an ownership and credibility of the data, and thus can support the findings in their situated local places.

Today we share various steps for successful data parties with stakeholders.

During this session, participants will breakout into groups and engage in a Data Party activity. Moderators will accompany each session. Let's have some fun!

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OPEG Volunteer Committees

Awards & Elections

Chair: Tom Williams

- Helps conduct the election process
- Notify OPEG members of upcoming election dates
- Receive nominations from OPEG members for Board service
- Receive nominations for the Roberta O'Keefe Recognition Award and the OPEG Evaluation Recognition Award

Membership Committee

Chair: Margaret Hutzal

- Connect with professionals who may be interested in joining OPEG
- Facilitate the process of assigning volunteers to key areas
- Encourage participation in periodic membership surveys

Newsletter Committee

Chair: Kelli Qua

- Assists with writing and editing articles for the OPEG newsletter
- Encourages the sharing of resources, news, and opportunities for newsletter content

Program Committee

Chair: Krisanna Machtmes

- Plans and organizes the Spring Exchange and Fall Workshop and offers assistance with other activities.

Policy Committee

Chair: Rob Moore

- Monitors new policies that influence the work of evaluators.
- Informs members of opportunities to engage with policy efforts.

**If you are interested in joining any of the OPEG Volunteer Committees,
please email us at opegonline@gmail.com!**



THANK YOU FOR ATTENDING!

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**EXPANDING OUR SKILLS: CAPACITY
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Mission

To provide problem-solving ideas and tools to equip practitioners and others to improve the quality of evaluation.

Vision

To elevate the field of evaluation in Ohio.

OPEG is:

- A non-profit network for evaluators in Ohio
- A regional affiliate of the American Evaluation Association
- An organization of over 100 active members
- A network of more than 500 evaluators

**Become an OPEG member today
online at www.opez.org**

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