



# 2011 EEN Forum June 23-24



## Contents

EEN Forum	1
Evaluation Resources	2
Meet the EPE-TIG	
Leadership	2
Next Issue	6
We Want to Hear From You	6

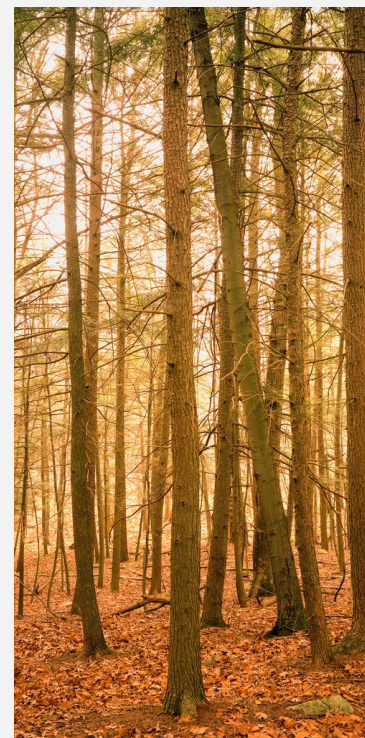
Dear Colleagues,

Each year, environmental evaluators from the United States and around the world attend the Environmental Evaluators Networking Forum to network with others and share innovations in the field. The Environmental Evaluators Network (EEN) will host its 6<sup>th</sup> annual Forum on June 23 and 24 at The George Washington University, Washington D.C. Representatives from over 90 organizations will be present.

The theme for this year's Forum is "Navigating Complexity." As evaluators, we face many complexities in our day-to-day practice. Even though there are a variety of approaches that we can use to navigate these complex issues, we rarely use them in our practice. Will an active approach to navigating complexities help us meet the variety of stakeholder demands? How can we effectively navigate the intricacies of our social, environmental, and cultural systems to improve what we do? Participants at this year's EEN Forum will help us find answers to these questions and many more as they share with us their stories and personal approaches to navigating complexities.

This year's featured speakers include **Melvin Mark**, former President of American Evaluation Association (AEA) and former editor of the American Journal of Evaluation; **Shelley H. Metzenbaum**, Associate Director for Performance and Personnel Management of the U.S. Office of Management and Budget; **Jonny Morell**, Director of Evaluation at Fulcrum Corporation; **Steve Adams**, Managing Director of the Climate Leadership Initiative at the Resource Innovations Group; **Michael L. Goo**, Associate Administrator for the Office of Policy at the Environmental Protection Agency; and **Paul Ferraro**, Professor of Economics, Georgia State University, Center for Evidence Based Environmental Policies and Programs.

Continued on Page 2





On June 22<sup>nd</sup>, pre-registered participants will have the opportunity to attend one of two offered workshops: Evaluation 101 and Adaptive Management – Tools for Planning and Monitoring Your Environmental Conservation Project.

The EEN Forum provides an excellent opportunity to network and share ideas. Forum attendance has increased from 80 participants in 2006 to over 250 participants in 2010 representing 10 countries and more than 85 organizations. To top it all, attendance to the forum is free!

The purpose of the EEN is to advance the field of environmental program

and policy evaluation through more systematic and collective learning among evaluators and evaluation users. While the EEN is an independent organization, many of its members participate in AEA and share a common interest in environmental evaluation. Please feel free to share information about any environmental-evaluation focused events that you would like us to highlight in future issues of this newsletter. Hope to see you at EEN Forum 2011!

For more information, please visit <http://www.environmentalevaluators.net/2011-eeen-forum-agenda/>

*—There are five key variables that are absolutely critical in evaluation use. They are, in order of importance: people, people, people, people, and people. — Michael Quinn Patton, Utilization-Focused Evaluation, 1997*

## Evaluation Resources

The World Wide Web makes an abundance of evaluation information readily available at our fingertips -- but which resources are useful? In an effort to expand your evaluation toolbox, we briefly highlight a small number of evaluation resources we hope you will find helpful. We will continue sharing these resources as part of future issues and look forward to hearing from you regarding any recommendations you have.

- [The Evaluation Center at Western Michigan University](http://www.wmich.edu/evalctr/)  
<http://www.wmich.edu/evalctr/>  
This website is an excellent resource for evaluation checklists, instructional materials, publications, and reports.
- [National Science Foundation](http://www.ehr.nsf.gov/EHR/REC/pubs/NSF97-153/start.htm)  
<http://www.ehr.nsf.gov/EHR/REC/pubs/NSF97-153/start.htm>  
This website is has a user-friendly handbook for evaluations integrating quantitative and qualitative methods.
- [W. K. Kellogg Foundation's Evaluation Toolkit](http://www.wkkf.org/default.aspx?tabid=75&CID=281&NID=61&LanguageID=0)  
<http://www.wkkf.org/default.aspx?tabid=75&CID=281&NID=61&LanguageID=0>  
This website has very informative resources on developing evaluation questions, plans, budgeting for evaluation, managing a contractor, and checklists. This website also includes the Evaluation Handbook and Logic Model Development Guide.
- [US General Accounting Office](http://www.gao.gov/policy/guidance.htm)  
<http://www.gao.gov/policy/guidance.htm>  
This website has GAO policy and guidance materials on evaluations, designing evaluations, case study evaluation, and prospective evaluation methods.

## Meet the Environmental Program Evaluation Topical Interest Group (EPE-TIG) Leaders

Since its creation in 2000, the EPE-TIG has worked to provide a voice for environmental evaluators who participate in AEA. We'd like to take this time to put a face to the voice and introduce you to the current EPE-TIG leaders. The profiles that follow include information on the leader's role in the TIG, employer, years of experience in the field, professional and personal interests, current work and more. We hope this will be a continuation of the dialogue amongst our network of environmental evaluators. Look forward to seeing you at the EEN Forum in Washington, DC or at AEA in Anaheim, CA.

## Annelise Carleton-Hug

TIG Chair, 2010 – 2011; Co-Chair 2007 – 2009



**Geographic Location:** Ohiopyle, PA

**Employer:** Owner, Trillium Associates, [www.trilliumassociates.com](http://www.trilliumassociates.com)

**Education:** B.S. Wildlife Management, The Ohio State University; M.S. Fisheries Biology, Humboldt State University; PhD. Human Dimensions of Fisheries & Wildlife, Michigan State University

**Area of Specialization:** Education, Environment and Community

**Years of Experience in the Field:** 11

**Professional/ Personal Interests:**

I enjoy working with programs that are striving to improve public understanding and appreciation of natural resources, and of the individual's role in protecting, maintaining and enjoying our natural environment. **Personal:** Biking, backpacking, cross-country skiing, paddling with my husband and our 6-year old daughter. We also have a big organic garden and pasture-raised chickens.

**Methodologies Used:** I'm a firm believer in a mixed-methods approach, relying heavily on qualitative data collection to help tell the story.

**Description of Current Work:** The environmental programs I am currently evaluating include a NSF-funded program that helps graduate students in science fields develop communication skills by teaching in non-formal learning centers; environmental education programming by AmeriCorps Members; and an online education program about climate change.

**How did the evaluator come to be interested in environmental evaluation?:** After working as a fisheries biologist, I realized that I wanted to combine my background in natural resources with the research skills I had learned during my graduate work to help education and community programs improve their ability to reach their goals. I truly love working with clients to provide them with sound data-driven evidence to improve their outreach capability and effectiveness.

**Advice for other evaluators:** Join AEA! I can't say enough about how much I've personally learned from this stellar organization. The opportunities for networking & professional development, both at the annual conference and throughout the year from the daily blog tips, webinars, etc. provide a wonderful resource for evaluators.

## Kara Crohn

Co-Chair, 2009 – 2011

**Geographic Location:** Riverside, CA

**Employer:** Research Into Action

**Education:** PhD, Education, UCLA

**Area of Specialization:** Energy Efficiency, Environmental Education

**Years of Experience in the Field:** 10

**Professional/ Personal Interests:** I'm interested in how organizations can use evaluation to make better decisions and create institutional memory; and figuring out the role evaluation can play in bridging conservation efforts in energy with biological and natural resource preservation. I'm fascinated with the interaction of evaluation theory & practice. **Personal:** I'm interested in Yoga, hiking, trying to make our 100 yr old home more energy and water efficient.

**Methodologies Used:** I use mixed methods, and a variety of evaluation approaches that emphasize the use of evaluation processes and findings for program improvement. I also seek to engage the values that are influential in the evaluation and program context.

**Description of Current Work:** My current work includes process evaluations, market assessments, and organizational consulting analyses in the fields of energy efficiency and environmental education.

**How did the evaluator come to be interested in environmental evaluation?:** I looked for a way to help organizations focused on environmental conservation and thankfully found program evaluation.

**Advice for other evaluators:** Try to identify how the clients', stakeholders', and your own values influence your work, both in terms of the content area as well as the evaluation approaches and methods you employ. Being transparent about



the values that influence the will help you make more informed decisions with your clients up front that result in more robust, accurate, and useful information



## Christina Kakoyannis

### Co-Chair, 2009 – 2011

**Geographic Location:** Silt, CO

**Employer:** National Fish and Wildlife Foundation

**Education:** Doctorate in Forest Resources, Oregon State University

**Area of Specialization:** Conservation Evaluation

**Years of Experience in the Field:** 10

**Professional/ Personal Interests:** Helping practitioners in the conservation field see how evaluation can have value to them in their work. **Personal:** I enjoy hiking, horseback riding, running with my dog--and anything outdoors on a sunny day.

**Methodologies Used:** I use both qualitative and quantitative methods, as appropriate for answering the evaluation questions.

**Description of Current Work:** I work with program directors to ensure that the foundation's conservation programs are designed and implemented so that we can measure outcomes and continuously improve.

**How did the evaluator come to be interested in environmental evaluation?:** I was already in the environmental field and moved into evaluation because it's a great nexus between theory and application--using research methods to improve on-the-ground conservation.

**Advice for other evaluators:** When working with others unfamiliar with evaluation, try not to overwhelm them with too much evaluation information at once, but instead focus on a smaller number of key concepts that you want to ensure that they understand.

## Mary McEathron

### Co-Chair, 2009 – 2011

**Geographic Location:** Minneapolis, MN

**Employer:** University of Minnesota

**Education:** Ph.D. in Program Evaluation, University of Minnesota

**Area of Specialization:** Education and Policy

**Years of Experience in the Field:** 10

**Professional/ Personal Interests:** How we apply (or don't!) knowledge in solving difficult issues. I am curious about the continued lack of connection between research/academics and the practical world of programs and human endeavors—especially in environmental programs—and wonder how evaluation could better serve as a connector.

**Methodologies Used:** Whatever fits the situation and the evaluation questions to be answered. Currently, I am exploring the use of SenseMaker, an online tool that allows a participant to share short narratives in an interesting and novel way.

**Description of Current Work:** I am working on an eclectic group of projects ranging from creating a taxonomy for postsecondary programs that serve people with intellectual disabilities to evaluating a community STEM education and outreach project that is using coring of wild rice lakes—bridging science and culture.

**How did the evaluator come to be interested in environmental evaluation?:** I studied biology for my undergraduate degree. Besides, it's the air we breathe, the water we drink, the ground we stand on...how could you not be interested?

**Advice for other evaluators:** I'm happy to meet up for coffee and chat about evaluation anytime. So give me a call or catch me in California at our annual meeting. A shared conversation would be much better than any advice I could think of at the moment.





## Johanna Morariu

### Co-Chair, 2009 – 2011 & Webmaster

**Geographic Location:** Washington, DC

**Employer:** Innovation Network, [www.innonet.org](http://www.innonet.org)

**Education:** B.A. International Politics, B.A. History from Pennsylvania State University; M.A. Comparative Politics from George Mason University

**Area of Specialization:** Environmental Advocacy Evaluation

**Years of Experience in the Field:** 7

**Professional/ Personal Interests:** Environmental/ Conservation NGO advocacy strategy and capacity, environmental/conservation NGO use of strategic learning.

**Methodologies Used:** I use real-time approaches that support strategic learning, media tracking and network analysis.

**Description of Current Work:** I am currently working on an assessment of potential strategies for ocean conservation advocacy, and the advocacy capacity of NGOs relative to the potential strategies.

**How did the evaluator come to be interested in environmental evaluation?:** I'm an avid enjoyer of the outdoors. From an early age I was given opportunities to enjoy nature—camping, hiking, fishing, kayaking—and I want to make sure others are given the same opportunity. I began my evaluation career more firmly in the areas of international development evaluation and traditional program evaluation, and over the years I have grown my engagement in environmental evaluation.

**Advice for other evaluators:** Practice evaluation in areas that you care about, doing so will be more personally enjoyable. In your evaluation design, seek data that will prove *and* disprove the theory you are evaluating—too often we only investigate supportive data. Whenever possible, ensure evaluation use and usefulness by involving stakeholders (participatory evaluation!) and planning for the ongoing sharing of emerging evaluation findings to inform decision making (especially in multi-year endeavors).

## Nancy Carillo

### Co-Chair, 2010 – 2011

**Geographic Location:** Albuquerque, NM

**Employer:** Apex Education

**Education:** PhD, University of New Mexico, Political Science. MPA, New Mexico State University. BA, Psychology, Carleton College

**Area of Specialization:** Education, formal & informal  
**Years of Experience in the Field:** 10 (Evaluation); 1.5 (Environmental Evaluation)

**Professional/ Personal Interests:** I am interested in the protection of wild lands and wildlife; environmental education. **Personal:** Of course enjoying the outdoors - running, camping, hiking, rafting, and birding.



**Methodologies Used:** I use multiple methods and sometimes a mixture of qualitative and quantitative.

**Description of Current Work:** I am mostly involved in the evaluation of community schools programs for PreK-12 and STEM programs in higher education, some evaluation of informal environmental education programs.

**How did the evaluator come to be interested in environmental evaluation?:** First I became an evaluator. Then I began to care deeply about protecting the planet both in terms of climate change and wild lands. Then I began to see an opening to make a contribution, just maybe.

**Advice for other evaluators:** Think globally and act locally! That is, keep up with the big evaluation debates as best you can; and join your local AEA affiliate (if you are lucky enough to have one.)

## Yvonne M. Watson

### Co-Chair 2009 – 2011



**Geographic Location:** Washington, DC  
**Employer:** U.S. Environmental Protection Agency (EPA)  
**Education:** M.A. Urban Planning, UCLA; B.A. Urban Studies, Wellesley College  
**Area of Specialization:** Capacity Building  
**Years of Experience in the Field:** 9  
**Professional/ Personal Interests:** Capacity Building in Logic Modeling, Performance Measurement, and Program Evaluation. **Personal:** Liturgical dance, Singing in my Church Choir and watching Top Chef.

**Methodologies Used:** I have experience designing/d and questionnaires, logic models and performance measures. I also manage and oversee the conduct of program evaluations – primarily process and outcome evaluations.

**How did the evaluator come to be interested in environmental evaluation?:** Prior to my tenure at EPA, I worked as a consultant. One of my last projects involved evaluating the quality of the products and tools for a federal government client. At the time, I knew nothing about program evaluation. However, I researched and learned very quickly, the key steps involved in conducting an evaluation and designing surveys. My work on this project for one year, gave me my first real introduction and exposure to program evaluation. I've been working in the field since then.

**Description of Current Work:** At EPA, I am responsible for building the capacity of the EPA to develop logic models, performance measures and conduct evaluations to determine if environmental programs are achieving their stated goals and objectives. I am an evaluation advisor, trainer and provide consultation and technical assistance services to Agency staff and partners in performance management.

**Advice for other evaluators:** Every evaluation presents an opportunity to learn something new. To be challenged, surprised, and humbled by how much you know and don't know. Welcome each experience (good, bad and ugly) as an opportunity to help you grow into the Evaluator you desire to be!

### Next Issue: October 2011

- AEA Highlights:
  - EPE-TIG Conference Program
  - EPE-TIG Night Out
  - EPE-TIG Field Trip
- EPE-TIG Member Profile
- Feature Article on the *Value of Evaluation*
- Evaluation Resources

### We Want to Hear From You

If you have ideas you'd like to share regarding the future direction of the EPE-TIG or if you would like to be more involved, we'd like to hear from you. Please contact our current Chair, Annelise Carleton-Hug at: [annelise@trilliumassociates.com](mailto:annelise@trilliumassociates.com)

### Learn more about the EPE-TIG on the Web:

<http://comm.eval.org/EVAL/environmental/Home/Default.aspx>

The EPE-TIG Communications Team is seeking your input on the items below. Please contact Yvonne Watson [watson.yvonne@epa.gov](mailto:watson.yvonne@epa.gov) or Gitanjali Shrestha [gitanjali.shrestha@email.wsu.edu](mailto:gitanjali.shrestha@email.wsu.edu) if you are interested in contributing to the EPE-TIG Newsletter in the areas described below.

#### Member Profile

Volunteer to share more information about yourself with other members of the EPE-TIG for inclusion in the October issue of the

#### Newsletter Topics

Share your ideas for topics that should be highlighted in future issues of the Newsletter.

#### The Value of Evaluation

Write an article highlighting this year's conference theme *The Value of Evaluation*.