


History. The Topical Interest Group on Evaluation Use is one of the original TIGs of AEA. It was born of the interest in evaluation utilization in the 1970s, extending into both theoretical and empirical work on Use in the 1980s and 1990s, and to a broader conceptualization of use and influence in the 2000s.

Activities. The Use TIG is in the process of developing a website, linked to the AEA TIG homepage and providing more details about the history and leadership of our TIG as well as seminal documents and current resources. We sponsor a session on current theory, research or practice to enhance use at our annual AEA business meeting.

EVALUATION USE TIG

OUR MISSION

The Use TIG is committed to understanding and enhancing the use of evaluation in a variety of contexts and to maximizing the positive influence of evaluation through both the evaluation process and the results produced.



Topics of interest to our members include:

- 🌀 The influence of evaluation on systems.
- 🌀 The social change role of evaluation.
- 🌀 Research on evaluation use.
- 🌀 Strategies for enhancing the use/impact of evaluation.
- 🌀 Critical reflection on intended and unintended influences of evaluation—both positive and negative.
- 🌀 Research on effective communication strategies.
- 🌀 Theories of use.
- 🌀 Metaevaluation of evaluation impact.
- 🌀 Issues of validity as a property of use.
- 🌀 Effective communication of evaluation results.
- 🌀 Organizational change/ organizational learning.
- 🌀 Use-enhancing evaluation methods.
- 🌀 Evaluation as a tool for social justice.
- 🌀 Process use.
- 🌀 Barriers to the use of evaluation.

2004 Executive Committee

Karen E. Kirkhart, Chair

Valerie J. Caracelli, Past Chair

Susan A. Tucker, Program Co-Chair

Emma Norland, Program Co-Chair

Bob Williams, Webmaster



2004 Web Task Force

Bob Williams, Chair

Hallie Preskill

Michael Q. Patton

Valerie J. Caracelli

Sessions Sponsored by the Evaluation Use TIG
Wednesday, November 3, 2004

Session 106. 4:30 PM to 6:00 PM. Fulton Room

Title: **Integrating Program Evaluation and Organization Development**

Type: Skill-building Workshop

Chair: Mary Shawver, Fielding Graduate Institute

Presenter: Charles R McClintock, Fielding Graduate Institute

Sessions Sponsored by the Evaluation Use TIG
Thursday, November 4, 2004

Session 305. 9:25 AM to 10:55 AM. Salon C

Title: **Useful Evaluations: Comparative Perspectives of United States and International Development Evaluators**

Type: Panel

Chair: Alexey Kuzmin, Process Consulting Company

Useful Evaluations: Methodology and Findings of an Assessment of the Utility and Cost-effectiveness of Eight Evaluations Conducted in Developing Countries

Michael Bamberger, Independent Consultant

Keith Mackay, The World Bank

Useful Evaluations: An International Perspective

Paul Morgan, Caribbean Development Bank

Useful Evaluations: Comparing US and International Perspectives on Evaluation Use

Patrick Grasso, The World Bank

Session 306. 9:25 AM to 10:55 AM. Salon D

Title: **What is the Nature of Evaluation Use/Influence?**

Type: Presidential Strand Panel

Chair: Karen E Kirkhart, Syracuse University

Tracing the Development of Use Related Evaluation Theories

Marvin C Alkin, University of California at Los Angeles

Persuasive Language, Responsive Design: Towards Broader Evaluation Utilization

Melvin E Hall, Northern Arizona University

Changing for the Better: Explaining Evaluation Influence

Gary T Henry, Georgia State University

Pathways to Glory? Implications of Looking Beyond Use for Research-based Knowledge Development

J Bradley Cousins, University of Ottawa

Mapping Evaluation Use: The Value of an Integrated Theory of Influence

Karen E Kirkhart, Syracuse University

What is Fundamental about Use?

Michael Quinn Patton, Union Institute & University

Session 338. 11:05 AM to 12:35 PM. Fulton Room

Title: **Evaluator Roles and Personality Issues Impacting Evaluation Use**

Type: Multipaper Session

Chair and Discussant: Susan A Tucker, Evaluation & Development Associates

Integration of Evaluation Utilization and Personality

Georgetta A Myhlousen-Leak, William Penn University

**Avoiding Cooptation into the Management Function of a Program:
Reflection on the Evaluator's Role**

Nicole V Eisenberg, University of California at Los Angeles

Kara Crohn, University of California at Los Angeles

**The Multiple Roles of Internal Evaluators: Overcoming Challenges and
Seizing Opportunities**

Dina Franchi, College of Nurses of Ontario

Session 360. 1:40 PM to 3:10 PM. Ballroom A

Title: **Fundamentals of Evaluation Facilitation**

Type: Demonstration Session

Chair and Presenter: Michael Quinn Patton, Union Institute & University

Session 366. 1:40 PM to 3:10 PM. Salon C

Title: **Bringing Evaluation into the Federal Budgeting Process: Prospects and Challenges for the Office of Management and Budget's (OMB's) Program Assessment Rating Tool (PART)**

Type: Multipaper Session

Chair: Stephanie Shipman, US General Accounting Office

Origin and Purpose of the Program Assessment Rating Tool (PART)

Patrick R Mullen, US General Accounting Office

Prospects and Challenges of the Purpose of the Program Assessment Rating Tool (PART)

Stephanie Shipman, US General Accounting Office

Follow-up of Purpose of the Program Assessment Rating Tool (PART) Recommendations for Program Evaluations

Valerie J Caracelli, US General Accounting Office

Sarah M Fabirkiewicz, US General Accounting Office

Performance Budgeting: Meeting the Challenges

Joseph S Wholey, University of Southern California

Session 395. 3:20 PM to 4:50 PM. Fulton Room

Title: **The Use and Misuse of Evaluation Results**

Type: Multipaper Session

Chair: Dale Pahl, US Environmental Protection Agency

Evaluating Library Programs: What Else Besides Outcomes?

Susan J Paznekas, Maryland State Department of Education

Evaluation Misutilization: An Empirical Assessment

Rachel M Ross, Claremont Graduate University

Using Evaluation to Facilitate Project Development: The Transition from Judging to Informing

Melinda R Hess, University of South Florida

Heather Scott, University of South Florida

Jeffrey D Kromrey, University of South Florida

Han Phan, University of South Florida

Lou M Carey, University of South Florida

Kristine Y Hogarty, University of South Florida

The Link Between Evaluation and Educational Accountability

Casey D Cobb, University of Connecticut

Session 419. 5:00 PM to 6:00 PM. Salon C

Title: **TIG Business Meeting and Invited Panel**

TIG Chair: Karen E. Kirkhart, Syracuse University

TIG Program Co-Chair: Susan A. Tucker, Evaluation & Development Associates

TIG Program Co-Chair: Emma Norland, e-Norland Group

Invited Panel

Title: **Moving the Field of Evaluation Toward More Systematic Consideration of Recommendations**

Chair: Jennifer E Iriti, University of Pittsburgh

Discussants: Catherine A Nelson, Independent Consultant

William E Bickel, University of Pittsburgh

Using Recommendations in Evaluation: A Decision-making Framework for Evaluators

Jennifer E Iriti, University of Pittsburgh

William E Bickel, University of Pittsburgh

Catherine A Nelson, Independent Consultant

Critiques of Iriti, Bickel, and Nelson Recommendations Framework:

- Hallie Preskill, University of New Mexico
- Jordan E Horowitz, WestEd
- Mike Hendricks, Independent Consultant

Sessions Sponsored by the Evaluation Use TIG
Friday, November 5, 2004

Session 530. 10:20 AM to 11:05 AM. Salon C

Title: **Impact of Evaluation on the Public Policy Process**

Type: Panel

Chair and Discussant: Rakesh Mohan, Idaho State Legislature

Presenters:

Social Betterment Through Evaluation

Gary T Henry, Georgia State University

Evaluators Meet the Policymakers

George F Grob, US Department of Health and Human Services

Who Are These People? The Impact of Evaluation on Public Policy in a Multi-stakeholder Environment

David Bernstein, Montgomery County Public Schools

Session 561. 1:55 PM to 3:25 PM. Fulton Room

Title: From Results to Action: Being Intentional About Creating Mechanisms for Feedback - Examples from Public Health

Type: Panel

Chair: Thomas J Chapel, Centers for Disease Control and Prevention

Presenters:

Focus on the Feedback Loop: Logic Models for Evaluation Planning and Program Improvement

Goldie MacDonald, Centers for Disease Control and Prevention

Using Logic Models to Enhance Evaluation and Implementation: An Approach from the South Carolina Center for Public Health Preparedness

Melanie Livet, University of South Carolina

Jane VE Richter, University of South Carolina

Donna L Richter, University of South Carolina

Pregnancy Risk Assessment Monitoring System (PRAMS) Program Evaluation

Mary Rogers, Centers for Disease Control and Prevention

Amy Lansky, Centers for Disease Control and Prevention

Stacy Laswell, Centers for Disease Control and Prevention

Lucia Rojas Smith, RTI International

James C Hersey, RTI International

Session 570. 1:55 PM to 3:25 PM. Henry Room

Title: **Evaluation Use and Policy**

Type: Multipaper Session

Chair: Valerie J Caracelli, US General Accounting Office

Moving Beyond Bean Counting to True Performance Monitoring: The Case for Utilization-focused Monitoring and Evaluation in Uganda

Rosern K Rwampororo, USAID Monitoring and Evaluation Management Services Project

The Evaluator's Dilemma: Recommending Increased Savings or Service Improvements

Rahel Kahlert, University of Texas

External Evaluation of a Brazil Ministry of Health and Centers for Disease Control (CDC) Collaboration in Applied Epidemiology Training: Quality and Sustainability Strategies of Field Epidemiology Training Program (FETP) and Data for Decision Making (DDM) Project

Margarita Urdaneta, Ministry of Health Brazil

Carmen Sanchez-Vargas, Centers for Disease Control and Prevention

Karen A Wilkins, Centers for Disease Control and Prevention

Regina Fernandes de Oliveira, Brazil Ministry of Health

Jay McAuliffe, Centers for Disease Control and Prevention

Session 585. 3:35 PM to 5:05 PM. Salon C

Title: **Evaluation Use from Funders' Perspectives: Fundamentals of Funding**

Type: Panel

Chair and Discussant: Michael Quinn Patton, Union Institute & University

Presenters:

Funding and Using Evaluations in Philanthropy

Penny McPhee, Arthur M Blank Family Foundation

Funding and Using Evaluations in Local Government

Nancy Boxill, Fulton County Commission

Session 588. 3:35 PM to 5:05 PM. Fulton Room

Title: **Writing Evaluation Reports Using Message Development Techniques**

Type: Skill-Building Workshop

Chair: Kathy Zantal-Wiener, ZW Associates

Presenters: Kathy Zantal-Wiener, ZW Associates

Rosalie T Torres, Torres Consulting Group

Session 615. 5:15 PM to 6:00 PM. Fulton Room

Title: **Is the Report Working: The Fundamentals of Evaluation Report Utilization for Programmatic Changes**

Type: Panel

Chair and Discussant: Matthew Birnbaum, National Fish and Wildlife Foundation

Presenters:

The Evaluator's Perspective

Dean T Spaulding, The College of Saint Rose

Program Director Perspectives

Marguerite Lodico, The College of Saint Rose

Student Evaluator Perspectives

Katherine Jones, The College of Saint Rose

Sessions Sponsored by the Evaluation Use TIG
Saturday, November 6, 2004

Session 717. 9:25 AM to 10:55 AM. Rockdale Room

Title: **Current and Future Evaluation Trends: Improving the Performance of Public and Non-profit Organizations**

Type: Panel

Chair: Joseph S Wholey, University of Southern California

Using Logic Models and Evaluability Assessment to Improve Public and Non-profit Organizations

John McLaughlin, Independent Consultant

Governance and Performance: The Role of Evaluation

Joseph S Wholey, University of Southern California

Using Role Playing to Improve Service Quality, Equity, and Program Effectiveness

Wendy Zimmerman, The Urban Institute

Session 730. 11:05 AM to 12:35 AM. Fulton Room

Title: **Evaluation, Accountability and Capacity Building**

Type: Multipaper Session

Chair: Emmalou Norland, e-Norland Group

Process Use and Organizational Learning: A Field Study of the Evolving Nature of Evaluation Within a Non-profit Organization

Melissa M Dodson, Southwest Educational Development Laboratory

Cori A Groth, Southwest Educational Development Laboratory

Erin J McCann, Southwest Educational Development Laboratory

Evaluator as Facilitator: Facilitating Evaluation Design, Practice, and Use

Tamara M Walser, Windwalker Corporation

Evaluation as Capacity Building: Transforming Tacit Knowledge into Decision-making Tools

Catherine A Nelson, Independent consultant

Jennifer E Iriti, University of Pittsburgh

Session 781. 1:40PM to 3:10PM. Fulton Room

Title: Facilitating Use in an Evaluation of a Large, Multi-site Teacher Professional Development Initiative in Chicago: Perspectives from Evaluators, Professional Development Providers, and the Program's Funder

Type: Panel

Chair: Matthew R Hanson, University of Illinois at Urbana-Champaign

Discussant: Peggy Mueller, The Chicago Community Trust

An Overview of the Advanced Reading Development Project (ARDDP) and its Evaluation

Matthew R Hanson, University of Illinois at Urbana-Champaign

Opportunities for and Examples of Evaluation Use in a Multi-site, Multi-Stakeholder Evaluation

Lizanne DeStefano, University of Illinois at Urbana-Champaign

Facilitating Use from the Ground: Perspectives from site visitors

Tracie E Costantino, University of Illinois at Urbana-Champaign

Merrill Chandler, University of Illinois at Urbana-Champaign

Using Evaluation Formatively to Improve Program Implementation: Perspectives from a professional development provider

Betty Jane Wagner, Roosevelt University

Session 806. 3:20 PM to 4:50 PM. Fulton Room

Title: **Methods in Service of Practice Improvement, Understanding Lived Experience, and Social Justice**

Type: Panel

Chair: Elizabeth Whitmore, Carleton University

Discussant: Jennifer C Greene, University of Illinois at Urbana-Champaign

Methods in Service of Practice Improvement

Abraham H Wandersman, University of South Carolina

Pamela Imm, University of South Carolina

Barry Lentz, Action Research Associates

Assessing Lived Experience by Monitoring the 'Most Significant Changes'

Irene Guijt, Learning by Design

Transformative Evaluation and Africa's UNIFEM Initiative

Donna M Mertens, Gallaudet University

Fundamental Issues in Evaluation Use

The Evaluation Use TIG takes the following issues as fundamental to the evaluation profession:

- **Theory of Use/Influence.** What is the nature of “use” itself? Theories of influence or use (language varies) focus on the nature of influence/use as a construct, on types of use/misuse, and on causal pathways of influence.
- **Use and the Public Good.** What is evaluation’s impact on social justice and other expressions of social betterment? This question merges into ethics and values discussions and the examination of whose interests are addressed in different models of use.
- **Evaluator Role in Facilitating Use.** What is the necessary and appropriate role of the evaluator in facilitating use? What is the nature of influence that is appropriate to that role? The answers to these questions differ across evaluation models.
- **Validity and Use.** How can the consequences of evaluative understandings and actions offer evidence of an evaluation’s validity? Since validity has long been understood to reside in the *use* of an instrument or method, the focus on use merges into fundamental discussions of validity in evaluation.
- **Metaevaluation.** Is the empirical study of use essentially evaluating the evaluation(s)? Whether use/influence is an intended or unintended outcome of evaluation, studying the scope of influence of a given evaluation and factors facilitating use moves into metaevaluation.