

2012 OPEG SPRING EXCHANGE

COMMUNICATING RESULTS EFFECTIVELY: MAKING OUR FINDINGS STICK

CALL FOR PROPOSALS

SUBMISSION DEADLINE: FRIDAY, MARCH 9, 2012

We are calling on OPEG members and non-members who work or study in the field of evaluation to consider submitting a proposal sharing your work in evaluation at the annual meeting of the Ohio Program Evaluators Group (OPEG). **The submission deadline is 5 p.m., Friday, March 9, 2012.**

The OPEG Spring Exchange provides professional development and networking opportunities for Ohio evaluators and those interested in evaluation in a number of ways: 1) presentation(s) by state or national experts that are tied to the conference theme; 2) presentations by Ohio evaluators focusing on the conference theme as well as issues related to evaluation practice; 3) lunch and breakfast on premises providing you with time to catch up with colleagues and make new connections; and 4) the annual business meeting to update you on OPEG activities past, current, and future.

This year's Spring Exchange will take place on Friday, May 18th, at the Quest Center, 8405 Pulsar Place, Columbus. The 2012 theme is *Communicating Results Effectively: Making Our Findings Stick*. Impact and use of evaluation findings often depends on how well our findings are communicated and understood. We are encouraging submissions that explore this theme through presentation and discussion of strategies and methods that promote better understanding and use of evaluation results among organizational decision makers. We will also accept proposals on more general issues related to evaluation theory, methodology, practice, and utility.

Proposals will be reviewed by the OPEG Program Committee using the following criteria:

- Extent to which the proposal addresses the theme of Communicating Results Effectively.
- Proposal's relevance to evaluation practice, methodology, and utility.

2012 INVITED KEYNOTE: JOHN NASH

This year's invited keynote speaker is John Nash, associate professor in Educational Leadership Studies at the University of Kentucky and Director of the Laboratory on Design Thinking in Education (dLab).



He is the former associate director for evaluation at the Stanford Center for Innovations (SCIL), where he conducted applied research on improving program evaluation in grant-funded initiatives.

He's a current board member of the Evaluation Network for the Missouri River Basin, the program chair for the American Evaluation Association's (AEA) newest topical interest group, Data Visualization and Reporting, and the former program chair for AEA's Nonprofit and Foundation Evaluation group.

Learn more about John Nash on LinkedIn (<http://www.linkedin.com>) and search for John Nash at the University of Kentucky) or by viewing his AEA coffee break webinar on improving presentations ([AEA Coffee Break Webinar](#)).

- The technical quality of the proposal – clarity and coherence of writing, degree to which the proposal articulates relevance to the field of evaluation, clarity of objectives and purpose

Proposals must be submitted using OPEG’s online submission system. You can access the online system by going to <http://www.opeg.org/> and clicking on the link to the 2012 Spring Exchange. When submitting your proposal, please choose from one of the following options:

1. Traditional panel or individual presentation: This is a longer session of approximately 45-60 minutes that is focused on a single topic. Submissions should identify the topic, it’s relevance to evaluation or the event theme, the role of each presenter who will be involved, and a brief outline of the session. Sessions are required to allow 10-15 minutes for questions at the end. The OPEG program committee will determine the actual length of each session during the review process and will provide that information to accepted presenters.
2. Brief presentation: Presentation of 10-15 minutes that is focused on a single topic. Submissions should identify the topic and its relevance to evaluation or the event theme. Related presentations will be grouped with a single discussion session at the end.
3. Poster presentation: No formal presentation required. Instead, you will develop a visual presentation that will be on display during the Exchange. A period of time during the day will be scheduled as a poster session during which you will be required to stay by your poster to answer questions.
4. IGNITE OPEG presentation: Read below for more details. This is something new that we will be piloting this year. Proposals are limited to 100 words and must also use the online submission system.

New This Year! IGNITE OPEG

In keeping with our focus on communicating results, we are planning to pilot an IGNITE session during the Spring Exchange. For those of you not familiar with the IGNITE presentation method, it can best be summed up in the following words: “Enlighten me, but keep it quick!” IGNITE presentations are quick and fast-paced – you get 5 minutes and 20 slides that automatically advance every 15 seconds to make your point. For more information on IGNITE, check out the Reilly site (<http://igniteshow.com/>).

Our plan is to reserve a 1-hour timeslot for an IGNITE session on evaluation. If you have something you are passionate about sharing related to any aspect of your practice as an evaluator and can do it in 5 minutes and 20 slides consider trying an Ignite format. The program committee will review proposals and select 10 for the session. Once presenters are identified, OPEG program committee members will contact presenters with details and how-tos. For questions, email Jan Noga (Jan.Noga@pathfinderevaluation.com).

