

# CHALLENGES IN EVALUATION

## Morning Agenda



9:00 AM - 9:15 AM

### Welcome and Introduction

Roush 114



#### Lana Rucks, Ph.D., OPEG President

*Lana Rucks, Ph.D., is Principal Consultant of The Rucks Group a four-person research and evaluation firm that gathers, analyzes, and interprets data to enable clients to measure the impact of their work. Dr. Rucks has extensive experience as an external evaluator. She has led dozens of research and evaluation initiatives funded by federal agencies such as the Center for Disease Control and Prevention, the Department of Labor, and the National Science Foundation. Additionally, she has presented on topics related to research and evaluation in the U.S. and in Europe. She holds a doctorate and Master of Arts degree in Social Psychology from The Ohio State University with a minor in Quantitative Methods and a Master of Arts degree in Experimental Psychology from the University of Dayton. Dr. Rucks is a member of AEA and serves on the board for the state of Ohio's chapter affiliate.*

9:15 AM - 10:15 AM

### Keynote Address: What Challenges the Validity of our Work? A Discussion of Unanticipated Circumstances

Roush 114



#### Diana Gurley, Ph.D.

*Diana Gurley, Ph.D. is on the faculty of the Department of Psychiatry, MetroHealth Medical System, where she focuses on developing and implementing integrated care. Her special interests are in psychological trauma and among people involved with the justice system. She has just completed a two-year effort, funded by the Woodruff and Margaret Clark Morgan Foundations, to provide comprehensive care for people with severe mental illness who have recently been incarcerated in the County jail. Results of this program indicate that people with severe mental illness and dual diagnosis can be engaged and remain in ongoing primary and mental health care, addiction treatment, and specialty care when they receive extended outreach, care coordination and case management. She has successfully acquired funding from the U.S. Department of Justice and the ADAMHS Board to extend and expand this program. Dr. Gurley is also active in collaborative care to link HIV patients at MetroHealth with treatment for depression, and she supports the department in other research and evaluation projects with Psychiatry faculty and staff.*

*Dr. Gurley received the Master of Public Policy from the University of Washington, Seattle; a Ph.D. in Sociology and Medical Behavioral Science from the University of Kentucky, Lexington; and was a postdoctoral fellow in Psychiatry and Epidemiology at the Columbia University College of Physicians and Surgeons, New York.*

10:15 AM - 10:45 AM

### Roundtable Discussion: What have we learned?

Roush 114



#### Tania Jarosewich, Ph.D. - Facilitator

*Tania Jarosewich, Ph.D. is president and CEO of Censeo Group. She has led large-scale evaluations for state departments of education, school districts, grantmakers, foundations, small businesses, and nonprofit organizations. Her expertise includes evaluation of literacy; science technology, engineering, and math (STEM) education; gifted and advanced placement programming; school reform; educational assessment; capacity building; evaluation of collaborations and networks; and evaluation of organizational effectiveness. She is an active member of the American Evaluation Association and a member of the Ohio Program Evaluators' Group program committee. Dr. Jarosewich received her PhD in School Psychology from Kent State University and a BA in Psychology from the University of Cincinnati.*

10:45 AM - 11:00 AM

Break



11:00 AM - 11:30 AM

Roush 213



## Presentation: Challenges in Mental Health Christopher Buzzelli, MA

*Christopher J. Buzzelli M.A. is the Research Coordinator for The BeST Practices in Schizophrenia Treatment Center in The Department of Psychiatry at Northeast Ohio Medical University in Rootstown, Ohio. He analyzes data and aids the development and implementation of evaluation tools for programs in The BeST Center such as FIRST, LINC (loved ones involved in a network of care), and CBT-p (cognitive behavioral therapy for psychosis) and for partnering community mental health agencies. He is currently finishing his Ph.D on spatial cue processing, learning, and memory in terrestrial crustaceans from The University of Akron where he also earned a B.A. and M.A. in psychology.*

Roush 210



## Presentation: Challenges in Education Data Deepa Shanadi, M.P.H., M.S.

The current US K-12 school testing landscape results in different tests being administered each year for different grades, different subjects, and different districts. Each district adopts a standardized test to be administered throughout the year to measure student achievement. However, due to these variations, it is difficult to assess growth from one grade to the next particularly when different tests are administered. These challenges are also relevant when implementing program evaluations of professional development programs, after school programs, and any other program designed to improve student academic outcomes. Ultimately, it is testing data that provides a quantitative assessment of student progress, specifically academic growth. This presentation will present an overview of potential strategies for addressing this data challenge using examples from various recent school district program evaluations.

*Deepa Shanadi, M.P.H., M.S., has been an evaluator at the Research and Evaluation Bureau at Kent State University for the past three years and has over ten years of experience in all aspects of social program evaluation. At the Bureau, she leads and manages evaluations in the areas of health, education, and human services. Her other duties at the Bureau include providing technical support for proposal submissions. Previously, she has provided evaluation technical support for a variety of international and nonprofit organizations. She is a Board member-at-large for OPEG.*

11:30 AM - 11:45 AM

Break

11:45 AM - 12:15 PM

Fisher Gallery



## Speed Networking

### Michael Levin, Ph.D. - Facilitator

*Michael is an associate professor of marketing at Otterbein University. He teaches, researches, and consults. He received the Cengage Pride/Ferrell Innovations in Teaching award for his inclusion of the Pecha Kucka presentation format. He has been a finalist for his innovative teaching for analytics, and critical thinking skills.*

*His teaching style incorporates active learning including simulations, clients, and student-centered projects. This approach fits well with corporate training, which he has also conducted. He works with the National Association of College Stores as part of its Leadership Institute.*

*His research has appeared in top journals including the Journal of Marketing Theory & Practice, the Journal of Personal Selling and Sales Management, and the International Journal of Retail and Distribution Management.*

**12:15 PM - 1:15 PM**

Roush 114

### Lunch and OPEG Annual Business Meeting

**1:15 PM - 2:15 PM**

Roush 114

### Afternoon Presentation: When the Evaluation Works, But Not the Program

#### Robert Fischer, Ph.D.



The session will address two challenges that we face in evaluation practice. First, the choice of evaluation design is often constrained by budget, time, and the wishes of partners. This session will highlight the potential risks of using a single group design by showing what can be learned from a control group's experience. Second, often evaluations show mixed results or no effect and evaluators are tasked with helping explain why such results occurred. The session will explore avenues for diagnosing the factors that may have led to a finding of no effect, both in regard to the program and the evaluation.

*Robert L. Fischer is a Research Professor at the Jack, Joseph & Morton Mandel School of Applied Social Sciences of Case Western Reserve University. He serves as co-director of the Center on Urban Poverty and Community Development and director of the Masters of Nonprofit Organizations (MNO) degree program. Active with the American Evaluation Association, Fischer served for six years as president of the Ohio Program Evaluators' Group. Dr. Fischer received his Ph.D. from Vanderbilt University in policy development and program evaluation and holds a master degree from Vanderbilt's Peabody College of Education, and a bachelor degree from Duke University.*

**2:15 PM - 2:30 PM**

### Break

**2:30 PM - 3:30 PM**

Roush 114

### Roundtable Discussion: Systems Focus on Program Change

#### Jan Noga, M.Ed. - Facilitator



*Jan Noga is an independent evaluation consultant based in Cincinnati. She holds a bachelor's degree from Stanford University in developmental and counseling psychology with specialization in early and middle childhood and a master's degree from the University of Cincinnati in instructional design and technology. Ms Noga has worked in the non-profit and public sectors in human services and education for more than 25 years in roles spanning teaching, research, policy, and program planning and evaluation. As a program evaluator, Ms Noga has planned and conducted both large and small-scale evaluations and provided organizational consulting and capacity building support to clients. She has also taught courses and workshops on such topics as systems thinking, research methods and techniques, program planning and development, and survey design and analysis. Ms Noga is a frequent presenter at the annual meetings of the American Evaluation Association (AEA) and the American Educational Research Association (AERA). She is particularly interested in the use of systems approaches as a foundation for planning, implementation, and evaluation of change efforts in the human service and education arenas.*

## Roundtable Discussion: Communicating Bad News

Roush 114



### Tim Miller - Facilitator

*Tim is a 43-year veteran in the communications industry, including 13 years as Ohio Statehouse Bureau Chief for The Dayton Daily News, 10 years as a state editor and statehouse reporter for United Press International, and three years as news editor and political reporter/columnist for The Newark (O.) Advocate. During his career, Miller interviewed five U.S. Presidents -- including an Ohio exclusive one-on-one interview with President Clinton in 1996 – and several foreign heads of state and Nobel Prize winners.*

*In addition to assisting clients with media training, government relations and crisis communications, he has developed and helped implement strategic communications plans for a variety of clients, including Honda of America Mfg., Inc.; Limited Brands, Columbia Gas of Ohio, the Ohio Council for Home Care & Hospice and The Mid-Ohio Regional Planning Commission. He has also worked closely with a number of public agencies to draft and implement Public Involvement Programs and assisted the Ohio Department of Transportation in developing its statewide PIP handbook. He has served two terms on the board of St. Edward the Confessor Church in Granville, is a volunteer with the St. Vincent DePaul Society and serves on the board of The Godman Guild in Columbus.*

## Roundtable Discussion: Designing Programs

Roush 114



### Sheri Chaney Jones, M. A. - Facilitator

*Sheri Chaney Jones specializes in helping organizations successfully create high-performance cultures that drive results. For over a fifteen years, Sheri has improved government, nonprofits, and small businesses through the use of performance management, evaluation, and organizational behavior best practices. Her experience and expertise has transformed the culture and as a result saved public dollars, improved outcomes, demonstrated effectiveness, and increased revenues. Sheri is the author of Impact & Excellence: Data-driven Strategies for Aligning, Culture, and Performance in Nonprofit and Government Organizations (Jossey-Bass, 2014). Sheri enjoys educating and inspiring others by writing a monthly blog on measuring impact and presenting at conferences and seminars. In addition, Sheri is an adjunct faculty with Franklin University teaching organizational behavior. Sheri earned her M.A. in Industrial and Organizational Psychology from Central Michigan University and a B.S. with distinction in Psychology from The Ohio State University.*

3:30 PM - 4:00 PM

## Program Wrap-Up and Closing Remarks

**The OPEG Program Committee and Board wishes to thank you all for attending our 2016 Spring Exchange program.**

### PROGRAM COMMITTEE

Asli Buldum, Chair  
Tom Williams, Co-Chair  
Carla Clasen  
Tania Jarosewich  
Michael Levin  
Jan Noga  
Lana Rucks

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