



21st Annual Conference

MICHIGAN ASSOCIATION FOR EVALUATION

Exemplary Michigan Evaluations Thursday, April 14, 2016

Register at www.maeval.org

About MAE

MAE exists to promote evaluation in the State of Michigan, convening the evaluation community (including evaluators, funders, and program users) to focus on how evaluation should be conducted and used. We strive to:

Promote the implementation of state-of-the-art evaluation

Build competencies of the evaluation community

Promote the use of evaluation to improve policies and programs

Cultivate evaluative thinking

Registration Information

	By April 1	As of April 2
MEMBERS		
Conference Membership	\$95	\$120
	\$60	\$60
STUDENTS		
Conference Membership	\$50	\$60
	\$20	\$20
NON-MEMBERS		
Conference	\$135	\$160

Conference Location

Radisson Hotel Lansing
111 North Grand Avenue
Lansing, MI 48933
(517) 482-0188

Lodging

Make room reservations by calling 800-967-9033 or online at www.radisson.com/lansingmi.

For the 21st time the MAE is inviting evaluators, program managers, and funders to a one-day networking and skill-building conference in Lansing, Michigan. This year's conference theme is *Exemplary Michigan Evaluations*. We have carefully selected evaluators from major universities, nonprofit organizations, foundations, and private practices to conduct engaging workshops. New this year, the conference will feature poster presenters to share their evaluation work with conference attendees as well.

Conference Day Schedule

- 8:30-9:00 Registration/Continental Breakfast
- 9:00-9:30 Annual Business Meeting
- 9:30-9:40 Welcome and Orientation
MAE President Rita McPhail and Conference Coordinator Craig Wiles
- 9:40-10:20 Lori Wingate, Keynote Speaker
Trailblazing Your Individual Path toward Excellence in Evaluation
- 10:20-10:30 Break
- 10:30-11:50 Concurrent Breakout Sessions I
 - A. *Michigan Great Start Readiness Program Evaluations: 20 Years of Collaboration*
 - B. *Practical Skills for Data Dashboard Design*
 - C. *Evaluation Evidence Throughout Policy and Program Lifecycles*
- 12:00-1:00 Lunch, Discussions, & Awards
- 12:00-1:00 Concurrent Lunch Discussion: Social Work Ethics in Evaluation
- 1:10-2:30 Concurrent Breakout Sessions II
 - D. *Michigan Fitness Foundation Social Marketing Campaign: An Impact Evaluation*
 - E. *Classification Tree Analysis: A Useful Statistical Tool for Program Evaluators*
 - F. *The Stories We Tell: Story Banking Techniques*
- 2:30-3:00 Poster Session and Snack Break
- 3:10-4:20 Concurrent Breakout Sessions III
 - G. *Data Visualization for Evaluators: Choosing the Right Graph for your Evaluation Questions*
 - H. *Using Rapid Ethnographic Assessment: A Case Study in Data Collection*
 - I. *Navigating the Murky Waters of Multi-Site Evaluation*
- 4:30 Informal Networking
All day display of posters

Earn up to 4 Social Work CEU Credits!

GO TO www.maeval.org FOR MORE DETAILS AND TO REGISTER