

**SOUTHEAST EVALUATION ASSOCIATION  
18<sup>TH</sup> ANNUAL CONFERENCE**

**DESIGNING EVALUATIONS:  
FULLY LOADED**



**FEBRUARY 2-3, 2006  
TALLAHASSEE-LEON COUNTY CIVIC CENTER  
TALLAHASSEE, FLORIDA**

## **About SEA**

The Southeast Evaluation Association (SEA) is an affiliate of the American Evaluation Association. We represent evaluators and evaluation-related professionals from the state, university, local (including local schools and government) and private sectors. Our members come from a variety of backgrounds, including policy analysis, auditing, teaching, program evaluation, management analysis, and performance measurement.

Our programs cover a variety of topics: technologies, accountability, quality, multicultural evaluation, contracting, performance assessment, skill building, outcome measurement, and more. SEA's annual conference, held in winter, attracts nationally recognized speakers and participants from the entire southeast region. Many organizations use our programs and conferences, taking advantage of our low-cost training and networking opportunities for their staff.

Programs are open to SEA members and non-members, and are often free to members. Members receive a quarterly newsletter, an annual membership directory, customized programs, and reduced conference fees.

If you have questions about SEA, please check our World Wide Web page at: <http://www.southeastevaluation.com> or write us via email at [seanews@southeastevaluation.com](mailto:seanews@southeastevaluation.com), or U.S. mail:

**SEA**  
**P.O. Box 10125**  
**Tallahassee, FL 32302**

**Federal ID #59-2854523**



January 20, 2006

Welcome!

On behalf of the Southeast Evaluation Association, welcome to our 2006 training conference. This conference, aptly titled, *Designing Evaluations: Fully Loaded* provides a unique opportunity for evaluators, researchers, and government accountability professionals from around the nation to share information on how we can best add value to our organizations. The next two days will provide a wealth of training sessions and networking opportunities for us to learn from each other, meet old friends, and make new ones.

We hope your participation in the conference and stay in Tallahassee is enjoyable, and encourage you to participate in the Southeast Evaluation Association's activities throughout the year.

Fran Berry  
SEA President  
Sherwood Professor of Public Administration, and  
Director, Askew School of Public Administration and Policy, FSU

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***Past Presidents of SEA***

Gary VanLandingham 2004  
Carolyn Herrington 2003  
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John Green 2000  
Becky Lyons 1999

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Carole Massey 1995  
Ora Kromhout 1994  
Margarida Southard 1993

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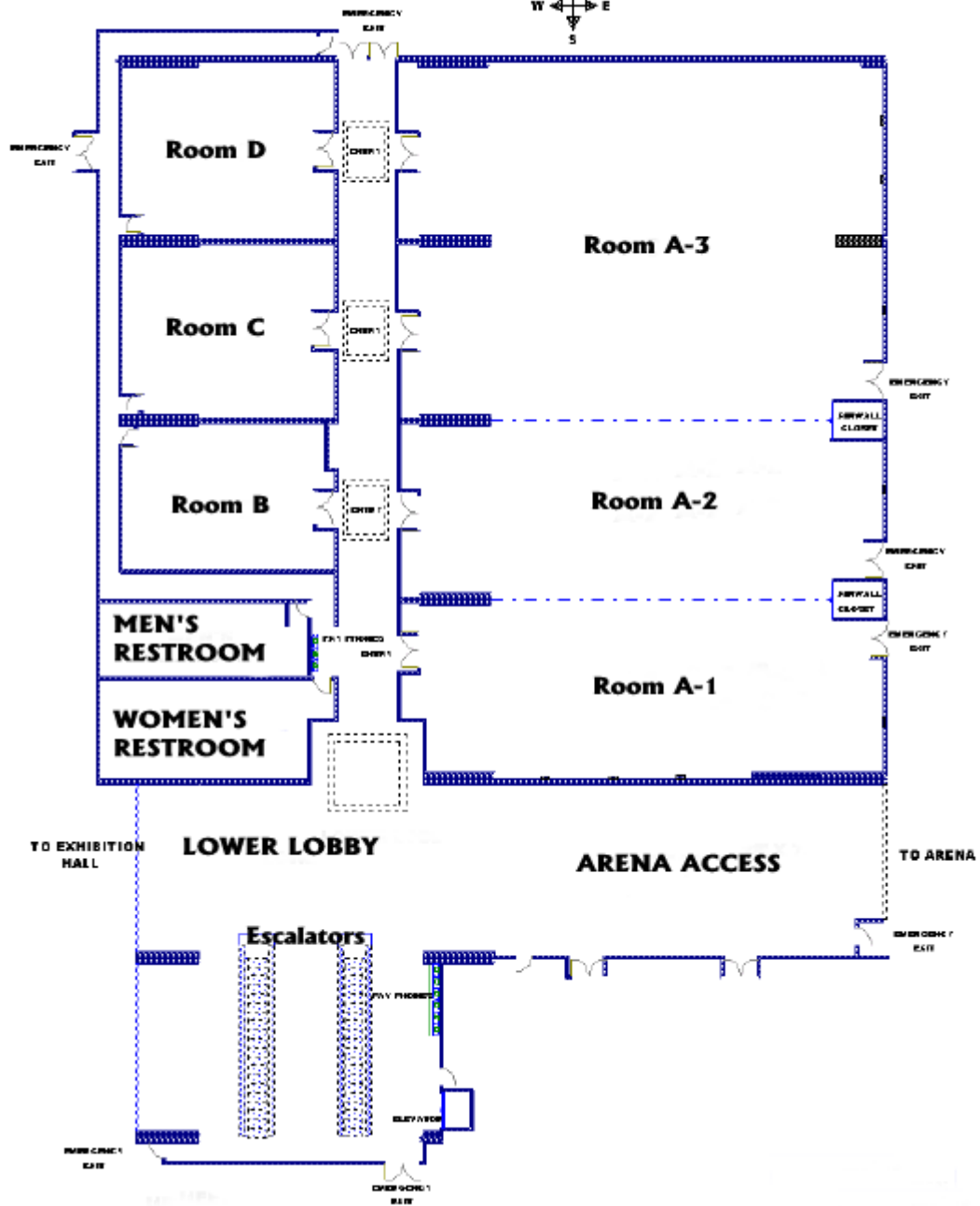
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Scott Stake  
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# The Facility

## TALLAHASSEE-LEON COUNTY CIVIC CENTER MEETING ROOMS, LOWER LOBBY



## Thursday, February 2, 2006

<b>7:30-8:30 am</b>	<b>Registration</b> (Lower Lobby)
<b>7:30-10:15 am</b>	<b>Continental Breakfast</b> (Arena Access)
<b>8:30-10:00 am</b> (Room A-3)	<p><b>Designing Evaluations: Fully Loaded</b> by <b>Laura Langbein, Ph.D.</b></p> <p><i>Moderator: Fran Berry, Ph.D., Director and Professor, Askew School of Public Administration and Public Policy, Florida State University</i></p> <p>Dr. Langbein is an expert and teacher on quantitative methods in evaluation. She demonstrates how to ensure proper data analysis from design and maximum use of data collected. She teaches how to develop defensible evaluations, demonstrating various design examples and corresponding regression models, all within the context of examples, making "statistics fun—not scary"! Dr. Langbein has conducted workshops for numerous federal agency research units and gets excellent reviews.</p>
<b>10:00-10:15 am</b>	<b>Coffee Break</b> (Arena Access)
<b>10:15-11:45 am</b>	<b>(Concurrent Sessions)</b>
<b>EDUCATION TESTING &amp; ACCELERATION</b> (Room A-1)	<p><b>Accelerated Mechanisms – An Evaluation of the Role of Acceleration Programs in Advancing Students Through College; and an Analysis of the State’s Contribution in Funding These Programs</b></p> <p><b>Sabrina Hartley, Nan Smith, Shruti Graf, and Emily Dendy, OPPAGA</b></p> <p>By analyzing the transcripts of the entry cohort of 2001-02 high school graduates, the authors examined student participation in accelerated programs, their eligibility for college credit, and the amount of accelerated credit they received from Florida public postsecondary institutions the year following graduation. By examining the records of our exit cohort of 2002-03 university graduates this study determined to what extent accelerated credits were used toward graduation requirements. It also examined how Florida funds accelerated programs compared to other states.</p>
	<p><b>K-12 Accountability: Using FCAT Scores to Evaluate State Education Policies</b></p> <p><b>Dan Cohen-Vogel, OPPAGA</b></p> <p>The Florida Comprehensive Assessment Test (FCAT) is a criterion-referenced test based on Florida’s Sunshine State Standards. It is administered to nearly all public school students starting in third grade, and it is the primary tool by which student performance is measured in Florida. This session looks at two sets of K-12 education policies in Florida, one directly tied to the FCAT assessment - third grade promotion - and another that the FCAT may be used to evaluate - charter school performance. The session will review how two OPPAGA studies used FCAT data to examine these two policies.</p>
	<p><b>With Fiscal Pressures, Can Educational Leadership Programs Achieve Quality?</b></p> <p><b>Mark Fenster, Valdosta State University</b></p> <p>Using applicant and survey data from one institution’s college of education, we evaluated the respective claims of Levine and AERA-A. We found that SAT scores of educational leadership students were 84 points below the average of other graduate programs. In addition, low SAT scores did not adversely affect educational leadership students’ ability to receive A’s in courses, as evidenced by a median grade point average (GPA) of 3.94, one of the college’s highest GPAs.</p>
<b>EVALUATION TECHNIQUES</b> (Room A-2)	<p><b>The Practice of Evaluation as An Iterative Process (Workshop)</b></p> <p><b>Linda Dean, Leon County Schools; Linda Schrader, Florida State University</b></p> <p>This interactive session includes (a) a brief overview of the program evaluation process, (b) presentation of a proposed map showing evaluation as an iterative process, and (c) group discussion including audience response and input. Attendees may wish to bring some of their own evaluation proposals that can be used for input in the group discussion (not necessary).</p>

**OPPAGA  
REPORTS ON  
PRIVATIZATION  
(Room A-3)**

**Review of DMS's Privatization of Central Leasing**

*Kara Collins-Gomez, OPPAGA*

OPPAGA examined the state's Workspace Management Initiative, overseen by the Department of Management Services (DMS), to determine if the initiative is meeting its goals of reducing costs, improving office space quality, and promoting optimum space use. The review revealed that if properly managed and monitored, the initiative should produce savings and better office space utilization. However, DMS is not taking adequate steps to ensure that all of the initiative's goals are met, which makes long-term fiscal impact uncertain.

**Review of FDCF's Oversight of Lead Agencies Providing Community-Based Care**

*LeNée Carroll, OPPAGA*

The 1998 Legislature directed the Department of Children and Families (DCF) to contract with community-based lead agencies to provide child protective services, including family preservation, emergency shelter, foster care, and adoption services. OPPAGA evaluated the processes the DCF uses to hold community-based care lead agencies accountable and monitor their ongoing viability.

**Challenges in Evaluating Performance in an Outsourced Child Welfare System**

*Jennifer Whipple, OPPAGA*

At the request of the Legislature, OPPAGA compared current performance of Florida's community-based care system to performance at the time when the Department of Children and Families provided those services. This process revealed numerous challenges to data collection and analysis, including outcome measure changes; lapses in department data; limited historical and current centralized personnel information; and varied lead agency data collection procedures, lengths of service contracts, and models of case management.

**HEALTH  
PROGRAMS  
(Room B)**

**How Technical Difficulties in Evaluation Misinformed Policy—the Case of the Medicaid Family Planning**

*Nancy Ross, Agency for Health Care Administration; and Jeffery Roth, University of Florida*

This presentation will discuss the difficulties encountered in the evaluation of the cost-effectiveness of Florida's Family Planning Waiver which extended family planning services to women who lost Medicaid coverage who had a pregnancy related service in the prior two years to losing Medicaid eligibility. Issues of establishing the baseline will be discussed and the major effects this had on analysis.

**Evaluating the Effectiveness of a Smoking Cessation Media Campaign in Florida**

*Christopher Sullivan, Image Research*

The Florida Tobacco Prevention Program, Division of Health Access and Tobacco, Florida Department of Health conducted a smoking cessation media campaign in 13 counties in Florida during May and June 2005. The major purpose for the analysis is to assess whether the media campaign reached its targeted audiences in each county and whether the media campaign was successful in motivating members of the target populations to call the Florida Quitline.

**Development of a Healthy Hispanic Foods Resource Kit**

*Trina Thompson, Mary Bowers, Gladys Borges, Tisha Crews Keller, and Tammie Johnson, Florida Department of Health*

A Hispanic Diabetes Workgroup commissioned focus group research to gain a better understanding of the knowledge and perceptions of diabetes among Hispanic Floridians. Results indicated that several barriers to following appropriate lifestyles and treatments for diabetes exist. One recommendation was to provide educational materials on traditional cooking and improved nutrition.

**FAMILIES**  
(Room C)

**Cohabitation—An Emerging Research Field**

**James Russell**, *Commission on Marriage and Family Support Initiatives*

This presentation summarizes what is currently known about the American cohabitation experience and puts it in an international context as well. Other issues related to cohabitation will be discussed including the effect cohabitation has on children and adults living in it, cohabitation among adults over 50, the extent of part-time cohabitation, the correlation between cohabitation's and marital stability, and its implications for program interventions aimed at strengthening families.

**Is the Integration of M & E and ICT in Public Sector Management Pivotal to Poverty Reduction?**

**Samuel Tadesse**, *RTI International*

This paper proposes that information and communication technology (ICT)-enabled planning, monitoring and evaluation (PM&E) methods are key for generating positive sustainable development and poverty reduction outcomes. The author argues that developing countries are not able to reduce poverty or generate sustained economic growth because of their weak PM&E and ICT capacities.

**Marriage and Family Formation**

**James Russell**, *Commission on Marriage and Family Support Initiatives*

This presentation outlines some of the major themes from the most prominent children and families researchers over the last several decades while discussing some of the issues researchers are currently struggling to understand including how much of the effects of marriage are causal and how much are based on selection.

**EDUCATION INITIATIVES**  
(Room D)

**Parent Involvement in Charter Schools and Traditional Public Schools – A Comparative Study**

**Zorka Karanxha**, *Barry University at Orlando*

This study focuses on the comparison of charter schools and traditional public schools and looks at the degree of parent involvement, school and teacher practices, as well as the most successful practices utilized by both kinds of schools. In addition, the study seeks to determine the effects race, socio-economic status and school type have on the degree of parent involvement in both charter and public schools.

**Who Benefits from After School Tutoring with Supplemental Education Services (SES) Funding: A Two-Year Study of SES in Georgia**

**Dottie Harnish and Catherine Sielke**, *University of Georgia*; **Joy Johnson**, *Georgia Department of Education*

Two years of statewide multi-source, multi-site data on Supplemental Education Services (SES) in Georgia will be summarized to provide an overview of how SES legislative requirements are being implemented in Georgia to provide additional after school instruction for students in Title I schools not meeting AYP for two years. New roles for states, local districts, schools, parents, and SES providers complicate the process. Concerns about low participation by eligible students will be discussed.

11:45 am-1:00 pm

**Lunch—Attendees on their own**

## Thursday, February 2, 2006

1:00-2:00 pm | (Concurrent Sessions)

### EDUCATION ON-LINE LEARNING (Room A-1)

#### **On-Line Learning for Large-Scale Teacher Professional Development**

**Nancy Lewis and Vicky Zygor**, *University of Central Florida*

Florida Online Reading Professional Development (FOR-PD) serves teachers across the state of Florida to help them meet the Competency Two of the Reading Endorsement: Foundations of Research Based Practices. This presentation will focus on findings of the evaluation of FOR-PD for Phase II of the project.

#### **Evaluating an E-Learning Program Through Management-Oriented Evaluation (MOE) Approach**

**JeongMin Lee**, *Florida State University*

The management-oriented evaluation approach (MOE) helps decision makers decide if they have to conduct the program evaluation in terms of the quality. The purpose of the study is to evaluate and improve the quality of E-learning program by applying the MOE approach into a case study.

### LOGIC MODELS OF EVALUATION (Room A-2)

#### **Teaching Logic Models: Helping Clients Face, Manage, and Love Evaluation (Workshop)**

**Carol Ripley-Moffitt and Molly Aldridge**, *University of North Carolina at Chapel Hill*

In this workshop, participants will be exposed to a variety of effective teaching methods that can make learning logic models fun. We will simulate a training experience that participants can model when incorporating logic model training into program and evaluation planning.

### JUVENILE PROTECTION (Room B)

#### **Raising the Red Flag on Tobacco Sales to Minors: Evaluation of a Merchant Education Program in North Carolina**

**Shelley Summerlin-Long and Kelly Kandra**, *University of North Carolina*

This presentation describes the results of the evaluation of the Red Flag retailer-education campaign in 2005. The study assesses merchants' awareness of the campaign; knowledge of, attitude toward, and usage of the color-coded driver's license format; and utilization of Red Flag campaign materials, among other variables. Results of the study will assist North Carolina and other states in learning about how to best promote retailer compliance with prohibitions on selling tobacco to minors.

#### **An Evaluation of the Rockdale Medical Center Adolescent Health Education Project: Abstinence Education Program**

**Melvin Franks, Susan Franks, and Phillipia Faust**, *Program Evaluation and Research Consultants, Inc.*

This evaluation utilizes a quasi-experimental design to measure program effect of a Title V Abstinence Education program implemented in three high schools and two middle schools in a rural southeastern community. The results demonstrate that all program goals were met, as well as statistically significant differences were found in favor of the treatment group. These results can serve as a guide for other similar programs.

**POLICY DEVELOPMENT**  
(Room C)

**Influencing State Policy Development Through Research and Evaluation**

**Barbara Foster**, *Commission on Marriage and Family Support Initiatives*

The presentation will be of particular interest to those seeking to use research and evaluation to inform the policy development and program design process. The 2003 Legislature created the Commission on Marriage and Family Support Initiatives. Multi-pronged efforts by commission staff members are being implemented to include evidence-based work and research to shape the direction that will be used for the development of sound public policy, a clearinghouse and public awareness campaign will be discussed in this presentation.

**The Socially Constructed Policy: Power, Power Transformation, and Strategies**

**Wenjue Lu**, *Florida State University*

Responding to the call for utilizing social construction concept into policy study from Schneider and Ingram, this paper develops a socially constructed policy theory. It argues that policy entrepreneur who can relate the promoted policy solution to existing cultural and social value will gain advantage in the policy arena.

**ASSESSMENT MODEL FOR EDUCATION UNIT**  
(Room D)

**Designing and Developing an Assessment Model for a Professional Education Unit (Workshop)**

**Serena Roberts, Mila Ignatz, Telisa Jones, Ghazwan Lufti, Charles Lyles, Stephanie Smith**, *Florida A & M University*

Florida A&M University received a Teachers for a New Era grant from the Carnegie Corporation with additional funding from the Annenberg and Ford Foundations. The Assessment Design Team developed a schemata that identified key assessment points that currently exist and points that need to be added. The schemata begins at entry into the institution, and continues through general education, through the upper division to graduation.

**2:15-3:15 pm (Concurrent Sessions)**

**EDUCATION - HIGHER ED**  
(Room A-1)

**Evaluation Design Considerations When Using Qualitative Data Analysis Software**

**Dan Kaczynski**, *University of West Florida*

This session examines the use of qualitative data analysis software (QDAS) when conducting an evaluation. Design considerations made upon initiating a project and common adjustments that occur during an evaluation are identified and discussed. NVivo software will be used to demonstrate working examples of data analysis from two evaluation projects. Practical strategies will be provided for participants to effectively incorporate analysis software into an evaluation study design.

**Increasing Access: Students' Attitudes Toward Graduate School and Research Careers Following Participation in a Summer Program**

**Nicole Lewis and Henry Frierson**, *University of North Carolina*

This presentation summarizes six years of program evaluation data assessing students of color attitudes toward participation in a research-intensive summer program, the program's influence on their understanding of what graduate school is like, and subsequent attitudes toward graduate school and research.

**CONTRACTING & PRIVATIZATION**  
(Room A-2)

**Developing A Business Case for Privatization (Workshop)**

**Walter Sachs**, *Florida Department of Children and Families*

The 2005 Florida Legislature passed SB 1146 which, if not vetoed by the Governor, would have required state agencies which were considering privatization of a governmental activity to submit a Business Case when submitting their Legislative Budget Requests. Although the Governor vetoed the bill in 2005, Florida's recent history in privatization has been heralded nationally partially due to the implementation of a "gate" process that starts with the submission of a Business Case describing and analyzing the contractual services procurement under consideration. At this workshop you will hear about the development requirements for a Business Case, see how the Business Case evolves through the gate process, and review some actual Business Cases that were successful and unsuccessful.

**EVALUATION  
APPROACH &  
CULTURE  
DEVELOPMENT**  
(Room B)

**Using Action Research to Develop Evaluative Culture in the Classroom**

**Mariann Schmudde**, *Stetson University*

The presentation summarizes a collaborative evaluation plan for a three-year school district initiative designed to build school-based capacity for teacher action research resulting in cultural change with respect to how teachers approach and evaluate their personal professional development. The holistic evaluation question, "To what extent has the Classroom Action Research initiative contributed to the enhancement of teacher attitudes toward the evaluation of professional development, changes in school culture, and the improvement of the student performance?" will be answered through collaborative data collection and analysis.

**An Organizational Assessment: Using Triangulation and a SWAT Team Approach**

**Andrea Vaughn and Roy Youngblood**, *Florida Department of Environmental Protection*

An organizational assessment was designed to determine how well a regulatory district is meeting its goals and develop recommendations for enhancing efficiency and effectiveness. A swat (rapid deployment) team approach was used to conduct activities while a triangulation of the activities was used to evaluate the copious feedback. Many lessons were learned as well as suggestions for other evaluation teams with similar issues.

**CONTEXTUAL  
EVALUATION**  
(Room C)

**Contextual and Cultural Competences Every Evaluator Should Have (Workshop)**

**Carine Strelbel and Nancy Lewis**, *University of Central Florida*

This session takes a 10-year old theoretical discussion for increasing cultural and contextual competence in evaluation and looks at how evaluators can attend to cultural-based issues through practical conversations and hands-on activities. Rather than highlighting the need for appreciation, recognition, and appreciation of other cultural groups, we will see how evaluators can use their knowledge, attitudes and skills to ensure that the programs they evaluate use interventions, standards, and measures that are relevant and specific for the cultural groups they are designed to serve.

**3:15-3:30 pm**

**Cookie Break (Arena Access)**

**3:30-5:00 pm**

**(Concurrent Sessions)**

**EDUCATION  
ADMINISTRATION  
& TEACHING**  
(Room A-1)

**Evaluating Teachers: A Process in Search of Validation**

**Chuck Fuller**, *Central Michigan University*

The presentation is to provide the audience with an historical and contemporary perspective of teacher evaluation systems, trends, issues, and concerns. The presenter will provide specific examples and analytical comparisons of teacher evaluation models nationally and locally for the purpose of supporting his contention that in general, teacher evaluation is a flawed and unreliable process.

**Pre-Service Teachers Sense of Teacher Efficacy and Attributions for Student Success and Failure**

**Lantry Brockmeier, Willis Walter, and Isiah Brown**, *Florida A&M University*

African American pre-service teachers were asked about their sense of teacher efficacy and attributions for student success and student failure upon completion of student teaching. Data were collected from 135 students over the spring 2004 and fall 2005 semesters.

**PERFORMANCE  
CONTRACTING**  
(Room A-2)

**Performance Contracting (Workshop)**

**Walter Sachs**, *Florida Department of Children and Families*

In relying on cost-reimbursement, process-oriented contracting, government has often paid for activity, not results. However, proper financial and project management relies on the common sense notion of "value received for cost incurred." This mini-workshop will focus on contracting for results, rather than for methods of performing the work. Walter Sachs will introduce the use of a logic model to discover the true outcomes of service delivery and discuss how to avoid writing contracts that have poorly defined work statements and typically result in performance problems and cost overruns. He will review how the Florida Department of Children and Families is using a Performance Dashboard to elevate the awareness of the contracted provider's performance level against measurable performance standards and quality assurance oversight plans. He also will discuss structuring payment for performance, including performance incentives, where appropriate, and reductions in payments when services are not performed or do not meet contract requirements.

**HEALTH  
PROGRAMS**  
(Room B)

**The Cross-Site Program Assessment Survey: A Tool Designed to Identify and Respond to the Evaluation Needs of HIV/AIDS Prevention Community-Based Organizations**

**Tabia Henry Akintobi, Jamillah Berry, Pamela Daniels, Elleen Yancey, and Robert Mayberry**, *Morehouse School of Medicine Prevention Research Center*

The presentation is to report on the development, findings and research design implications of the Cross-Site Program Assessment Survey (C-PAS), a questionnaire designed to assess the capacity of 23 small to mid-sized rural/urban community-based (Pfizer Grantees) organizations to plan, implement and evaluate their prevention and education programs as a part of the Pfizer Foundation Southern HIV/AIDS Prevention Initiative. The C-PAS provides a gauge by which program assessment recommendations and evaluation capacity building decisions can be developed in response to identified evaluation practice strengths and challenges.

**Measuring Cost and Performance of Tuberculosis Programs in Florida**

**Betial Teweldemedhin**, *ALAF*; **Sevim Ahmedov and James Cobb**, *Florida Department of Health*; **Scott McNabb**, *DTBE, CDC*; **Halsey Rhodes, Kenya Roberts**, *Florida Department of Health*; **Denise Dodge and Richard Doggett**, *Duval CHD*; **Johnnie Lloyd**, *Alachua CHD*

Monitoring and evaluating the performance, measuring the cost, and assessing the health impacts of tuberculosis (TB) prevention and control programs are a priority to achieve TB elimination in the United States. Building on the success of a pilot project, the authors use a new model to evaluate the performance, measure the cost, and examine the link between cost and performance in two high-morbidity and one low-morbidity county TB programs in Florida.

**Information Technology Aspects of Journey Map Training for Parish Nurses**

**Lindsay Gotshall**, *Independent Consultant*

Parish nursing organizations joined with Barry Kibel of the Pacific Institute for Research and Evaluation to acquire Outcome Engineering (OE) training. The OE online accountability system uses five tools to facilitate organizational improvement. Survey methods were used to research the status and effectiveness of the application of training concepts across 13 geographically dispersed organizations. The presentation will focus on survey data analysis as it relates to information technology aspects of OE and the parish nursing context.

**EDUCATION &  
WORKFORCE**  
(Room C)

**Baccalaureate and Graduate Degree Outcomes in Florida: Employment and Wages**

**Brian Underhill and Emily Dendy**, *OPPAGA*

This paper focuses on two questions. First, it addresses the question of where state university graduates, with different degrees, are employed in the Florida workforce. Second, it compares salaries the graduates earn across different degrees types.

**Teacher Attrition: Why Do New Teachers Leave the Teaching Profession?**

**Diane Wynn-Viegbesie and Trinetia Respress**, *Florida A&M University*

This study presents research on why new teachers leave the teaching profession in Florida's public school system. It identifies the underlying factors that contribute to new teacher attrition. The five factors examined include: (a) educational preparation (b) quality of first years teaching experience (c) social integration and professional integration (d) career satisfaction, and (e) external environment influences. The paper also identifies accurate and appropriate strategies to reduce teacher attrition.

**MULTI-SITE  
EVALUATION**  
(Room D)

**Challenges in the Design and Presentation of Large-Scale, Multi-Site Education Program Evaluation Results: Reading First in Georgia**

**Dottie Harnish**, *University of Georgia*

Evaluation of Reading First implementation and impact in Georgia involved a complex, large-scale, multi-site, mixed-method evaluation design that presented challenges for evaluators and end-users of data. Presenter will describe the first year evaluation process (data collection sources and methods, analysis, presentation of findings), identify issues and challenges, and discuss options for ensuring usability of findings for key stakeholders in schools and state agencies.

**Multi-Site Evaluations: Methodological Challenges and Opportunities**

**Margarida Southard, Linda Dean, Gary Liebert, and Dogan Tozoglu**, *Leon County Schools*

Multiple sites that share common program goals, yet approach program implementation with site-specific objectives, processes and outcomes, can provide an evaluator with methodological challenges and opportunities. Presentations address (a) highlights from the multi-site evaluation literature, (b) use of logic models for program planning and evaluation, and (c) reflections on the challenges of two multi-site evaluations in Leon County Schools.

## Friday, February 3, 2006

7:30-9:00 am Breakfast (Arena Access)

9:00-10:30 am (Concurrent Sessions)

### EDUCATION EFFECTIVENESS (Room A-1)

#### **Reflections on the Development of an Evaluation Tool-Kit: Assessing the Effectiveness of K-12 International Education Outreach Programs**

**Michelle Jay and Beth Powers-Costello**, *University of North Carolina at Chapel Hill*

This project proposed to develop an Evaluation Tool-Kit that could be used to determine the extent to which (a) K-12 IOPs achieve their desired outcomes and (b) meet the expectations of teachers, students, presenters, and program administrators. The purpose of this presentation is to describe the process by which the Tool-Kit was developed as well as to share examples of the Tool-Kit's contents.

#### **Evaluation of the Effectiveness of North Carolina School Counselors – Those Using the ASCA Model Compared with Others**

**Bernice Campbell**, *EDSTAR, Inc.*

This presentation discusses an EDSTAR evaluation which determined whether the American School Counseling Association (ASCA) national model is being implemented in North Carolina School Systems, how it is being implemented, obstacles those implementing it faced and how they overcame them, and what effect has been documented on outcomes for serving students.

#### **Relating Teacher Candidate Performance to Their Students' Academic Achievement**

**Diane Judd, Mark J. Fenster, and Carolyn Cox**, *Valdosta State University*

This study investigates the relationship between teacher candidates' evaluations and their students' achievements. Results showed that improving a teacher candidate's reflection of their own teaching had an impact on improving student achievement, but improving pedagogical content and content connections had a negative impact on student achievement.

### CULTURAL CONTEXT & EVALUATION APPROACHES (Room A-2)

#### **Cultural Competency in Evaluation: A Black Perspective**

**Tamara Bertrand**, *Florida State University*

The purpose of this research is (1) to provide demographic information about Black evaluators, (2) to identify the defining characteristics of cultural competence in evaluation, as identified by Black evaluators, and (3) to identify the skills one needs to become a culturally competent evaluator.

#### **Isolating Communal Values in Values Inquiry for Evaluation Design**

**Shena R. Ashley**, *Georgia State University*

This paper develops a methodological approach for facilitating the emergence of "communal values". Six focus groups and twenty individual interviews were examined. The analysis highlights perceptual filters in order to separate the communal and individual values.

#### **Study of Impact of College Curriculum Change**

**Gregory Perchine**, *Florida State University*

The proposed research involves the academic performance of a group of students participating in an experimental project in curriculum revision in the first two years of college. One of the major interests of the study is to provide data helping a university incorporate an experimental curriculum into its educational program.

**COMMUNITY-BASED**  
(Room B)

**Community-Based Participatory Research: Helping Partners Derive Meaning from the Data**

*Elizabeth Serow, Florida Department of Health*

As competition for resources increases, communities find themselves trying to choose among various options that may improve the well-being of their citizens. Fortunately, they have ever-increasing amounts of secondary data readily available to guide them. Unfortunately, they are often paralyzed by the quantity and scope of the data. This session will address various approaches to helping communities sift through quantities of data to make their choices clearer.

**"Everyone an Evaluator": Helping Community Organizations Conduct Low-Cost Evaluations**

*Ravinder Singh and Gary Liebert, Leon County Schools*

Community-based organizations face challenges when confronted with evaluation demands: marshalling or creating organizational capacity, reporting on effectiveness of efforts, incorporating findings into current and future activities, and doing it all on the cheap. Presenters will discuss Fetterman's empowerment evaluation theory, and how its practical implementation can act as a tool for organizational capacity building. A dialogue will follow, using applied examples from experiences of Florida community groups.

**JUVENILE PROTECTION**  
(Room C)

**Use of Evaluation Findings to Inform the Design of an Intervention Strategy for At-Risk Girls**

*Roger Boothroyd and Mary Armstrong, University of South Florida*

The presentation will summarize the major findings from a four-year mixed-methods study monitoring the well-being of a cohort of 125 adolescent girls whose mothers were receiving TANF. It will highlight how these findings can be used to inform the design of an intervention for at-risk girls.

**Comprehensive Evaluation of North Carolina Youth-Focused Tobacco Prevention Media Campaign**

*Kelly Kandra and Shelley Summerlin-Long, University of North Carolina*

The presentation will report the first year evaluation results from North Carolina's state-sponsored anti-smoking media campaign, Tobacco.Reality.Unfiltered.or TRU. The first part of the presentation will describe the results from 14 diverse focus groups of NC youth, designed to measure how the youth were seeing and interpreting the TRU ads. The second part of the presentation will describe the results from the first two waves of data collection of a longitudinal telephone survey designed to measure NC youth's awareness and receptivity to the TRU media campaign, as well as smoking behaviors, intentions, and attitudes.

**PERFORMANCE & QUALITY**  
(Room D)

**Maintaining Quality Despite Organizational Change**

*Joan Vermillion, Family Services of Metro Orlando*

This presentation will focus on three major areas of organizational focus to maintain quality despite organizational change: (1) provide a clear vision, mission, and strategy, (2) implement strategy through organizational learning, and (3) ensure continual improvement vs. continuous improvement. An organizational learning checklist has been developed and will be used to facilitate audience discussion at the presentation.

**Governmental Performance Measurement**

*Kaifeng Yang and Jun-Yi Hsieh, Florida State University*

While politics has been considered an important hindrance in the implementation of performance measurement, a political model has not been tested with empirical data. This study aims to fill this gap with survey data by examining the effect of legislative politics, citizen politics, and internal organizational politics.

## Friday, February 3, 2006

<b>10:30-10:45 am</b>	<b>Coffee Break</b> (Arena Access)
<b>Plenary</b> <b>10:45-12 noon</b> (Room A-2)	<p><b>Cutting-Edge Trends in Evaluation Across the Sectors</b></p> <p>by <b>Linda Schrader</b>, <i>Ph.D., Program Evaluation, Department of Educational Leadership and Policy Studies, Florida State University</i>; <b>Gary Vanlandingham</b>, <i>Director of OPPAGA</i>; and <b>Kaye Kendrick</b>, <i>SEA Conference Chair, CPA Kaye Kendrick Enterprises, LLC</i></p> <p><i>Moderator: Fran Berry, Ph. D., Director &amp; Professor of Askew School of Public Administration and Policy, Florida State University</i></p> <p>Program evaluation continues to be used in traditional ways—to assess if program goals are being achieved—as well as in a variety of other ways, such as for financial and sponsor accountability, measurement of program outputs and outcomes, and involvement of citizens and stakeholders. What are the key issues and trends going on in the governmental, private, and nonprofit sectors, and in the academic literature? How do these trends affect us as evaluators in terms of our skills and roles? Short perspectives will be presented and then audience participation and comments will be taken.</p>
<b>12:00-1:45 pm</b>	<b>Lunch and Business Meeting</b> (Room A-3)
<b>2:00-3:30 pm</b>	<b>(Concurrent Sessions)</b>
<b>EVALUATION DESIGN</b> (Room A-2)	<p><b>Conducting Formative Evaluation of Instructional Materials (Workshop)</b></p> <p><b>Zane Olina and Robert Reiser</b>, <i>Florida State University</i></p> <p>This session will provide practical techniques for conducting formative evaluations of instructional materials through hands-on activities, demonstrations, and take-home handouts. Developers will pick up a tool set for making their materials more effective while program evaluators will obtain expertise for assisting programs during implementation stages.</p>
<b>LAW ENFORCEMENT</b> (Room B)	<p><b>Affect of Arrest on Victim's Future Safety</b></p> <p><b>Hyunkag Cho</b>, <i>Florida State University</i></p> <p>This study examined an effect of arrest on victims' future safety by examining victims' revictimization after arrest of batterers using the nationally representative sample, the National Crime Victimization Survey from 1987 to 2003.</p> <p><b>Journey Mapping On-Line Evaluation Tool in a Drug Court Program</b></p> <p><b>Dhira Crunkilton</b>, <i>University of Georgia</i></p> <p>This study examines application of Kibel's innovative technology of Journey Mapping, a program evaluation tool featuring a user-friendly, Internet-supported format integrating both qualitative and quantitative methods. Client and staff perspectives in a Drug Court treatment program revealed that Journey Mapping enhanced positive thinking, communication, learning, and client empowerment, while supporting evaluation tasks.</p> <p><b>Monitoring Human Trafficking in the U.S. and the Federal Response</b></p> <p><b>Steve Lize, Ph.D., OPPAGA</b></p> <p>The study assesses the official response to human trafficking cases and suggests recommendations for improving law enforcement and social services response. It finds that trafficking operations vary in size and scope from individual actors to sophisticated and complex networks. Tensions exist between the needs of victims and the requirements of law enforcement, which challenge prosecutions. Law enforcement must work with nongovernmental organizations and social service agencies to meet victim needs while pursuing prosecutions of traffickers.</p>

**EDUCATION  
INITIATIVES**  
(Room C)

**Making Adequate Yearly Progress for No Child Left Behind: The Influence of Students' Perception of School Safety**

**Paul Rendulic**, *Barry University*

Making Adequate Yearly Progress (AYP) under the No Child Left Behind legislation is a challenge for many of our nation's schools. Improving student achievement can be influenced by several factors, with school safety being one of them. This presentation examines the relationship between middle school students' perceptions of school safety, as measured by four factors, and their schools' performance, as measured by state mandated standardized tests in both reading and math.

**Evaluation Proposal: An Intensive English Reading Program**

**Justin Jernigan**, *Florida State University*

The proposed evaluation assesses the efficacy and quality of a reading program carried out at intensive English as a second language program (IEP) at a major southeastern university. Each aspect of the program will be evaluated and the program as a whole assessed as to its efficacy in producing students who are equipped to read at the graduate and undergraduate level at U.S. universities.

**Formative Evaluation of Text Talk: Text-Based Assessment Discourse**

**Karla Lewis and Nancy McMunn**, *University of North Carolina*

The purpose of this mixed-methods evaluation was to determine the effectiveness of a middle school literacy intervention developed to improve reading comprehension and motivation. This presentation will look at 2 pilot studies of Text Talk in a Central North Carolina school district.

**EDUCATION  
TECHNOLOGY  
INTEGRATION**  
(Room D)

**Evaluation of Training and Implementation Phases of a School Laptop Computer Project**

**Lantry Brockmeier and Ghazwan Lutfi**, *Florida A&M University*

This study investigates the relationship between teacher candidates' evaluations and their students' achievements. Results showed that improving a teacher candidate's reflection of their own teaching had an impact on improving student achievement, but improving pedagogical content and content connections had a negative impact on student achievement.

**Technology Use in South Georgia Schools**

**Mark Swift**, *Valdosta State University*

Tremendous growth in public support and spending has placed technology in schools throughout the country. The amount spent for technology has continued to climb to a projected amount of over 7.1 billion dollars by the end of the present school year. This presentation will provide some insights into assessing schools' return on the investment in technology.

**Teachers and Administrators Perceptions of Computers and Technology**

**Lantry Brockmeier, Ghazwan Lutfi, and Isiah Brown**, *Florida A&M University*

The study investigates elementary teachers, middle school teachers, and administrator's perceptions of computers and technology. Teachers participating in a medium-sized Florida school district and district administrators responded to the survey. Differences between elementary teachers, middle school teachers, and administrator's responses to subscales of the survey were examined.

**3:30-5:00 pm**  
(Room A-3)

**Planning for SEA 2006 Activities and the SEA 2007 Conference**

Everyone is welcome to join the discussion!





## Volunteer to Serve SEA in 2006!

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Please indicate which committee(s) you would like to join. SEA committees are the backbone of the organization and provide opportunities for professional development and getting to know your colleagues.

**Community Support Committee**

Responds to requests from community organizations and agencies for evaluation-related help and technical assistance.

**Conference Committee**

Plans and organizes the annual conference, including choosing a keynote speaker, determining themes and arranging physical space for the conference, and soliciting sessions to be presented.

**Finance Committee**

Examines SEA records, receipts and disbursements since the date of the previous audit, and determines whether receipts have been properly accounted for and whether disbursements have been made pursuant to Association bylaws.

**Member Services Committee**

Maintains membership records, publishes membership directory, publishes the quarterly SEA newsletter, maintains the SEA website, sends out the weekly job listing, and assists with other communications with the membership.

**Outreach Committee**

Recruits members across various organizations and institutions throughout the southeast, and makes recommendations to the Executive Board concerning membership and outreach matters.

**Programs Committee**

Recommends to the Executive Board programs and activities or professional education and training to be carried out throughout the year. Helps with hosting programs and training activities.