

SOUTHEAST EVALUATION ASSOCIATION

SEA

JUNE 2010

The 22nd Annual SEA Conference... A Sigh of Relief

by Gary Walby



Success! The conference, or should I say workshop, was well attended and well received this year in Tallahassee. There were initial concerns that we would not have enough quality presentations. We attributed the initial limited response to both the economic downturn limiting travel monies and that the AEA conference was held in Orlando and possible presenters at SEA opted for the national conference. We did end up with sufficient quality and were, frankly, surprised at the number of attendees being equal to previous years. Provide quality and people will attend!

The annual February event included speakers from all over the Southeast, many attendees including a strong contingent of students, and some powerful and pragmatic conference, I mean, workshop offerings. Feedback from previous conferences had us determined to provide pragmatic value to our attendees. What we have learned is that sharing results from completed or in process evaluations is an important part of conferences. However, the value most sought is opportunities to increase evaluation skills. Thus, the emphasis this year, and likely for future

workshops, was skill building for our valued attendees. Our goal was for each attendee to begin the process of learning something applicable to their practice in evaluation. From comments we have received many attendees were pleased that their participation has led them to a better understanding of a method or technique and that they will consider this as a start to learning something that will increase their skill set and thus marketability.

Dr. Melinda Forthofer from the University of South Carolina, Columbia, provided an excellent workshop on social networks methodologies to a full crowd at the pre-workshop workshop. The workshop covered theoretical and practical approaches and left many considering how to apply social network methods in their practice.

Dr. Forthofer also gave the keynote address on translating evaluation results into effective policies and practices through the use of partnerships and systems approaches.

Workshop offerings ranged from health to education, from juvenile justice to Medicaid, and from community evaluations to



Dr. Melinda Forthofer

software for evaluation practice. Roseanna Sommers, a gifted student from the University of South Florida, made an especially interesting presentation addressing antidepressant use among Florida Medicaid enrollees (and this was her first conference presentation!). Ms. Sommers personalized the results by using individuals easily recognized as examples of individuals in different age, gender, and race-ethnicity categories. That was the first time I ever saw pictures of Pierce Brosnan and Dolly Parton in an evaluation presentation and I know I'll never forget it. That was one of many memorable presentations that have become the norm for this great workshop (or conference for those that need stability and predictability). Thank you to all presenters for your great work!

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The 22nd Annual SEA Conference... A Sigh of Relief

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We learn something new each year on how to better organize the workshop. This year, like the previous year, Tallahassee Community College hosted the workshop and did an excellent job in providing comfortable rooms, technology, and good old muscle. I would like to thank Florida's Office of Program Policy Analysis and Government Accountability (OPPAGA) for their assistance in

setting up and trouble-shooting laptops and other technology, enhancing the presentations and demonstrations for our attendees.

I also wish to thank the conference team for working so hard to put something of this magnitude together and for making it look easy. I know it wasn't, but you sure made it look like it was.

Finally, a special thanks to Bernadette Howard, the SEA Coordinator, who makes it work through her competence, dedication and energy. If she was ever to reincarnate, she would come back as the Energizer Bunny!



Our 2010 Conference Attendees Truly Represented the Southeast!





The President's Message

by Gary Walby



Photograph courtesy of Dr. Gary Walby

What is next for SEA? As the longest running affiliate of the American Evaluation Association, the SEA has worked to promote evaluation for determining effectiveness for over 20 years. This year, as the duly elected president recovering from a brutal election campaign (ha ha), one of my goals for SEA is to increase membership. As far as association fees go, it doesn't come more reasonable than what SEA charges and there are few organizations with more value added than SEA which managed to provide brown bag gatherings, trainings, and other opportunities nearly every month last year. With turnover we are seeking new board members that will focus on organizing events for this year and to maintain our level of excellence in providing evaluation

knowledge to others. We are confident that we will be able to maintain and even exceed last year's great lineup. I am willing and available to discuss options and opportunities with any SEA member that wants to. Call or e-mail!

People often ask me where I am on the political spectrum. This serves to remind me that in our charged times, everything can and probably will be seen as a political statement, regardless of whether or not politics was part of the decision or opinion. My answer is always the same. I am a rationalist. I follow the evidence and give more credence to proof than ideology. If an evaluation results in a strong statement for or against a program I look at the methods and analytic rigor to ensure that such statements are valid. I

know that I am not alone in this as an evaluator. This was in part the reason for the focus for our workshop this year: improving programs through innovative evaluation methods. Helping programs and communities to improve and reach their maximum potential is a sacred trust of evaluation. We follow the evidence and, with courage, do so regardless of which way the ideological winds are blowing. Right now it is more important than ever to trust our abilities and to be a voice of rationality. With resources becoming more and more limited, what works must be determined and supported.

I am confident that a great year is ahead of us and I know that the SEA board and membership will continue to support the organization as we seek to make evaluation and the SEA more visible this

year. As we network with you as members, please remember to inform your colleagues of SEA and ask them to join. A limited expense will reap benefits and will allow us to continue with our work in promoting the use of evaluation best practices to benefit the many people served by programs, organizations, and communities that evaluation helps to be their best.

Sincerely,
Gary Walby, Ph.D.

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Expansion Strategy Suggestion

by Sean Little

The map (facing) and the President's Message (above) provide a fruitful contrast. In the President's message, Gary Walby states that expansion of SEA membership is one of his priorities. The map on the facing page the map shows the locations of attendees at the SEA annual workshop. No one attended from the two most populous counties in Florida. I would argue that there is a greater market for expansion of SEA membership outside of the Tallahassee metropolitan

area than there is within it but that this expansion would require a greater technological interface.

Tallahassee has a large concentration of state workers doing evaluation work. In contrast people doing evaluation work outside of Tallahassee may be isolated as evaluators. While state workers in Tallahassee may be able to improve their skills through interaction with other more highly skilled workers, evaluators outside of Tallahassee may lack that

access. These are exactly the types of services that a professional organization can provide. This concentration of evaluation workers within Tallahassee can also act as a career development network. Unfortunately, the Tallahassee focused SEA job listing e-mail lacks utility for people seeking evaluation work outside of the Tallahassee metropolitan area.

Travel to Tallahassee is prohibitively expensive. I have not been able to attend

the annual SEA Workshop in February. Air travel is very expensive, perhaps more expensive within the state than between states. Given budgeting priorities for the near future, we cannot expect employers to authorize travel expenses to Tallahassee at current prices.

While there are other modes of long distance transit besides air, these are neither feasible nor sustainable given economic projections.

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Expansion Strategy Suggestion

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The cost of gas and an individual's tolerance for hours of driving limit the feasibility of driving to events in Tallahassee. Amtrack does not serve Tallahassee. Greyhound would charge about \$150 (round trip) from Fort Lauderdale to Tallahassee but would take almost 12 hours each way. Tallahassee does not appear to be connected to any major transit hubs.

These high transportation costs can be countered by an increased use of Internet based technology to deliver services previously delivered face-to-face. Blogs, chat room technologies, Webinars, Google Documents etc. – all show promise for delivering information previously delivered in conferences and workshops. Other evaluation organizations (AEA, and Claremont

Graduate University) have begun to develop web based technologies to replace face-to-face communication.

SEA can increase its membership but in order to do so, it may have to increase its use for people outside of the Tallahassee area. Fortunately, current technology provides methods to do so.

A Response to an Expansion Strategy Suggestion

by Gary Walby

Sean Little's contributions to SEA have been far ranging and gratefully accepted. His criticism of Tallahassee monopoly of SEA is respected and valid. It is true that we have had difficulty engaging those from the southern part of the state. Budgetary restrictions and no money available in SEA to assist in transportation has, I am sure, reduced the input into SEA as well as lowering the gain for members geographically distant. Sean is accurate in describing the costs and trials of coming to Tallahassee. As he states, it is not a major hub, despite being the state capital. Becoming a hub is outside the reach and purpose of SEA. However, there are some things in the works that have not been communicated

to our membership as much as it should have been and I take responsibility for that.

We are in the process of increasing our technological support for all members to have greater access and as a draw for new members. In August we'll be hosting our first webinar that targets logic modeling. We anticipate success and will continue to use this and other technology to meet member needs and to help members feel valued. We have been working with the Florida Department of Environmental Protection (DEP) through our SEA board member that works for DEP to have sites available round the state for live webcasts. This is a difficult process

with many challenges that will be worthwhile by providing opportunities with shorter traveling time with full interactive capabilities.

We have discussed recently having a members section on our website that will have documents available including information from the conference, brown bags and trainings. We are hoping that old or new, all our members will work with us, forward suggestions and ideas, and become as active as time and interest will allow in helping SEA take the next steps in providing the best in evaluation to our members.



The Literature Review: Six Steps to Success

by Lawrence A. Machi and Brenda T. McEvoy

(2009) 164 pages, \$28.95

A literature review lacks the status of other social science tools despite its many uses. It can transform reading about a construct into a systematic study of that construct. The literature review results in an end-product which an adult learner can post on a website as a self-marketing tool. Compared to other methodologies, literature reviews have produced much fewer "how-to" resources.

Machi and McEvoy (2009) provide a six step model for a systematic literature review. The authors stress that this process will have many iterations. The authors include in the book different tables that they have developed to organize the data collected in the review. The authors emphasize the necessity of preparation for the review and the organization of the data, much like any quantitative or qualitative study.

While Macchi and McEvoy present a very useful system for organizing a literature review, their book has definite problems. Better editing would have improved this work greatly. A good editor notices and corrects

those small things that could confuse the reader. For example, the word choice for similar or adjacent concepts should show enough contrast to avoid confusion, but the authors subdivide each "step" into "stages". Not only are "stages" and "steps" similar concepts but they begin and end with the same letters ("st" and "s"). A decimal organization would have greater clarity. The book even has one example of bad proofreading. In Chapter 2, the authors break down the first step into three stages. They label Step 1 Stage 1 as 'Choose a research interest' and Step 1 Stage 2 as "Select a research interest from the everyday interest". These sentences would make much more sense (and be more consistent with the text) if Stage 1 stated 'Choose an everyday interest'. Both of these problems occurred on or before page 16 which could cause a reader to give up on the book. This lack of good editing leaves an ironic blemish on an otherwise valuable text about how to write a literature review.

While these flaws are annoying, I could easily work around the troublesome parts of the book. Full disclosure, I

have a history of a very scattershot approach to literature reviews. I found this book presents a useful compensatory strategy, but someone with a more organized and focused approach may not benefit that much from this book. The book is more appropriate as an adult learning tool than as an assigned text due to the necessity of developing work-arounds. As with learning a new software program, if the concepts learned are not put to use almost immediately, decay sets in quickly.

The tables provided by the authors to organize the data, reminded me of the tables in Miles and Huberman's *Qualitative Data Analysis*. As a literature review examines verbal data, it could be considered a form of qualitative data analysis, perhaps 'tertiary' data. If a literature review is a form of qualitative analysis, it should have to have its own methodology which could be both developed and studied. Despite its limitations, Machi and McEvoy's book marks a contribution to that methodology.

Sean Little, Editor & Book Reviewer

Sean Little, MA, currently works as a consultant in Fort Lauderdale. His background is in HIV prevention and Substance Abuse from a Harm Reduction perspective. He has an MA in Psychology (Social) and a BA in Sociology. Currently, he is studying evaluation through The Evaluators' Institute. In order to utilize the literature review strategy of Machi and McEvoy, he is currently working on a literature review of Respondent Driven Sampling.

Suggestions for Book Reviews

If anyone has any suggestions (or recommendations) for books to be reviewed, please contact Sean Little (littles25@bellsouth.net). The books have to be published in 2008 or later and under 400 pages. I am especially interested in books concerning the following evaluation topics: Needs Assessments, Sampling, Psychometrics, Internal Evaluation, and Social Network Analysis. I am also interested in books concerning evaluation in the following subject areas: HIV prevention, HIV treatment, Harm Reduction, health and wellness issues, public transit, and cardio-vascular disease.

Meet Your 2010 SEA Board Members!



Photograph courtesy of
Dr. Gary Walby

Gary Walby, SEA President

Dr. Gary Walby is a senior evaluator with the Ounce of Prevention Fund of Florida. He designs and executes evaluations both private and governmental funded with expertise in qualitative and mixed methods evaluation models as well as policy analysis and sustainability planning. Prior to his experience at the Ounce, he led evaluations targeting mental health service programs, educational organizations, and others. He is an adjunct instructor in evaluation at Florida State University and contributes regularly at national, state, and local conferences. He has served on the SEA Board since 2008.



Photograph courtesy of
Jennifer Johnson

Jennifer Johnson, SEA President-Elect

Jennifer Johnson is a Chief Legislative Analyst with the Florida Legislature's Office of Program Policy Analysis and Government Accountability (OPPAGA). Since 1999, she has conducted and led evaluations and policy analyses in health and human services. In particular, Jennifer has evaluated policy issues related to both Florida's Medicaid program and public health system. In addition, she assists with the publication of OPPAGA's electronic newsletter, "The Florida Monitor Weekly". She has served on the SEA Board since 2009.



Photograph courtesy of
John Austin

John Austin, Secretary

John Austin has spent the last nine years serving public and non-profit organizations as an analyst and planner. His primary focus is in increasing productivity and effectiveness of programs. He currently works for the Florida Department of Environmental Protection (DEP) as an internal consultant to the Director of the Division of Law Enforcement. In his prior employment, he has worked as a program evaluator for the DEP Office of Inspector General and for a not-for-profit consulting firm, WellFlorida Council, Inc., where he conducted program evaluations, needs assessments, and market plans. He has served on the SEA Board since 2009.



Photograph courtesy of
Dr. Barbara Gill

Barbara Gill, Treasurer

Dr. Barbara Gill is the Director of Educational Research at Tallahassee Community College (TCC). In that role, she assists instructional and non-instructional divisions of the College in assessing and evaluating their programs and services. She is a member of the College's Institutional Effectiveness and Planning Committee, and she serves as TCC's accreditation liaison to the Southern Association of Colleges and Schools. Prior to joining TCC, she was a Research Associate at the Learning Systems Institute at Florida State University. She holds a Master's Degree from the University of Minnesota and a Ph.D. from Florida State University. She has served on the SEA Board since 2009.



**Kathy McGuire,
SEA Past President**

Kathy McGuire serves as deputy director of the Florida Legislature’s Office of Program Policy Analysis and Government Accountability (OPPAGA). Prior to that date, she served as staff director for the criminal justice policy area. For more than 15 years she has conducted and led a wide variety of program evaluations and policy analyses. McGuire also has attended the Legislative Staff Management Institute at the University of Southern California. She has served on the SEA Board since 2006.

Photograph courtesy of
Kathy McGuire



**Fred Seamon,
SEA Private (for profit) Sector Representative**

Dr. Fred Seamon is a Senior Partner with MGT of America, Inc. He is very familiar with the higher education environment, having been involved in virtually all of MGT’s projects with Historically Black Colleges and Universities (HBCUs). For over 12 years, he was a full-time faculty member at Florida State University and served an adjunct professor at Florida A&M University for over 10 years. While at Florida State University, he chaired accreditation site teams for the Council on Social Work Education including accreditation site visits to HBCUs. He has served on the SEA Board since 2006.

Photograph courtesy of
Dr. Fred Seamon



**Steve Lize,
SEA Program Co-Chair**

Dr. Steve Lize is a legislative analyst with the Florida Legislature’s Office of Program Policy Analysis and Government Accountability (OPPAGA). He conducts evaluations and policy analyses of Florida state agencies and programs in the criminal justice and public health sectors. Prior to his current position with OPPAGA, Dr. Lize was a research associate with the non-governmental organization Free the Slaves studying human trafficking in the United States and India. He has taught sociology as an adjunct instructor at the University of Mississippi and Tallahassee Community College. This is his first year on the Board.

Photograph courtesy of
Steve Lize



**Mark Baird,
SEA Program Co-Chair**

Since 2007, Dr. Mark Baird has been Director of Research and Evaluation in the Florida Department of Education’s Division of Career and Adult Education. He has worked at the Florida Legislature’s Office of Program Policy Analysis and Government Accountability as a policy analyst and Valdosta State University as Assistant Director of international Programs. Mark holds a Ph.D. in International/Intercultural Development Education and a graduate certificate in education policy from Florida State University, He is a Phi Beta Kappa graduate of the University of Florida, where he also earned a Master’s degree in Latin American Studies. This is his first year on the Board.

Photograph courtesy of
Mark Baird

Meet Your 2010 SEA Board Members!

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**Christine K. Thompson,
SEA Program Private Not-for-Profit Sector Representative**

Christine K. Thompson has worked for the Ounce of Prevention Fund of Florida for the past 2 1/2 years. Her current projects involve evaluations of child abuse prevention services, a community development project, and an after-school tutoring/mentoring program. She holds a Master of Social Work and a Master of Public Administration from Florida State University. She is currently working on a doctorate in Public Administration. This is her first year on the Board.

Photograph courtesy of
Christine K. Thompson



**Lantry Brockmeier,
University Sector Representative**

Dr. Lantry Brockmeier is currently an Associate Professor in the Department of Curriculum, Leadership, and Technology at Valdosta State University. His professional experiences include being a middle school health educator, high school Biology teacher, evaluator, and psychometrician for a statewide testing program. Dr. Brockmeier's research interests include educational measurement, research methodology, high stakes testing, teacher efficacy, and teacher attribution theory. He has served on the SEA Board since 2002.

Photograph courtesy of
Lantry Brockmeier

Surfing the Web with Christine K. Thompson



Evaluators do research for a living, yet the world wide web can be an overwhelming place to start. SEA Board Member Christine King Thompson has graciously volunteered to review websites that provide information useful to evaluators in what we hope will be a recurring column in the SEA Newsletters. Let the reviews begin!

Research Methods: Knowledge Base

<http://www.socialresearchmethods.net/kb/index.php>

This site is a great introduction and reference source for social research methods. It addresses how to formulate a research question, sampling, measurement, research design, data analysis and writing the research paper. It also discusses validity, reliability and ethics. The authors try to integrate the practical and theoretical aspects of research into their presentation of the material.

Creative Research Systems: Research Aids

<http://www.surveysystem.com/resource.htm>

This website provides a Sample Size Calculator, a Confidence Interval Calculator, and useful information about statistical significance, survey design and correlation. The Sample Size Calculator provides you with the sample size needed to reach a particular confidence level and interval based on the population size. The Confidence Interval Calculator provides the confidence interval based on sample and population size.

FRIENDS: Evaluation Toolkit

<http://www.friendsnrc.org/outcome/toolkit/index.htm>

This toolkit has four components. First is "Building your Evaluation Plan." This section provides an overview of outcome evaluation, logic models and data analysis. The second component, the "Logic Model Builder," is a web-based tool for building a logic model. The user selects outcomes and indicators from a menu, which are placed into the logic model template to build a custom logic model. The third component is a list of common outcomes and indicators that can either be used in the logic model builder or to assist someone who is building a logic model and needs ideas for outcomes or indicators. The fourth component is a collection of annotations for commonly used tools to measure outcomes in child abuse prevention programs.

Program Development & Evaluation:

University of Wisconsin Extension: Logic Model

<http://www.uwex.edu/ces/pdande/evaluation/evallogicmodel.html>

This site provides helpful resources for creating a logic model. On the site are templates, examples and a teaching and training guide.

Methodology Roundtable Highlighted Evaluation Challenges and Methods Solutions

by Steve Lize, Ph.D.
Co-chair of the Program Committee

On June 2, SEA gathered three leaders of evaluation practice in Florida to discuss the methods used in recent work and how they adapted to specific challenges in conducting their studies.

Laura Lang, Ph.D., Director of the Learning Systems Institute at the Florida State University, shared her ongoing work on an impact study of professional development in mathematics and science instruction for elementary school principals in Florida. Fred Seamon, Ph.D., Senior Associate with MGT of America, Inc., reflected on the community-wide human services needs assessment and Community Human Services Partnership process evaluation for Leon County, Florida. Gary Walby, Ph.D., Senior Evaluator with the Ounce of Prevention Fund, talked about evaluating the development strategy for the Miami Children's Initiative located in the Liberty City area of Miami.

Each of the discussants described notably different projects which brought particular challenges to the evaluation design and methods.

The Leadership in Mathematics and Science Instruction project aims to develop elementary principals' knowledge and skills needed to lead the implementation of Florida's new, more rigorous mathematics and science standards. According to Dr. Lang, little research has been conducted on the role of the principal in influencing elementary instruction, particularly in the subjects of mathematics and science. The evaluation used an experimental pre-/post-test design to assess how

professional development prepares principals to improve instruction of math and science. Principals in the treatment group received training in algebraic thinking, force and motion science, observation of classroom instruction, and building communities of instructional practice. Dr. Lang's evaluation used existing educational practice data collection instruments to evaluate principals in the treatment group. Among the results, the training had no significant effect on instructional knowledge and teacher observation, but there were moderate effects on knowledge and skills in change facilitation and building communities of instructional practice. Dr. Lang said the evaluation had discovered that more work must be done to understand how to improve principals' science and mathematics instructional knowledge and skills.

The Community Human Services Partnership is a collaborative partnership between the City of Tallahassee, Leon County, and the United Way of the Big Bend to fund local human services. Dr. Seamon's needs assessment and process evaluation of this program utilized mixed-methods, including interviews with stakeholders and service recipients, observations of service delivery, and analysis of official fiscal and administrative documents. While such data would appear to be standard and easy to obtain, access to it was in fact a major challenge. Despite providing local services with donor and local government funds, agencies kept no official data on service outputs and outcomes. Agencies' assessment of need tended to be anecdotal. To acquire

data for the evaluation, Dr. Seamon described innovations such as "random intercept interviews" in which service recipients were interviewed at agency locations. Additionally, evaluators conducted "front-porch interviews" with service recipients at their residences. Another challenge was in establishing the scope of the evaluation. Dr. Seamon said consensus was never achieved among the three stakeholder agencies that provide funding for the local human services. However, the evaluators struck a balance by providing additional information beyond the focus of the evaluation in order to satisfy the client.

The Miami Children's Initiative is a public-private initiative by the Florida Legislature to involve the residents of the Liberty City community in the development of a strategic plan to improve the quality of life for children through stronger educational, social, and economic resources. The initial stage of the evaluation focused on the strategic planning process. A prominent challenge to the evaluation was the differing opinions between local leaders, residents, and service organizations in the community for various strategic goals. According to Dr. Walby, opposition to the control of state provided resources influenced the development of the strategic planning process and, to a degree, the evaluation process by affecting buy-in from residents. That, being researched and abandoned, required creativity in developing an evaluation plan that

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Methodology Roundtable Highlighted Evaluation Challenges and Methods Solutions

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would remain focused on the goals of the strategic planning process while honoring the residents and service providers. The evaluation used a participatory approach model that recruited local volunteers to increase acceptance. Evaluators used mixed methods to understand processes and document outcomes. Data sources included interviews, work group minutes and transcripts, emails, news articles, community surveys, existing needs assessments and other documents, and field notes. Evaluators also surveys with

residents and strategic planning team members to validate qualitative findings from initial analyses. The evaluation found that the strategic planning teams' priority rankings did not fully agree with those of the residents and generated multiple lessons learned for the planning process as well as for communities in Florida that are seeking to replicate the community development process. Dr. Walby said the evaluation and the strategic planning project will continue, informed by the evaluation findings.

The variety in the projects sparked a lively series of questions from the audience. Association members Jenny Wilhelm and Kathleen Del Monte coordinated this SEA-sponsored methodology roundtable. If you would like to coordinate a professional development session, or volunteer as a trainer or panel discussant, please contact SEA program committee co-chairs: Steve Lize, lize.steve@oppaga.fl.gov or Mark Baird, mark.baird@fldoe.org.



LaMarcus Bolton

Technology Director, American Evaluation Association

AEA is pleased to co-host the 2010 AEA/CDC Summer Evaluation Institute to be held Monday, June 14, through Wednesday, June 16, in Atlanta, Georgia. The Institute will be preceded on Sunday, June 13, by a pair of pre-Institute workshops (Introduction to Evaluation and Quantitative Methods for Evaluation) that may be registered for alone or in concert with the Institute.

This event focuses on real-world strategies that you can apply today in your work. Registration is affordable at \$395 for AEA members and CDC staff, \$250 for full-time students, and \$445 for all other registrants. There is limited space at the event as well as session caps on the individual sessions. Most sessions, and potentially all registration, will close prior to the event. I urge you to register early! The full agenda, FAQ, and registration forms may be found [online](#).

AEA invites evaluators from around the world to attend its annual conference to be held Wednesday, November 10, through Saturday, November 13, 2010 in San Antonio, Texas. We'll be convening at the lovely Grand Hyatt San Antonio, right in the heart of the vibrant city and adjacent to the Riverwalk's nightlife, restaurants, and strolling grounds. Discounted hotel reservations will be available in March.

AEA's annual meeting is expected to bring together approximately 2500 evaluation practitioners, academics, and students, and represents a unique opportunity to gather with professional colleagues in a collaborative, thought-provoking, and fun atmosphere.

The conference is broken down into 44 Topical Strands that examine the field from the vantage point of a particular methodology, context, or issue of interest to the field as well as the Presidential Strand highlighting this year's Presidential Theme of Evaluation Quality. Presentations may explore the conference theme or any aspect of the full breadth and depth of evaluation theory and practice.



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We're on the web!
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The **Southeast Evaluation Association (SEA)** is a regional affiliate of the American Evaluation Association. We represent evaluators and evaluation-related professionals from the state, university, school system (local) and private sectors. Our members come from a variety of backgrounds: policy analysis, program auditing, teaching, program evaluation, and performance measurement. SEA's annual conference attracts nationally recognized speakers and participants from the entire southeast region. Several agencies use our programs and conferences as low cost training and networking opportunities for their employees.

Annual membership (\$30; \$10 for full-time students) offers reduced registration fees for the Annual Conference, Pre-Conference Workshop, Essential Skills Workshop, and the various training sessions held throughout the year. Members also receive a periodic newsletter throughout the year. The newsletter is a great way to keep up with the SEA activities and innovative research in the field of evaluation. If you have any questions, please don't hesitate to **email** us.

SUGGESTIONS

SEA welcomes all ideas for topics for future workshops, brown bag lunches, newsletter articles, and conference sessions. Please contact Bernadette Howard (seacoordinator@southeastevaluation.com) with your ideas!

THANK YOU

Many thanks for getting this newsletter out are due to the diligent work of the Newsletter Production Crew:

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