

2020 Northeast 4-H Evaluation Conference
February 7, 2020, 9:30 a.m. to 4:00 p.m.
University of Connecticut CAHNR Extension Hartford County Extension Office
270 Farmington Ave. Bldg. 4, Suite 262, Farmington, CT 06032

- 9:30 a.m. **Registration and light brunch snacks**
- 10:00 a.m. **Introductions and Welcome**
- 10:15 a.m. **Knowing Your Evaluation Audience** – Miriah Kelly, Assistant Extension Educator, University of Connecticut Extension
Effective communication of evaluation data begins with a sound understanding of who your audiences are and how they intend on using the information you seek to convey to them. It is also important to realize that not all audiences are the same, and often we need to customize our messages to fit different audience interests. In this session we will review best practices for assessing audiences so as to improve the use of the evaluation data once it has been collected and analyzed, thus ensuring more meaningful evaluation practice.
- 11:00 a.m. **Break**
- 11:15 a.m. **Interpreting and Utilizing Program Evaluation Findings Part 1** – Allison Nichols, Evaluation Specialist (retired), WVU Extension (on special assignment with University of Connecticut Extension)
In order to collect the best data to answer your evaluation questions, it is best to plan your evaluation strategy at the same time you plan your program. Often, however, evaluation planning is an afterthought, and we evaluators are left with data that doesn't tell us what we want/need to know about the program. This workshop will help you utilize various types of data (including Common Measures data) to improve programming and report outcomes to stakeholders. You will be given sample data and asked to find interesting findings, determine implications, and write recommendations for program improvement. You will learn to write impact statements and program narratives from your data.
- 12:15 p.m. **Lunch and conversation** (lunch provided)
- 1 p.m. **Interpreting and Utilizing Program Evaluation Findings Part 2**
- 2:00 p.m. **Break**
- 2:15 p.m. **Data Visualization** – Stacey Stearns, Program Specialist, University of Connecticut Extension
Once you have all your data, the next step is to share it. Data visualization provides a method for your target audience to understand and connect with the data you collected through Common Measures. Most of us, including me, are not designers. However, current computer software levels the playing field, and allows us to create our own designs to communicate data. We'll cover the basics of Canva, one of the free platforms available for design and data visualization. Bring your laptop and some data; we'll have a hands-on component to this workshop as you explore using Canva on your own.
- 3:30 p.m. **Wrap Up** – Short discussion on how we can keep in touch and encourage one another as we use evaluation data.
- 4:00 p.m. **Adjourn**