



NEW MEXICO
EVALUATORS

2019 Annual Conference

Better Serving Diverse Communities with Evaluation
Tuesday, October 1, 2019 | Albuquerque, NM

Session Descriptions

8:30-9:00 Check-In, Continental Breakfast & Networking

9:00-9:15 Welcome

9:15-10:45 Opening Panel

What do we mean by “Evaluation”?

The field of evaluation includes numerous theories, methods, and approaches. Panelists will describe three evaluation approaches and give examples of using them with diverse populations.

- Results-Based Accountability™ | Mark Friedman
- Community-Based Participatory Evaluation | Laura Chanchien Parajón
- Collective Impact | Teri Wimborne
- Discussant | Sonia Bettez

10:45-11:30 Small Group Discussions

Applicability of Different Evaluation Approaches with Diverse Communities

In small groups, attendees will share their experiences with the evaluation approaches presented during the panel and discuss potential challenges and opportunities for using these approaches with diverse populations.

11:30-12:30 Lunch

12:30-1:45 Break-out sessions

1A) Online Reporting Tools | Christina Brigrance, Amy Muchna

This presentation will include a short overview of four software programs that are used for data visualization. The session will include a demonstration of examples, pointers and lessons learned. The programs included in this session are Vyond, LiveStories, Infogram and Canva.

1B) Strengths-Based Facilitation - Using Who You Are to Welcome Others to Participate | Ian Esquibel

Learn how to blend your existing assets with simple participatory techniques to create an engaging space. During the session, you will: reflect on your values and strengths; learn some facilitation practices and create ways to be authentic when you lead meetings.

1C) Public Health Theory & Tools for Impactful Program Evaluation | Terry Schleder

Public Health theory, history, and tools can be relevant and useful to a range of evaluators! This session will explore public health science including: core functions, epidemiology, and methods. Participants will meet John Snow (not that one) and learn how Public Health's Ten Core Functions emerged from a dirty diaper in London's 1854 Cholera outbreak to produce today's mapping and DataViz movements used by evaluators everywhere. They will then learn how the Ten Core Functions, Epidemiology & Surveillance, and Planning for an Impact help evaluators learn how communities build power. The session concludes with an introduction to two local public data resources – The New Mexico Community Data Collaborative (NMCDC) and the New Mexico Department of Health's Indicator Based Information System (NM-IBIS).

1:45-2:00 Break

2:00-3:15 Break-out sessions

2A) Data Visualization in Program Evaluation within Continuous Improvement Framework | Megan Dunn Davison, Ruth Juárez

In the continuous improvement framework, we use data to inform next steps. The use of Tableau facilitates the data results discussion. We will introduce attendees to Tableau Public as a tool for creating data visualizations. We plan to show how visualizations can be used to support evaluation, report results, and to communicate complex data concerns. Attendees are encouraged to bring laptops in order to “try on” the ease of use for data viz creation.

2B) Health Impact Assessment - Data Collection through Art | Kay Bounkeua

This workshop will focus on a community-based approach to conducting a health impact assessment within immigrant and refugee populations utilizing art-based tools to collect data. This helped to catalyze policy changes on both the city and state level on health indicators that were identified by multi-generational, limited English proficient families.

2C) The Refugee Well-being Project | Mohammed Alkwaz, Sara Deewa, Sarah Hogan, Danielle Parker

Presenters will highlight ways in which the Refugee Well-being Project (RWP) utilizes community-based participatory research approaches to engage UNM students, refugee families, refugee community leaders, and partnering organizations in a multi-dimensional project aimed at improving the mental health and well-being of newly resettled refugee families. Evaluation techniques and lessons learned will be shared on topics ranging from measuring the impact of advocacy between students and their refugee partners, survey development and interviewing techniques, and leadership and community engagement in evaluation processes. Time for Q&A and discussion will be included at the end.

3:15-4:30 Closing Panel

Evaluation for Learning: Funder and Grantee Perspectives | Renée Goldtooth-Halwood, Meriah Heredia-Griego, Howard M. Walters

Panelists will discuss the opportunities for funders to support evaluation for learning and using approaches that engage community members and partners in the evaluation and learning process. A funder, an evaluator, and a grantee will discuss strategies for making this happen and pitfalls to avoid with particular emphasis on cultural sensitivity within diverse communities.

Thank you to CNM Montoya Campus for hosting this year's conference; and to Artisan Gourmet and Sahara Middle Eastern Eatery for providing breakfast and lunch!

