Exemplary Michigan Evaluations
Thursday, April 14, 2016

Conference Day Schedule Presenter Biographical Information

8:30-9:00   Registration/Continental Breakfast

9:00-9:30   Annual Business Meeting, MAE President Rita McPhail

9:30-9:40   Welcome and Orientation, Conference Coordinator Craig Wiles

9:40-10:20   **Lori Wingate, Keynote Speaker**
Trailblazing Your Individual Path toward Excellence in Evaluation In this keynote, audience members reflect on where they are on their own personal path toward excellence in evaluation. They will share their visions for exemplary evaluation and learn about opportunities for continuous professional development and organizational learning to support the pursuit of evaluation excellence.

10:20-10:30   Break

10:30-11:50   Concurrent Breakout Sessions I

    A.   *Michigan Great Start Readiness Program Evaluations: 20 Years of Collaboration*

Tomoko Wakabayashi   Credentials: Ed.D in Human Development & Psychology
Research Director at the HighScope Center for Early Education Evaluation
Tomoko Wakabayashi is Director of the Center for Early Education Evaluation at HighScope. Dr. Wakabayashi currently serves as the Principal Investigator for the Michigan Department of Education funded Great Start Readiness Program Evaluation, and several early childhood-related projects. Prior to joining HighScope in 2011, Dr. Wakabayashi served as Research Manager for a national home visiting model, as well as a postdoctoral research coordinator for an experimental psychology lab at Stanford University. She has also taught as an Adjunct Faculty at Stanford and San Jose State University. Dr. Wakabayashi has an Ed.D in Human Development and Psychology from Harvard Graduate School of Education.

Richard Lower   Credentials: Masters of Arts in Human Ecology
Director of Preschool and Out-of-School Learning, Office of Great Start, Michigan Department of Education
Richard Lower is Director of Preschool and Out-of-School Time Learning within the Office of Great Start of the Michigan Department of Education. Mr. Lower is responsible for the administration of the Great Start Readiness Program, Early Childhood Special Education and 21st Century Community Learning Centers that provide programs and services to a variety of school entities and community-based organizations statewide. Prior to joining the Department of Education in 2008, Mr. Lower served as Executive Director of the Michigan Head Start Association and has also worked in the non-profit sector focused on children, youth and family budget and policy development. In these roles, he has been a developer of Michigan's early childhood system and now utilizes past experiences in being a partner to develop and bridge with Michigan's emerging out-of-school time system. In addition, Mr. Lower was an Adjunct Faculty in Psychology for Lansing Community College for over 10 years. Mr. Lower holds a bachelor's degree in psychology and a master's degree in human ecology with an emphasis in family studies as well as an additional endorsement in applied developmental science.

Zongping Xiang   Credentials: Masters of Arts in Education
Senior Data Analyst at HighScope Center for Early Education Evaluation
Zongping Xiang is Senior Data Analyst at the Center for Early Education Evaluation at HighScope Educational Research Foundation. Ms. Xiang has worked at HighScope since 1999 on both cross-sectional and longitudinal data sets, using both fundamental and advanced analytic strategies (e.g., linear and logistic regression, factor analysis, SEM, HLM, and RASCH modeling), and has been analyzing Michigan's Great Start Readiness Program Evaluation data since 1999. From 1985 to 1999, she was a researcher in the

Department of Early Childhood Education at the China Institute for Education Research in Beijing, focusing on China's participation in the Preprimary Project of the International Association for the Evaluation of Educational Achievement (IEA). She was the lead analyst for the HighScope Perry Preschool Longitudinal Study through Age 40. Ms. Xiang has an M.A. in Education from Nanjing Normal University and additional training in survey methodology from the University of Hong Kong.

Beth A Hardin   Credentials: Master of Arts Educational Leadership
Research Coordinator at the Center for Early Education Evaluation at HighScope Educational Research Foundation
Beth Hardin is Research Coordinator at the Center for Early Education Evaluation at HighScope Educational Research Foundation. Ms. Hardin has 17 years of experience in HighScope research and evaluation. She was the lead research assistant for the first GSRP longitudinal cohort design, and has managed all data collection activities for the Michigan's Great Start Readiness Program Evaluation since 2012.

> B. *Practical Skills for Data Dashboard Design*

Miranda Lee   Credentials: PhD candidate, MA in Counseling
Project Manager at Western Michigan University
I have been working with data and data analysis in my present position for five years now. In that position, I have been working to explore ideas related to automating information, and how to present that information to others in useful ways.

> C. *Evaluation Evidence Throughout Policy and Program Lifecycles*

Daniela C. Schroeter   Credentials: Ph.D.
Assistant Professor, School of Public Affairs and Administration, Western Michigan University
Experience as it relates to this presentation: Daniela Schroeter is an assistant professor in the School of Public Affairs and Administration at Western Michigan University (WMU), a principal investigator in WMU's Evaluation Center, and an associate faculty member of WMU's Interdisciplinary Ph.D. in Evaluation program. Before joining WMU's faculty, Dr. Schroeter was the Director of Research in the Evaluation Center where she engaged in extensive grant and contract work related to the topic.

Gregory D. Greenman II   Credentials: MPA, PhD ABD
Doctoral Associate, Interdisciplinary PhD in Evaluation program
Experience as it relates to this presentation: Gregory Greenman is a third-year doctoral student in the Interdisciplinary Ph.D. in Evaluation program at Western Michigan University (WMU). Prior to beginning his doctoral studies, he was the Assistant Director of the Institute of Metropolitan Affairs at Roosevelt University, where he oversaw legislative and advocacy research. As a doctoral associate, he has been engaged in extensive grant and contract work related to the topic.

12:00-1:00   Lunch, Discussions, & Awards

12:00-1:00   Concurrent Lunch Discussion: Social Work Ethics in Evaluation
Rita McPhail   Credentials: BSW, LMSW
RMK Management Support, President
Ms. McPhail has practiced as an evaluation consultant for over 23 years and worked with a large variety of nonprofits organizations, addressing a wide range of social issues. She has served the MAE in many different capacities for almost 15 years and is currently serving as its President.

1:10-2:30   Concurrent Breakout Sessions II
> D. *Michigan Fitness Foundation Social Marketing Campaign: An Impact Evaluation*

Maran Subramain   Credentials: Ph.D.
Michigan Fitness Foundation/Evaluation Specialist
Maran Subramain serves as an Evaluation Specialist at the Michigan Fitness Foundation (MFF). In his current position, Dr. Subramain provides statewide evaluation support for SNAP-Ed programming. He is also part of a dynamic and progressive team that oversees the programming goals and objectives of MFF in its role as an Implementing Agency for Michigan's SNAP-Ed grant. Dr. Subramain's research interests include training program evaluation and evaluation of health promotion programs. He received his Bachelor of Social Science in Communication and Information Management from the National University of Malaysia, his Masters of Arts in Communication, and Interdisciplinary Ph.D. in Evaluation from Western Michigan University.

Sergei Mnatsakanov   Credentials: B.A.
Michigan Fitness Foundation/Communications & Digital Content Coordinator
Sergei utilizes both traditional & digital marketing approaches to help meet the marketing needs of SNAP-Ed programming. Sergei focuses on social media, analytics, paid advertising, email marketing, and design.

Justin Fast   Credentials: B.A.
Michigan Fitness Foundation/Social Initiatives Specialist
As part of the SNAP-Ed leadership team at MFF, Justin provides issue-area expertise on food security and sustainable food systems, with a particular focus on "policy, systems, and environmental" change strategies to improve the health and dignity of families facing hunger statewide.

Sarah Jones   Credentials: M.S., RD.
Michigan Fitness Foundation/Evaluation Specialist
Sarah Jones is a Registered Dietitian. She has been involved in overseeing the programming and evaluation of PE-Nut programming in Michigan along with other SNAP-Ed program implementation and evaluation for 6 years.

Gerard Taylor   Credentials: M.A.
Michigan State University/Student
Gerard Taylor is a Ph.D. student in the Department of Agricultural, Food and Resource Economics at Michigan State University. He received his B.A. in Pure Mathematics and Economics from DePaul University and his M.A. in Economics from Michigan State University. His areas of interest are Health Economics, Labor Economics and Economics of Education. Currently his research focuses on evaluating the effectiveness of nutrition-based education programs at improving the overall health of its participants.

E.   *Classification Tree Analysis: A Useful Statistical Tool for Program Evaluators*

Meredith L. Philyaw, MS   Credentials: Master of Science in Health Services Research and Health Policy
University of Michigan School of Medicine, Department of Psychiatry, Research Coordinator
During graduate school, I completed an ORISE fellowship at the Centers for Disease Control and Prevention focused on patient-reported outcome measurement and analysis. Many of the recent evaluations I have led or assisted with required managing, cleaning and analyzing large administrative, Electronic Medical Record and survey datasets. As part of these projects, I used classification tree analysis to identify effective child support enforcement strategies and illuminate subgroups of patients who are less likely to follow through on treatment referrals in a behavioral health demonstration project. I have experience presenting the results of classification tree analyses to clients and practitioners with varying levels of statistical knowledge and have also previously demonstrated implementing the technique in JMP to MSW students.

Jennifer Lyons   Credentials: 2016 Master of Social Work Candidate
Evergreen Data, Washtenaw County Office of Community and Economic Development, and the Curtis Center Program Evaluation
As a student working at the Curtis Center Program Evaluation Group, I assisted our team in running a special analysis using Classification Tree Analysis. After running the analysis, I worked with my colleagues to present the procedures and findings to our client.

F.   *The Stories We Tell: Story Banking Techniques*

Emerald Cronin   Credentials: BSW
Curtis Center for Program Evaluation Field Student
As a field student at the Curtis Center Program Evaluation Unit I have performed qualitative data analysis on various projects. This includes conducting interviews with key informants and analyzing the data collected using software such as SPSS and NVivo. The analysis includes coding responses and then analyzing for general themes as well as visualizing the data and formulating narratives for a final evaluation report.

Melissa Lubbers   Credentials: BSW
Homeless Action Network of Detroit/ Intern
Melissa is a student at the University of Michigan School of Social Work with a focus on Social Policy and Evaluation. Her experience with qualitative data includes thematic coding both for program evaluation and academic research. Melissa also works with evaluators in the Curtis Center's Program Evaluation Group.

Kara Siedlik   Credentials: BSW
Michigan Community Health Worker Alliance/ Intern
My first post-degree position, as a Homeless Management Information System (HMIS) Administrator, I learned to navigate a database, build reports, meet federal grant expectations, and appreciate quantitative data. I was not taught to appreciate qualitative until I began the Masters of Social Work Program. Since starting, I have utilized qualitative data to collect the stories of youth in

Southwest Detroit and present these stories to attempt to make changes to the school system. My current projects include analyzing focus group data, key informant interviews, and accessing for most significant change.

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
Lyssa Wilson   Credentials: BA in Sociology, Doctoral Student in Evaluation
Graduate Research & Teaching Associate
Lyssa Wilson is a third year graduate student in the Interdisciplinary PhD in Evaluation at Western Michigan University. Her research interests involve improving the bridge between evaluation practice and theory, and research on evaluation. She has a personal interest in data visualization and its importance in conveying information and results to stakeholders in evaluations. She has furthered her own knowledge of data viz through independent study and practice in evaluation reports.

Emma Perk   Credentials: BA Anthropology
Data and Evaluation Coordinator, Prevention Works
Emma Perk has four years of experience working at The Evaluation Center at Western Michigan University. Her interests involve making evaluation results easily accessible for all audiences including presentations, reports, graphics and the use of data visualization. She has furthered her own knowledge of data visualization, presentations and report writing through attending conferences, workshops, webinars and reading literature on the subject. She has presented at the American Evaluation Conference and presented a webinar for the National Science Foundation's Evaluation Resource Center on the subject.

    H.   *Using Rapid Ethnographic Assessment: A Case Study in Data Collection*
All 6 presenters are doctoral students at Wayne State University, see below for additional credentials
Nikita Buckhoy   Credentials: LMSW; Wayne State University School of Social Work doctoral student.
Program Director, City Connect Detroit.
Nikita is an LMSW with 20 years of community practice experience in Chicago and Detroit, and is a Wayne State University School of Social Work doctoral student. Her research interests focus on how groups (including families) and communities respond to environmental threats, and if and how communities learn from one another's experiences. While this is Nikita's first experience with Rapid Ethnographic Assessment, she has used qualitative methods in her graduate thesis; as a Chicago Health and Life Experiences of Women Study interviewer (University of Illinois); and as part of an interdisciplinary team providing social, mental health and medical services to families impacted by HIV/AIDS (Chicago, Illinois).

Michael Henson   Credentials: Social Work and Anthropology doctoral student.

Shrujal Joshi
Graduate Teaching Assistant/Mental Skills Coach
Shrujal Joshi attended Loyola University Chicago and obtained his Bachelor's degrees in Psychology, Biology, and human services. Afterwards, he attended Arizona State University for his Master's degree in Sport-Exercise Psychology. Currently, he attends Wayne State University for his PhD in Counselor Education and Supervision.

Kathryn Nowinski   Credentials: PhD Student
Graduate Student Instructor at Wayne State University
Research Assistant to Michigan State University RCAH Graduate Fellowship Project

Kimberly Oliver   Credentials: Kimberly is a Doctoral student in the Department of Anthropology
Kimberly's research interests lie in religion and how it changes or is changed by the world around it; specifically, the African Diaspora and how it is effected by mass media and tourism. Her current research is in the effects of tourism on the practice of Voodoo in New Orleans. Kimberly has used ethnographic methods in Southeast Michigan, New Orleans, Louisiana, and the island of Gozo, Malta.

Eduardo Piqueiras   Credentials: M.Sc. Urban Studies and Policy, MA   Anthropology
Graduate student instructor at Wayne State University
Before attending WSU, he was an adjunct instructor of anthropology and was a Mental Health America research fellow for the Department of Mental Health in Los Angeles, CA. His research interests lie in the intersecting areas of applied medical anthropology and public health, with a focus on disease distribution and health care accessibility. Ph.D. Student Medical Anthropology at WSU

I. *Navigating the Murky Waters of Multi-Site Evaluation*

Molly Hungerford   Credentials: Masters of Social Work

University of Michigan, School of Social Work, Curtis Center Program Evaluation Group, Evaluation Associate

Experience as it related to this presentation: With over three years of experience in program evaluation, I have assisted on a variety of multi-site evaluation projects. Currently, I am the lead evaluator on a multi-site evaluation, focused on evaluating the growth and sustainability of community leadership within five, unique and very different, Detroit neighborhoods. I have engaged in multi-site data collection and analysis and have encountered the difficulties that can arise when one is navigating through the murky waters of multi-site evaluation.

Meredith L. Philyaw   Credentials: Master of Science in Health Services Research and Health Policy

University of Michigan School of Medicine, Department of Psychiatry, Research Coordinator

During my 3+ years of experience in program evaluation, I have led, coordinated or provided analytical support for a number of national, statewide and local health and social service cross-cutting evaluations. The results of these evaluations have been published in journal articles and presented at national conferences. Through my work on these projects, I have learned strategies for navigating the many challenges that multi-site evaluations pose to evaluation design and standardizing data collection and data analysis –particularly when each site implements its own variant of a program or already has its own data collection and reporting procedures in place.

Chad Jobin   Credentials: Limited License Master of Social Work, Macro Specialty

University of Michigan School of Social Work, Curtis Center Program Evaluation Group, Evaluation Associate

Experience as it relates to this presentation: For more than three years, I have supported or led several evaluations with multi-site data collection components. In these capacities, I have evaluated: dental sealant programs associated with school-based and school-linked health centers; a care support program for individuals with Alzheimer's disease and their caregivers; psychosocial screening at cancer institutes across the United States and Canada; and a community-based fruit and vegetables prescription program in Detroit.

4:30   Informal Networking

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