

2010 Hawai'i-Pacific Evaluation Association Conference
"Making Evaluation Work: Participatory Evaluation & Capacity Building"

September 9 and 10, 2010

Hilton Waikiki Prince Kuhio Hotel

Conference Evaluation Report

2010 H-PEA Conference Evaluation Team:

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Executive Summary

Out of 130 participants attending the 2001 Hawai'i-Pacific Evaluation Association (H-PEA) conference and the pre-conference workshops, a total of 95 participants responded to the conference evaluation survey, resulting in a 75% return rate. The following summarizes the main findings of the evaluation report. For more detailed discussion of results, as well as reporting of qualitative and quantitative data, please refer to the main report and appendices.

Participant Profiles

- Almost half of the survey respondents were new members indicating that the conference was successful in attracting new membership.
- Among the respondents, the main attendee type was evaluator followed by student.
- Elementary/secondary education and higher education were the two most popular fields of interest.
- Social Services and Community Development were the two most popular fields of interest for new members.

Pre-Conference Organization

- Respondents were satisfied overall with the pre-conference organization.
- Online registration and timely announcement of the conference received the highest ratings.
- Among the five features, conference publicity received the lowest rating.

Pre-Conference Workshops

- Respondents expressed high-levels of satisfaction with the two workshops.
- Brad Cousins' workshop ('Participatory Evaluation...') was generally rated high, but some participants felt that the session covered too much theoretical/background information.
- Respondents showed their great satisfaction with the Lois-ellin Datta's workshop ('Case Studies...'). Hands-on activity and the Hawaiian connection were the two most popular parts of the session.
- Some respondents felt that both workshops were too basic and lacked *a "how to"* aspect. They would have also liked more time on discussion with colleagues during the workshops.

Conference on Friday

- Respondents indicated high levels of satisfaction with well over 80% of people responding positively indicating the success of this year's H-PEA conference.
- Panel and table discussion and afternoon keynote received somewhat lower ratings. Respondents felt that these sessions were less productive and informative compared to other sessions.
- Paper presentation speakers this year were highly rated and received positive comments of the quality of their presentations and their time management.
- Respondents would have liked more time for paper presenters and more papers/sessions.

Conference Expectations

- The conference was most successful in meeting the expectations of 'meet new people and networking' and 'learn something new, learn about new trends and developments.'
- It was less successful in meeting the 'learn evaluation tools, procedures or implementation strategies' and 'learn about evaluation in diverse populations and indigenous communities' expectations.

Suggestions for Next Year's Conference

- Keep working on improving the conference publicity
- Provide <u>a faster-paced</u> conference program with more sessions
- Have more variety of topics and diversity of speakers
- Have speakers/presenters focus more on implementation and practical evaluation tools
- Offer more structured discussion opportunities
- Allot more time to paper presentation sessions and (more time for presenters and more papers)

Suggestions for Improving the Value of H-PEA

- Offer more workshops and activities during the year
- Focus on practical "how to" topics
- Continue to send out <u>announcements</u> of news and events
- Enrich the content of the <u>website</u> (i.e., post more information and services for members)

Reflection on the Evaluation

• The <u>internet-based survey</u> was found to be very effective in terms of achieving a high response rate and facilitating data-entry and analysis

Section I - Introduction

Hawai'i-Pacific Evaluation Association (H-PEA) held its fifth annual conference and preconference workshops on September 9 and 10, 2010. The 2010 H-PEA, "Making Evaluation Work: Participatory Evaluation & Capacity Building", brought together evaluators, educators, researchers, and students to the Hilton Waikiki Prince Hotel located in the heart of Waikiki. Approximate attendance for conference and pre-conference workshops were 107 and 111 respectively.

H-PEA offered two pre-conference workshops this year that considered connections between the theory and practice of participatory evaluation approach and explored breadth and depth of case study methods. Conference events included two keynote talks, a panel and table discussion led by five panelists, nine paper presentations in three break-out rooms, nine poster presentations, and various networking opportunities, including everyone's favorite ice-cream social (see Appendix A for the conference schedule).

A group of three graduate students from the Department of Second Language Studies at the University of Hawai'l at Mānoa worked closely with the H-PEA officers and the conference committee members to design and implement an evaluation for the 2010 H-PEA conference.

This report describes the results of the conference evaluation survey created and published with SurveyMonkey™ (see Appendix B for the complete survey questionnaire). The online conference evaluation survey was distributed electronically to 130 participants on Monday, September 13, and the participants were given about two weeks to complete the online survey. A reminder email was sent to the participants on September 17th. A total of 95 participants responded to the survey, resulting in a 75% return rate¹.

In the following sections I through VII, we report the findings of the online conference evaluation survey. Each section also includes suggestions made by the survey respondents. Section VII: Conclusion summarizes all evaluation findings and lists some recommendations made by the evaluators for future conferences and events. Section VIII reflects on aspects of the evaluation and provides suggestions for future evaluations.

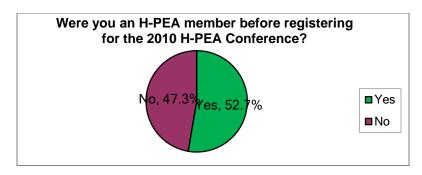
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¹ A response rate obtained for the 2009 H-PEA conference was unknown but it was 79% for the 2008 H-PEA conference (77 responses from 97 attendees).

Section II – Conference Participant Profiles

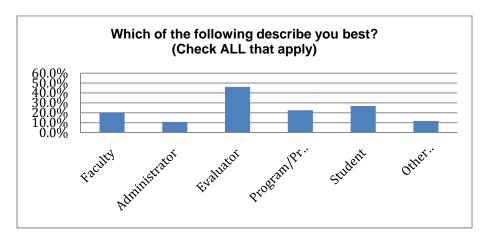
This section describes the professional backgrounds and interests of conference participants. It should be noted that in points 2-4 respondents were allowed to select more than one category to describe themselves or their interests. Therefore, percentages add up to more than 100%.

1. Membership



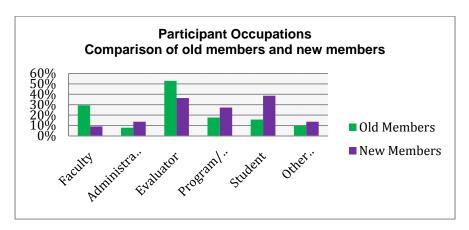
Almost half of the conference participants were new members, showing that the conference was successful in attracting new membership. It is difficult to compare this information to last year's numbers as the wording of the question and membership policies have changed. In an effort to understand the background and interests of new members, the participant information below was analyzed both as a whole and for differences between old and new member groups. (See Appendix C for actual counts on each question.)

2. Participant Occupations (self-identified)

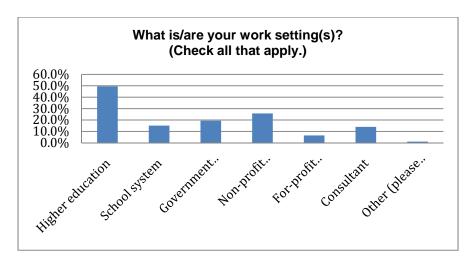


Almost half of the conference participants identified as "evaluators" (46%). "Student" (27%) was the second most commonly selected category followed closely by "program/project manager" (23%) and "faculty" (20%). Only a few conference participants identified as "administrators" (11%). A common write-in response in the "other" category was "researcher," with 5% of all respondents writing in "researcher," and others writing in "research analyst" and "data analyst."

New members identified slightly differently from old members. The most popular category chosen by new members was "student" (39%), followed by "evaluator" (36%). On the other hand, most old members chose "evaluator" (53%) followed by "faculty" (29%).

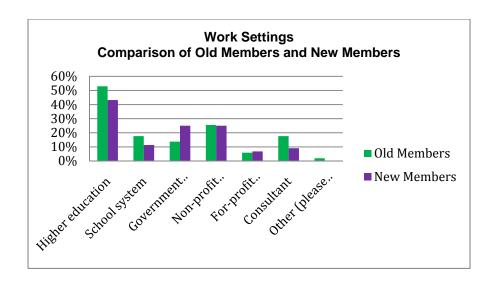


3. Work Setting

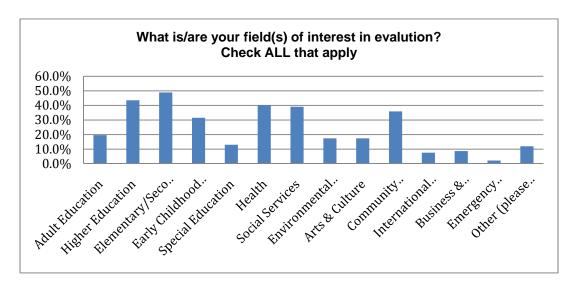


Fifty percent of all conference participants work in higher education; however, this also reflects the large number of students attending the conference, as nearly half of those who chose "higher education" also chose "student." After "higher education," the most popular categories were "non-profit organizations" (26%) and "government agencies" (19%).

New members and old members chose similar work settings. "Higher education" was the most common work setting for both groups. However, a larger number of new members than old members indicated that they work for government agencies - 25% of new members and only 14% of old members. For new members, "government agency" was the second most popular category (tied with "non-profit organization".)

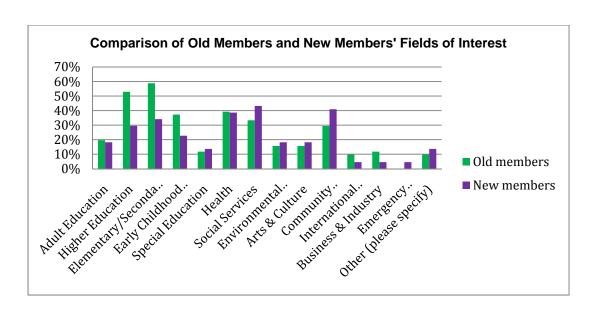


4. Field of interest



"Elementary/secondary education" (49%) and "higher education" (44%) were the two most popular fields of interest for conference participants. Other popular categories included "health" (40%), "social services" (39%) and "community development" (36%). Within the "other" category, culturally responsive evaluation for indigenous and Hawaiian contexts was a popular topic (4%).

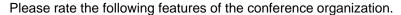
There was considerable difference in areas of interest between new and old members. The most popular areas of interest among new members were "social services" (43%) and "community development" (41%). Among old members, the most popular areas of interest were "elementary/secondary school education" (59%) and "higher education" (53%)

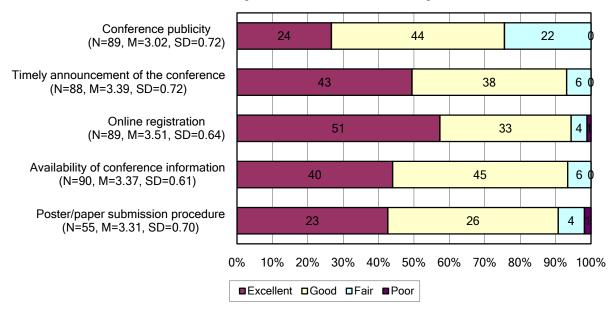


Section III – Pre-Conference Organization

Out of 95 survey respondents, 93 responded to the question asking about five different features of the pre-conference organization. All the five features had high mean values (*Ms*>3.0) indicating that respondents were satisfied overall with the pre-conference organization. As you can see in the chart below, about 90% of the respondents provided positive ratings (either excellent or good) to four of the five features² (see Appendix C, Table 8 for descriptive statistics and an actual number count on each feature).

1. Pre-Conference Organization





The features that received higher ratings compared to other pre-organizational features were "online registration" (M=3.51, SD=0.64), "timely announcement of the conference" (M=3.39, SD=0.72), and "availability of conference information" (M=3.37, SD=0.61).

On the other hand, "conference publicity" received the lowest mean value (M=3.02) among the five features of the pre-conference organization. Reasons for the lower rating on the conference publicity are unknown as no qualitative feedback in this regard was provided in this section.

In the 2009 H-PEA conference evaluation, about 80% of the respondents provided positive ratings (44 of 54 marked either excellent or good) to the conference publicity. As shown in the figure above, however, the percentage for 2010 dropped to 76% (68 of 89 marked either excellent or good).

² The table does not include the number counts for "N/A (not applicable)." The counts for N/A are as follows: "Conference publicity" - 3; "timely announcement of the conference" - 4, "online registration" - 5, "availability of conference information" - 2; and "poster/paper submission procedure" - 38.

Section IV – Pre-Conference Workshops

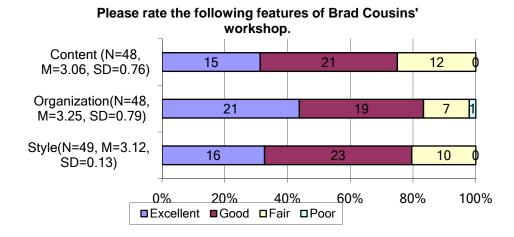
A. Participatory Evaluation Up Close Workshop

1. Attendance

Among 95 survey respondents, 49 (54%) attended the Brad Cousins' workshop.

2. Features of Brad Cousins' Workshop

Overall, respondents showed considerable satisfaction with the contents, organization, and the style of Brad Cousin's workshop.



Organization was the aspect that received the highest rating (M=3.25). The respondents especially like the combination of "lecture + activity."

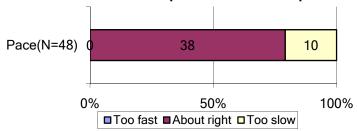
Although still highly rated, the item that received the lowest mean was "content" (M = 3.06). Several respondents commented that the workshop covered too much theoretical information rather than application (n=6); "Perhaps less time on theory and more time on 'how to' aspects." There were two comments that the workshop was too basic: "Parts of the presentation may have been a bit too basic for the audience."

In terms of style, the most common suggestions made by the survey participants were related to time allotment. They felt that the lecture was too long, and the time allotted for discussion (activity) was too short (n=6) ("A little less power point and a little more discussion would have been better").

3. Workshop Pace

The majority of respondents (79%) considered the pace of the workshop "about right." However, 21% of them regarded it as too slow. None of them indicated it was too fast.

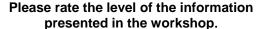
Please rate the pace of the workshop.

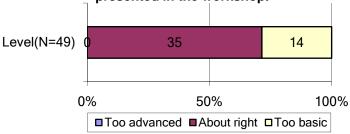


At the same time, some participants (n=5) perceived that the second half was too short and rushed through because of the presenter was running out of time. ("First part was just right; the last part after the exercise was obviously too fast.") There was one comment that "the time allotted needed to be expanded."

4. The level of the information presented in the workshops.

35 participants (71%) felt that the level of information delivered through the workshop was "about right." On the other hand, 14 participants found it was "too basic." None of them thought it was "too fast."



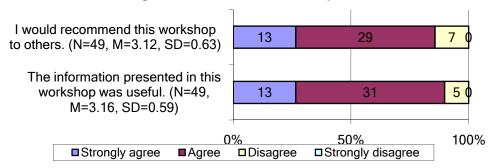


Those who felt that the level was too basic suggested "more discussion about implementation, recent developments, or simply Q&A for those have tried but encountered difficulty." The participants' desire to learn practical evaluation tools and application was a continuing theme throughout the evaluation.

5. Overall Satisfaction

The respondents showed their great satisfaction with the Cousins' workshop. 85% of respondents would recommend this workshop to others, and 89% of them felt that the information presented in the workshop was useful.

Please indicate your level of agreement with each of the following statements for the workshop.



6. Most Valuable Aspects of the Workshop

There were 29 comments for question 4.5, "What part of the workshop was MOST valuable to you?" Five participants mentioned that the parts of the workshop that touched on the implementation of participatory evaluation (PE) were the most valuable. Examples of Dr. Cousins' experience, learning about PE in general, and the activity were also perceived as valuable.

Top 4 Responses

- Learning about the implementation of PE (n=5)
- Examples of Dr. Cousins' experience (n=4)
- Learning PE in general (n=4)
- Activity (n=4)

Other Common Responses

- The three/five dimension model (n= 3)
- Q & A (n=2)
- Both lectures and activity were helpful (n=2)

Less Common Responses (n=1)

- Understanding the importance of having stakeholders participate in evaluations
- Hearing another professional's reasons for the effectiveness of participatory evaluations. Also, hearing about his need to learn more about assumptions of working across cultures in India.
- The idea of using multiple modalities and addressing both accountability and accessibility simultaneously
- Learning about the ethical/professionalism about participatory evaluation. This was an important area that was pointed out that's rarely pointed out in evaluation.
- Discussion about Hawaiian epistemology

7. Least Valuable Aspects of the Workshop

There were 18 comments for question 4.6, "What part of the workshop was LEAST valuable to you?" The top two responses were that there was too much theory or background information (n=10), and some people were not pleased with the activity (n=6). In general, participants felt that the workshop should have dealt with more application and practical tools rather than basic definition or theory.

Top Responses

- Too much theory or background information (n=10)
- Activity (n=6)

Additional Responses (n=1)

- Lecture
- Things that were skipped over

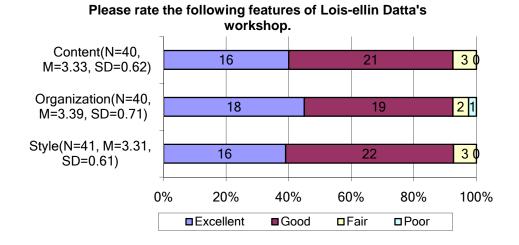
B. Case Studies, Causality and Hawaiian Connections

1. Attendance

42 out of 95 respondents (45%) attended the workshop "Case Studies, Causality, and Hawaiian Connections" with Lois-ellin Datta on Thursday afternoon.

2. Features of Lois-ellin Datta's Workshop

All statements were highly rated (*M*s≥3.3) indicating that respondents showed considerable satisfaction with Lois-ellin Datta's workshop. As you can see in the chart below, more than 90% of the respondents provided positive ratings (either excellent or good) to the three items.

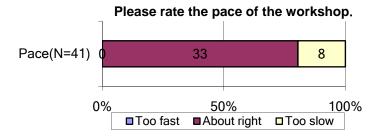


There were some comments regarding content. They included, "technical aspects of case studies were not addressed enough" (n=3) and "expected there to be more Hawaiian connections" (n=2).

There were a couple of comments about the workshop organization. ("A little more time for discussion, group activities or Q &A and less lectures.") In addition, one respondent commented about the handouts, "Missed out a lot while handouts were distributed."

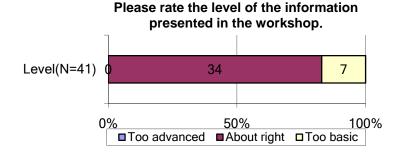
3. Workshop Pace

About 80% of the attendees were satisfied with the pace. ("Lecture, discussion, individual applications, feedback by groups, a variety of strategies and good pacing of breaks too.") On the other hand, 20% felt it was too slow.



4. The Level of the Information Presented in the Workshop

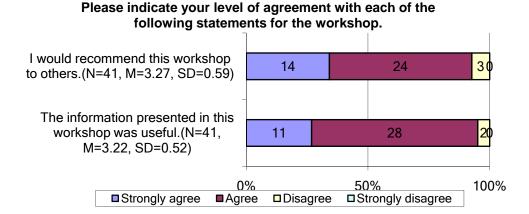
Overall, the level of the information presented in the workshop was appropriate. About 83% of attendees agreed that the information presented in the workshop was about right. 17% felt that the workshop was too basic, and none of them perceived it as too advanced.



Two suggestions indicated that the information was too theoretical: "I would like to have had more basic how-tos on constructing case studies," and "Would be nice to have examples to go with each type or method."

5. Overall Satisfaction

It was clear that the most of the workshop participants were satisfied with the workshop. When asked if they would recommend this workshop to others, 93% chose "strongly agree" or "agree" (M=3.27). 95% felt that the information presented in this workshop was useful (M=3.22).



6. Most Valuable Aspects of the Workshop

There were 21 comments for this question. The most common aspects that were described as valuable by the participants were the hands-on activity (n=6) and the Hawaiian connection (n=4). Discussion among colleagues (n=3) and learning and implementation of CS (n=3) followed.

Top Four Responses

- Hands-on activity (n=6)
- Hawaiian connection (n=4)
- Discussion among colleagues (n=3)
- Learning and implementation of CS (n=3)

Other Common Responses

- Lois-ellen's style of teaching (n=2)
- All of it (n=2)

Less Common Responses

Talkstory about cultural differences in evaluation (n=1)

7. Least Valuable Aspects of the Workshop

There were 16 responses for this question. Seven responses indicated "nothing" or stated that all parts of the workshop were valuable. There were five comments that the content on Hawaiian culture was not so valuable. However, this was perceived as most valuable by other participants.

Top Two Responses

- Nothing (n=7)
- Connection to Hawaiian culture (n=5)

Other responses

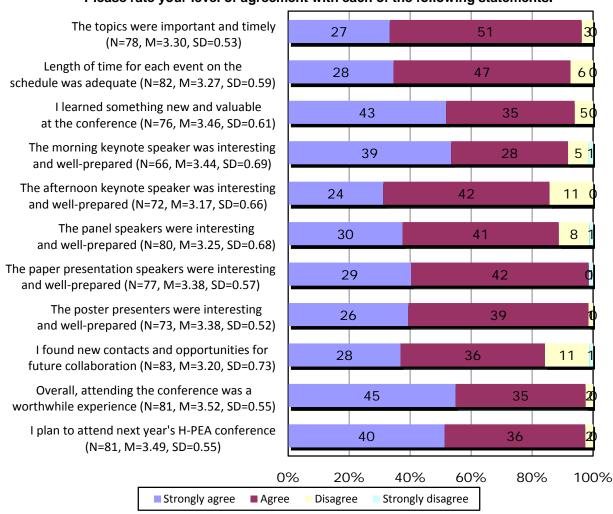
- Amount of time spent on defining case study (n=2)
- Her story-telling style (n=1)
- Discussion about cultural context (n=1)

Section V – Conference on Friday

1. Conference Events

About 83 respondents (87%) answered Question 2.1, which asked participants their perceptions about the conference events on Friday. All the statements were highly rated (7 out of 11 $Ms \ge 3.3$) indicating that respondents showed considerable satisfaction with the conference events on Friday. As you can see in the chart below, more than 90% of the respondents provided positive ratings (either excellent or good) to eight of the 11 statements (see Appendix C, Table 19 for descriptive statistics and an actual number count on each statement).

Please rate your level of agreement with each of the following statements.



Among the 11 statements, "overall, attending the conference was a worthwhile experience" received the highest mean value with the lowest standard deviation value (M=3.52, SD=0.55). Furthermore, 94% of the respondents felt that they "learned something new and valuable" at the conference, and 93% of the respondents agreed that they would attend next year's H-PEA conference (50% and 44% marked "strongly agree" and "agree" respectively).

Such high ratings are seen as evidence of the success of this year's H-PEA conference. Positive comments provided in this section included:

- I love the venue...the hotel meeting rooms, food, and services were wonderful.
- I appreciated how organized the conference and workshops were.
- The conference keeps getting better each year! Well done!
- The conference was very well done, extremely interesting and engaging, and very professional.
- I'm pleased to have been part of it.

The three statements that received somewhat lower ratings in this section were "the afternoon keynote speaker was interesting" (M=3.17, SD=0.66), "the panel speakers were interesting and well-prepared" (M=3.25, SD=0.68), and "I found new contacts and opportunities for future collaboration" (M=3.20, SD=0.73). The qualitative feedback provided in connection with these three statements suggested that some of the respondents felt that they did not get as much out of the panel speakers and of the afternoon keynote as they did other sessions.

Though the "I found new contacts..." statement received a somewhat lower rating, it also had the highest standard deviation value among 11 statements suggesting that the responses were heterogeneous. Reasons for the low rating on this statement are unknown as there was no qualitative feedback provided in connection with this statement.

One notable improvement from the 2009 H-PEA conference appeared in the paper presentation sessions. Though the last year's conference evaluation reported the negative comments about "bad presentations and the presenters went over time" (2009 H-PEA conference report, p. 7), these were not the case this year. In fact, the paper presentation speakers were reasonably highly rated and received such positive comments as "they were very interesting" and "applause to everyone for keeping to their time and not running over."

At the same time, many respondents also commented that the presenters seemed rushed and they would have liked more time for the presenters. Other noteworthy suggestions provided by the respondents in connection with the paper presentation in this section were to have additional speakers and offer more session times. These points will be discussed in further detail in Section VI.

Section VI - Future Planning

In order to enhance trustworthiness of the qualitative data analysis, responses to each openended question (2.2, 2.3, 2.4, and 7.1) were analyzed by three separate evaluators. Each evaluator independently developed themes from the text, and the emergent themes became the basis for the coding scheme. The themes, therefore, represented recurring thoughts, ideas and feelings that emerged throughout the text. At the next stage of the analysis, the three evaluators shared their results and discussed until they reached agreement on the themes and the number count for each theme.

A. Participants' Conference Expectations

1. Question 2.2 "What were your conference expectations?" (Number comments = 60)

Top 3 Expectations

- Meet new people or network (n=13)
- Learn something new, learn about new trends or developments (n=11)
- Learn specific evaluation tools, procedures or implementation strategies (n=8)

Other Common Responses

- Learn about evaluation in general (n=7)
- Learn about participatory evaluation and evaluation capacity building (n=6)
- Did not know what to expect (n=6)

Less Common Expectations

- Engage in discussions about evaluation (n=3)
- Learn more about the evaluation community in Hawaii (n=3)
- Learn about evaluation in diverse populations and indigenous communities (n=2)
- Learn about case study evaluations (n=1)

2. Question 2.3 "In what ways did the conference meet or fail to meet your expectations?" (Number of comments =58)

Out of a total of 58 comments, 42 were positive and 16 were negative, which indicated that overall the respondents' opinions of this year's conference were very good. Positive comments provided in this section included:

- The conference far exceeded my expectations and I ended up staying late.
- The conference fully met my expectations.
- I felt the conference did a good job with its identified theme.
- It was a really stimulating day.
- The panel was really excellent, thought provoking.
- The paper session I attended on cultural relevance was superb and fired everyone up.
- The attendees were from a broad spectrum and we were able to interact in a variety of disciplines.

The conference was most successful in meeting the first two expectations listed above.

Meet new people and networking (n=12)

- Many participants indicated that the conference was successful in helping them meet new people in the evaluation community and strengthen connections. (+11)
- One respondent, however, suggested creating more structured opportunities for networking, and mixing "old timers" with new conference participants. (-1)

Learn something new, learn about new trends and developments (n=11)

- Participants were also mostly satisfied that they gained new ideas at the conference. (+9)
- Two respondents, however, felt that the conference did not go far enough to bring in "bold," new developments. (-2)

Other areas where participants indicated that the conference successfully met their expectations were:

- Learn about case study evaluations (+3, -0)
- Learn about the evaluation community in Hawaii (+2, -0)
- Learn about evaluation in general (+2, -1)

However, respondents were <u>less satisfied</u> with the third expectation and other aspects of the conference

Learn specific evaluation tools, procedures or implementation strategies (+3, -5)

- Many respondents did not feel that the conference met their expectations in terms of learning useful tools and strategies for implementing evaluation. Indeed negative responses regarding this category exceeded positive one.
- Participants strongly requested more concrete tools, strategies, methods, and the practical application of evaluation approaches.

Learn about evaluation in diverse populations and indigenous communities (+0, -3)

- Another area where participants felt that the conference failed to meet their expectations was in addressing the needs of diverse populations, indigenous populations, and the Hawaiian context.
- Two respondents felt that not enough time was given for this in the Case Study workshop, especially because the title had mentioned addressing Hawaiian context.
- Another participant mentioned that there was very little presented by local or native Hawaiians.

There were mixed reviews for some expectations:

Learn about participatory evaluation and evaluation capacity building (+3, -3)

- While some were very satisfied that the Participatory Evaluation workshop had met their expectations, others were less satisfied, mainly feeling that the information provided was too basic and they did not learn as much as they thought they would.

B. Suggestions for Next Year's Conference

1. Question 2.4 "What aspects, if any, of this year's event should be changed for next year's H-PEA conference?" (Number of suggestions = 68)

Most common suggestions

A <u>faster-paced</u> conference program with <u>more sessions</u>

A large number of respondents chose to comment on the conference program (n=21). Overall, respondents indicated they would like a faster-paced and livelier program with more sessions. Respondents particularly requested more time for paper presentation sessions (n=10), and some recommended a shorter panel session (n=5). They also suggested introducing workshop-style sessions to the Friday conference. Sample comments include:

- Less time for panel speakers, breaks and lunch and, add an additional session, workshop or speaker.
- Another round of paper presentations might have been more productive than the panel
- As for the afternoon talk following lunch, maybe it's best to just not have one and move directly into more small and interactive talks. The paper presentations keep our attention because they're changing up topics and move rather quickly. Visiting the posters and informally talking with each other over those also keep us alert.
- I would suggest more paper presentations, the addition of workshops, and more time for both of them
- Too much down time. Would have enjoyed an additional speaker.
- More engaging...almost fell asleep

As noted in Section V, the paper presentations were well received this year. In addition to more paper presentations, some respondents suggested more time for each paper presenter, and others requested less concurrent sessions so that they can see more of the papers.

- I would have liked more time for the paper presentations. They were very interesting, but too short the speakers I saw seemed rushed but I wanted to hear more from them.
- I would have wanted the opportunity to attend at least two of the three paper sessions that were offered but was unable to do so because they were offered concurrently.

More <u>variety</u> of topics and <u>diversity</u> of speakers

Respondents indicated that they would like a greater variety of topics, a greater diversity of experts and a greater diversity of perspectives represented (n=6). They felt that there was too much focus on educational evaluation and they would like more topics and speakers from other sectors and areas of interest.

More focus on <u>implementation</u> and practical evaluation <u>tools</u>

Several respondents felt that there was too much focus on theory and not enough on practice. They requested more focus on practical methods and tools for implementing evaluation (n=6). ("More discussion on tools, analysis, etc. and less about approach/methodology. The approach/methodology should be just the beginning of a larger discussion on implementation.")

More <u>discussion</u>

Respondents also requested more time for discussion and better structuring of discussion opportunities (n=5). These included planning for discussion and introductions after the first keynote speaker, a better planned table discussion during the panel, encouraging conference participants to share their expertise, and encouraging more questions during presentations.

Poster sessions

The poster sessions received a number of comments (n=5); however, there were mixed reviews and suggestions varied. Two respondents commented that the poster session should be kept as is, one person suggested having it earlier in the day, one person mentioned the need to "spice up" the poster session, and another person commented on the lack of coherence for the poster session.

Less Common Suggestions (n=1)

- Differentiate workshop levels Have different workshops for evaluation newcomers and more experienced evaluators
- Include more evaluators working with the Hawaiian and Pacific populations (For example, from Papa Ola Lokahi)
- Make Powerpoint handouts available ahead of time
- Make Powerpoint presentations available online
- Check the lighting for the keynote presentations

C. Suggestions for Improving the Value of H-PEA

1. Question 7.1: How can we increase the value of an H-PEA membership or better meet your evaluation needs? (Number of suggestions =41)

Most Common Suggestions

More workshops and activities during the year. (n=10)

Several participants suggested more workshops or activities during the year. In addition to workshops, other ideas included occasional lectures, brown bag discussions, mini-trainings and pau hana presentations and panel discussions.

■ Focus on practical "how to" topics. (n=9)

Participants showed a strong interest in learning more about practical evaluation tools, strategies and methods. Specific ideas included a workshop on SPSS, quantitative methods, qualitative methods, surveys, Q-sorts, photo voice, and models for implementing evaluation in Hawaii. Modes for presenting this information included training workshops, presentations, online resources, and the development of 'tool kits'.

Send out announcements of news and events via e-mail(n=6)

Participants indicated that they appreciated receiving announcements about evaluation news, events, courses, and jobs. They suggested that H-PEA continue to send these announcements through email.

Post more information and services for members on the website (n=6)

In addition to sending out announcements over e-mail, several respondents mentioned posting news, announcements and developments on the website. They also made suggestions for additions to the website. These included posting a members list, a contact list of evaluators in Hawaii, a jobs board, an electronic bulletin board, an online forum for members, and example evaluation tools and models implemented in Hawaii.

Less Common Suggestions

- Increase awareness of H-PEA and the understanding of evaluation in the larger community (n=2)
- Collaborate with associations of common interest (n=1)
- Include accreditation (n=1)
- Develop an online certificate course (n=1)
- Video tape presentations and make them available on the website (n=1)

Section VII - Conclusions and Recommendations

Overall, the Hawaii-Pacific Evaluation Association's 2010 Conference was a great success. Responses to the evaluation survey were mostly positive, and many respondents indicated that they were highly satisfied with both the organization and content of the workshops and conference.

The conference was successful in attracting new members as nearly 50% of the respondents indicated that they were new members. In understanding the needs of new members and encouraging their continued involvement, it is worth noting that with the increase in new members came an increase in the diversity of evaluation interests within H-PEA: A considerable number of new members showed interest in evaluation related to social services and community development whereas old members and participants of previous conferences had expressed a strong interest in education. A large portion of new members also indicated that they worked for government agencies. This may be worth considering when planning future events.

Among the features of pre-conference organization, conference publicity was rated the lowest. The planning committee may wish to use the data in section two to strategize on how to increase the effectiveness of conference publicity, especially for reaching new members in certain work settings or areas of interest.

The paper presentations were very well received this year, and most participants were highly satisfied with the content of the presentations although some would have liked a greater variety of topics. In terms of content and time-management, there appears to have been a great improvement since last year. This year's conference participants also seemed to appreciate the opportunities for discussion and interaction during the paper presentations, features that they felt were lacking from other conference sessions. The opportunity to attend more paper sessions was one of the most common requests from this year's survey. Therefore, the planning committee may wish to look into possibilities for extending and/or increasing the number of paper presentation sessions next year.

On the other hand, the panel discussion appears to have received only lukewarm reviews and a number of survey respondents suggested shortening the session or making changes to the content or format. We suggest reviewing the aims and organization of the panel discussions to determine whether the panel discussion should be continued or what changes can be made to planning, content, or format to improve the panel session.

Greater variety of topics and diversity of speakers was another request. Some participants felt that the topics and presenters were too focused on the field of education and suggested more presentations from other fields. Others specifically requested more local or Hawaiian presenters, and topics that addressed the Hawaiian and indigenous contexts. Planning committee members may wish to strategize on how best to achieve a greater variety of topics and diversity of presenters when planning the recruitment and selection of presenters for next year's conference.

Throughout the conference evaluation, a recurring theme was the need for more focus on evaluation tools and implementation. Participants showed a strong desire for practical 'how to' oriented

topics for the conference, the preconference workshops, and the additional activities during the year. This is in line with comments reported in the evaluations of 2008 and 2009. Therefore, there appears to be an ongoing need for workshops that focus on specific skills, tools, strategies, and techniques. There are many different ways to address this need, some suggestions include: incorporating short, practical workshop sessions into the Friday conference program; informing the keynote speakers and workshop presenters of the strong interest in this topic; holding workshops during the year that focus on tools and strategies; and adding sample tools and resources to the website. The planning committee may want to discuss and strategize further how to best address this need either during the conference or during the year.

In terms of improving the value of H-PEA membership, holding more events during the year was the most common recommendation. Thus, the planning committee may wish to look into organizing periodic workshops or other activities, perhaps focusing on practical tools, techniques, and examples as mentioned in the previous paragraph.

Finally, the continued use of email and the increased use of the H-PEA website to communicate with members and expand access to evaluation related news and resources should also be considered for the coming year. Conference participants mentioned that they appreciated the news, announcements, job posting and other information currently being posted on email and the website. They also requested that more resources and services be made available on the website.

It is apparent from the survey data that the survey respondents were generally satisfied with the conference and with H-PEA as an organization. It should also be noted that they showed their appreciation for the effort the conference committee put into planning the conference and for the committee's hard work throughout the year. A number of comments congratulating the conference committee on a job well-done are listed below:

- I applaud the leadership in developing and maintaining an organization that is providing good value to members.
- HPEA continues to do an excellent job.
- I think, given our size and local needs, H-PEA is doing fine.
- Keep up the good work.
- I think the organization is doing a great job!

Section VIII - Reflections on the Evaluation

In reflecting on the conference evaluation, the evaluation team found a number of both positive and negative aspects of the evaluation. They are described below to provide suggestions for next year's evaluation team and to alert the conference planning committee to the limitations of the evaluation.

1. The On-Line Survey

This was the first year that the conference evaluation was done using an online survey. A major disadvantage of an online survey is that there is often a low response rate. However, the response rate for this survey was a very respectable 75%. This is most likely due to the fact that the conference participants were evaluators who were conscious of the importance of providing feedback. However, there were also a number of steps taken to increase the response rate:

- An eye-catching insert informing participants of the upcoming online survey was included in the conference packet.
- During the conference, an announcement was made by the president of H-PEA informing participants of the upcoming survey and encouraging them to complete it.
- A reminder e-mail was sent out a few days after the first e-mail.

The use of the online survey greatly reduced the time involved in data entry and analysis. Therefore, we highly recommend using an online survey (together with strategies for obtaining a high response rate) for future H-PEA conference evaluations.

2. Recruiting New Members

Although the evaluation helped committee members to understand more about the interests of new members, it was not very effective at gathering data about how to best recruit new members.

More questions relevant to this topic are recommended for next year. Such questions might include:

- How did you know about this conference?
- Would you suggest any other way to reach people?

In addition, it may be worthwhile to add a question to the final section of the survey asking if participants would be willing to help pass on publicity or announcements about the conference to colleagues.

3. Timing of the Survey Release

One survey respondent suggested that the survey be sent out immediately after the conference, rather than on the following Monday, while the conference is still fresh in participants' minds. Members of the evaluation team also received similar suggestions from conference participants during informal conversations. Because it does not cost extra to send out more reminders of an online survey, it may be worthwhile sending the first announcement immediately after the conference, the first reminder on the Monday after the conference, and a second reminder a week later.

4. Survey Questions

One respondent commented that the phrasing "interesting and well-prepared," which was used for several items in question 2.1, was unclear. The respondent mentioned, and the evaluation team agrees, that these items are double barreled. Indeed it was quite possible for speakers to be well-prepared, but not interesting. It is recommended that this phrasing be changed for future evaluations.

Appendices

Appendix A: Conference Schedule

Pre-Conference Workshops: Thursday, Sept 9, 2010, Hilton Waikiki Prince Kuhio Hotel

A. <u>Participatory Evaluation Up Close</u> by Brad Cousins	9:00 am-12:00 pm
B. <u>Case Studies, Causality, and Hawaiian Connections</u> by Lois-ellin Datta	1:30 pm-4:30 pm

Conference: Friday, Sept 8, 2010, Hilton Waikiki Prince Kuhio Hotel

8:30-9:00	Registration and Continental Breakfast
9:00	Welcome
9:10-10:00	Keynote. <u>Place-based Evaluation: A Tool for Leadership and Transformation</u> by Maenette Benham
10:00- 10:15	Break
10:15- 11:45	Panel and Table Discussion. <u>Implementing Evaluation Capacity Building in My</u> <u>Organization</u>
12:00-1:15	Lunch (includes a brief business meeting)
1:30-2:30	Keynote. <u>Building Individual and Organizational Capacity</u> by Brad Cousins
2:30-2:45	Break
2:45-4:00	Presentations in break-out rooms
4:00-5:00	Poster Session and Ice-cream Social - an excellent networking opportunity!

Appendix B: 2010 Conference Evaluation Survey

2010 H-PEA Conference Evaluation Form

1. Welcome to 2010 H-PEA Conference Evaluation Survey!

Thank you for attending the 2010 H-PEA Conference/Workshop(s). The purpose of this evaluation is to learn about your experiences at the conference/workshop(s). Your responses will be kept confidential. Responses will be aggregated and used to improve next year's event. This evaluation should take about 15 minutes to complete.

(Check ALL that appl	ving describe you best?
Faculty	Program/Project Manager
Administrator	Student
Evaluator	
Other (please specify)	
2. Were you an H-PE	A member before registering for the
2010 H-PEA Confere	nce?
Yes	
O No	
3. What is/are your w	ork setting(s)?
(Спеск АСС так аррі	(Y)
Higher education	Non-profit organization
(Check ALL that appl Higher education School system	
Higher education	Non-profit organization
Higher education	Non-profit organization For-profit organization

Poor Fair Good Excellent N/A (not applicable) onference publicity O O O O mely announcement of e conference nline registration O O O O valiability of conference formation oster/paper submission occedure	valuation (Check	aluation? (Check ALL that apply)								
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2. Evaluation of the conference on Friday

	Strongly	Disagree	Agree	Strongly	N/A
The topics were important and timely.	disagree	0		agree	
Length of time for each event on the schedule was adequate.	Ŏ	Ŏ	Ŏ	Ŏ	Ŏ
I learned something new and valuable at the conference.	0	0	0	0	0
The morning keynote speaker was interesting and well-prepared.	0	\bigcirc	0	\bigcirc	0
The afternoon keynote speaker was interesting and well-prepared.	0	0	0	0	0
The panel speakers were interesting and well- prepared.	0	0	0	0	0
The paper presentation speakers were interesting and well-prepared.	0	0	0	0	0
The poster presenters were interesting and well- prepared.	0	0	0	0	0
I found new contacts and opportunities for future collaboration.	0	0	0	0	0
Overall, attending the conference was a worthwhile experience.	0	0	0	0	0
I plan to attend next year's H-PEA conference.	\bigcirc	\bigcirc	0	0	\bigcirc
Comments:					^
					7
2. What were your conference	expect	tations	?		
				_	
				Y	
3. In what ways did the confere	nce m	eet or	fail to	meet	our e
				A Y	
4. What aspects, if any, of this conference?	year's	event	shoul	d be cl	nange
					ri .

3. Did you attend the workshop with Brad Cousins?

* 1. Did you attend the "Participatory Evaluation Up Close" workshop with Brad Cousins on Thursday morning?	
Yes No	

	4. Evaluation of	f the works	shop with	Brad Cousins
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valuation	of the w	orksho	p wit	th Brad (Cousir	ıs
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Brad Cousir						
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4. Please inc	dicate you	r level o	of agr	eement w	ith eac	h of the
following sta	atements	for the \	vorks	hop.		
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The information pre	esented in this	disag		\bigcirc	\bigcirc	\bigcirc
workshop was usefu			<i>)</i>			
I would recommend others.	i this workshop t	· (\bigcirc	\bigcirc	\bigcirc
5. What part	of the wo	rkshop	wasl	MOST val	uable t	o you?
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				-		
					-	
6. What part	of the wo	rkshon	was I	EAST va	luable	to vou?
o. milat part	or the wo	.колор				.o you.

5. Did you attend the workshop with Lois-ellin Datta?

★ 1. Did you attend the "Case Studies,	
Causality, and Hawaiian Connections"	
workshop with Lois-ellin Datta on	
Thursday afternoon?	
Yes	
O _I No	

6. Evaluation	of the	pre-conferenc	e worksho	p with L	ois-ellin	Datta
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Evaluation of the pre-	-conferen	ce work	shop v	vith Lois-ellin D	atta
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Lois-ellin Datta's works		5 01			
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Content (0			
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2. Please rate the pace of	of the work	shop.			
Too slow	About right	Too fast			
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Comments:					
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3. Please rate the level of	f the inforr	nation			
presented in the worksh	юр.				
Too basic	About right T	oo advanced			
Level	\circ	\bigcirc			
Comments:					
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4. Please indicate your l	evel of agr	eement w	ith eac	h of the	
following statements for	r the works	shop.			
	Strongly disagree	Disagree	Agree	Strongly agree	
The information presented in this	Ô	0	0	O	
workshop was useful. I would recommend this workshop to	\circ	\bigcirc	\bigcirc	\circ	
others.		0	0		
5. What part of the work	shop was l	MOST val	uable t	o you?	
			S		
			7		
6. What part of the work	shop was l	LEAST va	luable	to you?	
		P		ST	
			-1		

evaluation needs?		
2. H-PEA conference	es and events	
are organized by me	mbers like	
you. Would you be a	vailable to	
nelp H-PEA next yea		
Service (1) - All Control (1) The service (1) - All Control (1) -	Yes No	
Conference planning		
Paper & poster reviewer		
Member recruitment		
Publicity		
Website		
Other events planning	0 0	
Other (please specify)		
		Total Control of the
		<u>A</u>
		e provide your contact information below.
Please be assured t	that your survey Il be kept strictly	responses will be compiled by external evaluators, confidential. Your contact information for helping
Please be assured to and your identity wil	that your survey Il be kept strictly	responses will be compiled by external evaluators, confidential. Your contact information for helping
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8. Closing Statement
If you are finished, click "done" to submit and exit the survey.

Appendix C: Tables of Results

Conference Participant Profiles

Table 1

Membership (Qu. 1.2)

Were you an H-PEA member before registering for the 2010 H-PEA Conference?					
Answer Options Response Response Percent Count					
Yes	52.7%	49			
No	47.3%	44			
answered question					

Table 2

Participant Occupations (Qu. 1.1)

Which of the following describe you best? (Check ALL that apply)						
Answer Options	Response Percent	Response Count				
Faculty	20.4%	19				
Administrator	10.8%	10				
Evaluator	46.2%	43				
Program/Project Manager	22.6%	21				
Student	26.9%	25				
Other (please specify)	11.8%	11				
-Researcher						
-researcher						
-Board member						
-Researcher						
-Freelance Consultant (Evaluation and Related Services)						
-State Education Officer						
-Research Analyst						
-Staff- Program Support						
-Data Analyst						
-Education Researcher						
-Evaluator and Surveillance staff						
an	swered question	93				
S	kipped question	2				

Table 3
Participant Occupations (Old and New Members)

Which of the following describe you best? (Check ALL that apply)						
Answer Options Old Members New Members						
Faculty	15	29%	4	9%		
Administrator	4	8%	6	14%		
Evaluator	27	53%	16	36%		
Program/ Project Manager	9	18%	12	27%		
Student	8	16%	17	39%		
Other	5	10%	6	14%		

Table 4

Work Setting (Qu. 1.3)

What is/are your work setting(s)? (Check ALL that apply)						
Answer Options	Response Percent	Response Count				
Higher education	49.5%	46				
School system	15.1%	14				
Government agency	19.4%	18				
Non-profit organization	25.8%	24				
For-profit organization	6.5%	6				
Consultant	14.0%	13				
Other (please specify)	1.1%	1				
-national and international indigenous education						
	answered question	93				
	skipped question	2				

Table 5
Work Setting (Old and New Members)

What is/are your work setting(s)? (Check ALL that apply)						
Old Members New Members						
Higher education	27	53%	19	43%		
School system	9	18%	5	11%		
Government agency	7	14%	11	25%		
Non-profit organization	13	25%	11	25%		
For-profit organization	3	6%	3	7%		
Consultant	9	18%	4	9%		
Other	1	2%	0	0%		

Table 6
Field of Interest (Qu. 1.4)

-Physical Activity
-Nutrition

-Worksite Wellness

-Second Language Education

Answer Options	Response Percent	Response Count
Adult Education	19.6%	18
Higher Education	43.5%	40
Elementary/Secondary Education	48.9%	45
Early Childhood Education	31.5%	29
Special Education	13.0%	12
Health	40.2%	37
Social Services	39.1%	36
Environmental Management	17.4%	16
Arts & Culture	17.4%	16
Community Development	35.9%	33
International Development	7.6%	7
Business & Industry	8.7%	8
Emergency Management	2.2%	2
Other (please specify)	12.0%	11
-Assessment		
-indigenous case study research		
-alternative dispute resolution		
-Indigenous/culturally responsive evaluation		
-Hawaiian-based program		
-Public Health Programs		
-Land, History, Culture		
-Education of at-risk youth and young adults		
-Staff training effectiveness		
-Program evaluation		

answered question

skipped question

92

3

Table 7
Field of Interest (Old and New Members)

What is/are your field(s) of interest in evaluation? (Check ALL that apply)						
	Old men	nbers	New members			
Adult Education	10	20%	8	18%		
Higher Education	27	53%	13	30%		
Elementary/Secondary Education	30	59%	15	34%		
Early Childhood Education	19	37%	10	23%		
Special Education	6	12%	6	14%		
Health	20	39%	17	39%		
Social Services	17	33%	19	43%		
Environmental Management	8	16%	8	18%		
Arts & Culture	8	16%	8	18%		
Community Development	15	29%	18	41%		
International Development	5	10%	2	5%		
Business & Industry	6	12%	2	5%		
Emergency Management	0	0%	2	5%		
Other (please specify)	5	10%	6	14%		

Pre-Conference Organization

Table 8

Pre-Conference Organization (Qu. 1.5)

Please rate the following features of the conference organization.						
Answer Options	Poor	Fair	Good	Excellent	N/A (not applicable)	Response Count
Poster/paper submission procedure (N=92, M=3.31, SD=0.70)	1	4	26	23	38	93
Availability of conference information (<i>N</i> =93, <i>M</i> =3.37, <i>SD</i> =0.61)	0	6	45	40	2	92
Online registration (<i>N</i> =93, <i>M</i> =3.51, <i>SD</i> =0.64)	1	4	33	51	4	93
Timely announcement of the conference (<i>N</i> =92, <i>M</i> =3.39, <i>SD</i> =0.72)	0	6	38	43	5	93
Conference publicity (N=93, M=3.02, SD=0.72)	0	22	44	24	3	92
Comments:						5
	answered question skipped question			93 2		

.

Pre-Conference Workshops

Table 9
Participatory Evaluation up Close Workshop (Qu. 3.1)

Did you attend the "Participatory Evaluation Up Close" workshop with Brad Cousins on Thursday morning?					
Answer Options	Response Percent	Response Count			
Yes	53.8%	50			
No	46.2%	43			
an	swered question	93			
:	skipped question	2			

Table 10
Participatory Evaluation up Close Workshop Features (Qu. 4.1)

Please rate the following features of Brad Cousins' workshop.							
Answer Options	Poor	Fair	Good	Excellent	Response Count		
Style (N=49, M=3.12, SD=0.13)	0	10	23	16	49		
Organization (N=48, M=3.25, SD=0.79)	1	7	19	21	48		
Content (N=48, M=3.06, SD=0.76)	0	12	21	15	48		
Comments:					19		
			ans	wered question	49		
			sl	kipped question	46		

Table 11
Participatory Evaluation up Close Workshop Pace(Qu. 4.2)

Please rate the pace of the workshop.							
Answer Options	Too slow	About right	Too fast	Response Count			
Pace(N=48) Comments:	10	38	0	48 6			
			wered question kipped question	48 47			

Table 12
Participatory Evaluation up Close Workshop Level (Qu. 4.3)

Please rate the level of the information presented in the workshop.							
Answer Options	Too basic	About right	Too advanced	Response Count			
Level(N=49) Comments:	14	35	0	49 8			
			skipped question	49 46			

Table 13
Participatory Evaluation up Close Workshop Overall Satisfaction (Qu. 4.4)

Please indicate your level o	f agreement with	each of the follow	ving statemer	nts for the workshop.	
Answer Options	Strongly disagree	Disagree	Agree	Strongly agree	Response Count
The information presented in this workshop was useful.	0	5	31	13	49
I would recommend this workshop to others.	0	7	29	13	49
				answered question	49
				skipped question	46

Table 14

Case Studies, Causality and Hawaiian Connection Workshop (Qu. 5.1)

Did you attend the "Case Studies, Causality, and Hawaiian Lois-ellin Datta on Thursday afternoon?	n Connections" wo	kshop with
Answer Options	Response Percent	Response Count
Yes	45.2%	42
No	54.8%	51
an	swered question	93
	skipped question	2

Table 15
Case Studies, Causality and Hawaiian Connection Workshop Features (Qu. 6.1)

Please rate the following features of Lois-ellin Datta's workshop.							
Answer Options	Poor	Fair	Good	Excellent	Response Count		
Style (N=41, M=3.31, SD=0.61)	0	3	22	16	41		
Organization (N=40, M=3.39, SD=0.71)	1	2	19	18	40		
Content (N=40, M=3.33, SD=0.62)	0	3	21	16	40		
Comments:					10		
			ansı	wered question	41		
			sk	ipped question	54		

Table 16
Case Studies, Causality and Hawaiian Connection Workshop Pace (Qu. 6.2)

Please rate the pace of the workshop.						
Answer Options	Too slow	About right	Too fast	Response Count		
Pace(N=41) Comments:	8	33	0	41 6		
			wered question kipped question	41 54		

Table 17
Case Studies, Causality and Hawaiian Connection Workshop Level (Qu. 6.3)

Please rate the level of the information presented in the workshop.							
Answer Options	Too basic	About right	Too advanced	Response Count			
Level(N=41) Comments:	7	34	0	41 5			
		an	swered question	41			
			skipped question	54			

Table 18
Case Studies, Causality and Hawaiian Connection Workshop Overall Satisfaction (Question 6.4)

Please indicate your level o	f agreement with	each of the follow	ving statemen	ts for the workshop.	
Answer Options	Strongly disagree	Disagree	Agree	Strongly agree	Response Count
The information presented in this workshop was useful.	0	2	28	11	41
I would recommend this workshop to others.	0	3	24	14	41
			(answered question skipped question	41 54

Conference on Friday

Table 19 Conference Features (Qu. 2.1)

Answer Options	Strongly disagree	Disagree	Agree	Strongly agree	N/A	Response Count
The topics were important and timely. (<i>N</i> =92, <i>M</i> =3.31, <i>SD</i> =0.70)	0	3	51	27	1	82
Length of time for each event on the						
schedule was adequate.	0	6	47	28	1	82
(N=92, M=3.31, SD=0.70)						
I learned something new and valuable						
at the conference.	0	5	35	43	0	83
(N=92, M=3.31, SD=0.70)						
The morning keynote speaker was		_				
interesting and well-prepared.	1	5	28	39	10	83
(N=92, M=3.31, SD=0.70)						
The afternoon keynote speaker was	0	4.4	42	24		0.2
interesting and well-prepared.	0	11	42	24	6	83
(N=92, M=3.31, SD=0.70) The panel speakers were interesting						
and well-prepared.	1	8	41	30	3	83
(N=92, M=3.31, SD=0.70)	1	0	41	30	3	03
The paper presentation speakers were						
interesting and well-prepared.	1	0	42	29	11	83
(N=92, M=3.31, SD=0.70)	_	O	72	23	11	03
The poster presenters were interesting						
and well-prepared.	0	1	39	26	17	83
(N=92, M=3.31, SD=0.70)	· ·	_				
I found new contacts and opportunities						
for future collaboration.	1	11	36	28	7	83
(N=92, M=3.31, SD=0.70)						
Overall, attending the conference was a						
worthwhile experience.	0	2	35	45	1	83
(N=92, M=3.31, SD=0.70)						
I plan to attend next year's H-PEA						
conference.	0	2	36	40	4	82
(N=92, M=3.31, SD=0.70)						
Comments:						22
					d question	83
				skippe	d question	12