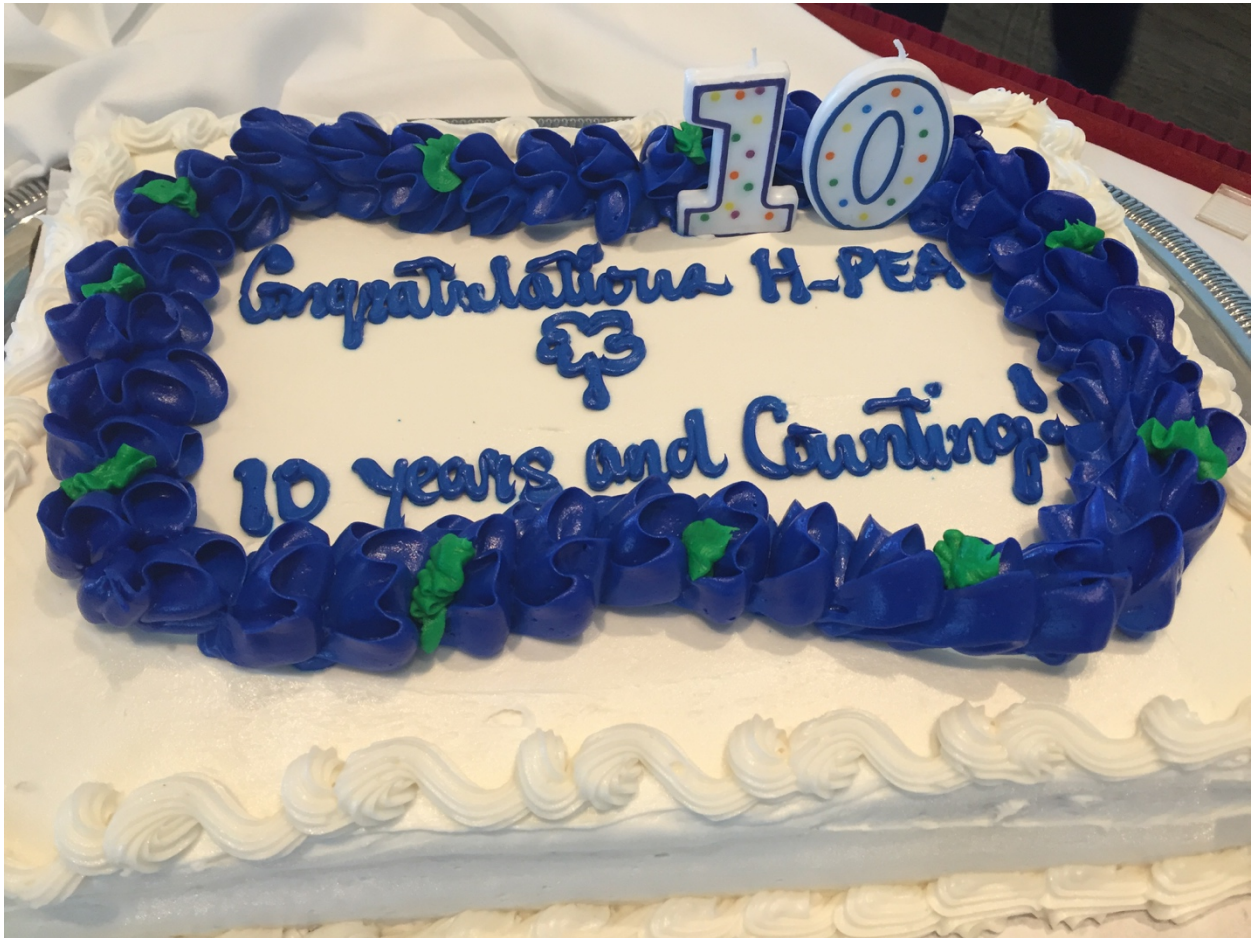


Demystifying Evaluation: Better Design for Useful Results



Hawai'i Pacific Evaluation Association 2016 Conference Evaluation Report September 9 & 10, 2016

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Executive Summary

The Hawai'i Pacific Evaluation Association (H-PEA) was established to promote and support the profession of evaluation. The H-PEA supports evaluators by hosting professional development opportunities held throughout the year. The annual conference, their largest event; serves as a promoter of the profession and provides a platform for practice innovation and improvement. This year the Hawai'i-Pacific Evaluation Association (H-PEA) celebrated its 10th anniversary at the 2016 Annual Conference, on September 9th and 10th, 2016, at the Ko'olau Ballrooms in Kāne'ohe, Hawai'i.

The H-PEA conducts an evaluation of the conference, through a volunteer student led team. The evaluation is used to help the planning committee in their preparation for the next annual conference. The evaluations have remained consistent in content and design, this allowed the evaluation team to quantify trends over time. The current evaluation team added a qualitative response question to assess the conference for cultural and community-based needs in Hawai'i's workforce.

Key Findings of the Conference include:

- Overall, the respondents indicated strong satisfaction with the keynote speaker; knowledge of content, relevance, and usefulness of the information provided were all highly rated.
- The conference location, quality of the food, and ice cream social continue to receive high marks from survey respondents.
- Transportation has become less of an issue, carpooling and venue familiarity have likely led to the decline.
- Publicity, timely announcement, and availability of conference information improved from previous years.
- Conference experience, 'expectations met' and 'worthwhile' increased from previous years with high ratings.

Recommendations for next year's conference:

- General Conference Areas of Improvement
 - Topics: Presentation on different aspects of evaluation was a reoccurring request.
 - Presentation: Sound interference from other rooms was a common area noted for future improvement.
 - Organization: Survey respondents wanted more detailed descriptions in the program, i.e. types of evaluation and populations.

- Conference Events
 - Pre-Conference: Most people did not attend pre-conference workshops, but those who attended had concerns about having hands-on activities and the pace of all the workshops. Consider asking presenters if they needed more time in their sections.
 - Paper Symposium / Presentations: Mixed reviews about whether the topics were useful for their work. Consider having more of a variety of relevant topics.
 - Networking: Low attendance to the networking session, although most thought it was at a good time. Qualitative data indicates that the networking session was not useful.
 - Poster Session / Ice Cream Social: Good attendance, and networking. Consider making the ice cream social as the networking session, or, providing snacks during the actual networking session, for those who do not stay until the end for the ice cream social.
- Future Conference Formats
 - The panel session was a popular response after demonstrations and paper and symposium presentations.
 - The preferred time for the poster session was closely divided between the end of the day and after lunch.
- Value of Membership
 - The most common request was to provide more educational opportunities outside of the conference.

Introduction

Conference

The Hawai'i-Pacific Evaluation Association (H-PEA) celebrated its 10th anniversary at the 2016 Annual Conference, "Demystifying Evaluation: Better Design for Useful Results," on September 9th and 10th, 2016, at the Ko'olau Ballrooms in Kāne'ohe, Hawai'i. Three pre-conference workshops took place on Thursday: an all-day workshop, "Presenting Data Effectively," led by keynote speaker, Stephanie Evergreen, a morning workshop, "Using a Validity Argument to Plan Better Surveys," led by George Harrison, and an afternoon workshop, "Focus Groups 101: Reading Between the Numbers," led by Marissa Vasquez Urias and Ana Bravo. Dr. Evergreen's keynote address, "A DATA VIZ VISION," focused on the importance of effective data visualization for evaluators. The conference also included eight roundtable presentations, six paper and symposium presentations, four demonstrations, and a networking session. The conference concluded with a poster session during a birthday cake and ice cream social.

Evaluation Team

A team of five graduate students volunteered to conduct the conference evaluation and prepare this report under the guidance of the H-PEA conference planning committee. Students represent three University of Hawai'i at Mānoa departments: the Office of Public Health Studies, the Department of Second Language Studies, and the College of Education.

Methods & Measurement

Conducting the conference evaluation required the team to meet with the conference planning committee, design the survey to incorporate changes requested by the planning committee, collect and analyze the data, and prepare this report. This year's survey (Appendix A) was based on the previous conference evaluation. Survey Monkey was used to design and distribute the survey.

Two changes to the 2016 survey were requested by the conference planning committee: (1) questions about the networking session since it was not offered in 2015, and (2) a question about the value of different aspects of the conference schedule. The evaluation team added an open-ended question asking for feedback on the responsiveness of the conference to the ethical, cultural and community-based evaluation needs of our workforce in Hawai'i because a noticeable number of comments from the 2015 evaluation referred to cultural relevance or cultural responsiveness. This may be because the 2015 conference

theme was evaluation in the local context. Details about the changes are included in Appendix B.

The team emailed the survey link mid-day on Friday, September 9th, to 129 conference attendees. 49 responses were recorded by September 13th. Two reminder email messages were sent on September 13 and 20. At that point we consulted with the planning committee since only 68 responses were recorded by our planned closing date, September 23rd. We sent one final reminder email on September 26th and received five more responses before the survey closed on Wednesday, September 28, 2016 6:02 PM.

Analyses

The team used Survey Monkey and Excel to generate descriptive statistics from the quantitative data included in Appendix C. Qualitative data collected from open-ended survey questions was organized by key words and themes. Quotes were chosen as exemplars that either aligned or did not align with the quantitative outcomes.

Findings

Respondents

Out of 73 respondents who responded to the survey, most identified as evaluators (36%) and students (29%), and most work within higher education (55%). Since the respondents check all that apply, roles are varied and are highlighted by 21% choosing to describe themselves outside of the categories (e.g. analyst, consultant, researcher). See Tables 1 and 2 for more detailed information.

Table 1. Roles of Respondents *N*=73 (check all that apply)

Job Description	Percent	Response
Evaluator	36%	26
Student	29%	21
Faculty	22%	16
Other (please specify)	21%	15
Administrator	12%	9
Program/Project Manager	12%	9
		96

Table 2. Work Settings *N* = 73 (must choose one)

Work Setting	Percent	Response
Higher education	55%	40
K-12 School system	12%	9
Government agency	14%	10
Non-profit organization	10%	7
For-profit organization	4%	3
Consultant	4%	3
Other (please specify)	1%	1
	100%	73

Although a majority (62%) were H-PEA members before registration, 64% were not members of the larger American Evaluation Association (AEA). Of the 2016 conference attendees, many more also attended the 2015 conference in comparison to the 2014 and previous years' conferences.

The highest interest areas, displayed in Table 3, included the following: 1) Higher Education 2) Social Services 3) Elementary/Secondary Education 4) Community Development. This year shows a shift in focus to Elementary/Secondary Education where it was not noted in the previous top three interests last year.

Table 3. Areas of Interest *N* = 69 (check all that apply)

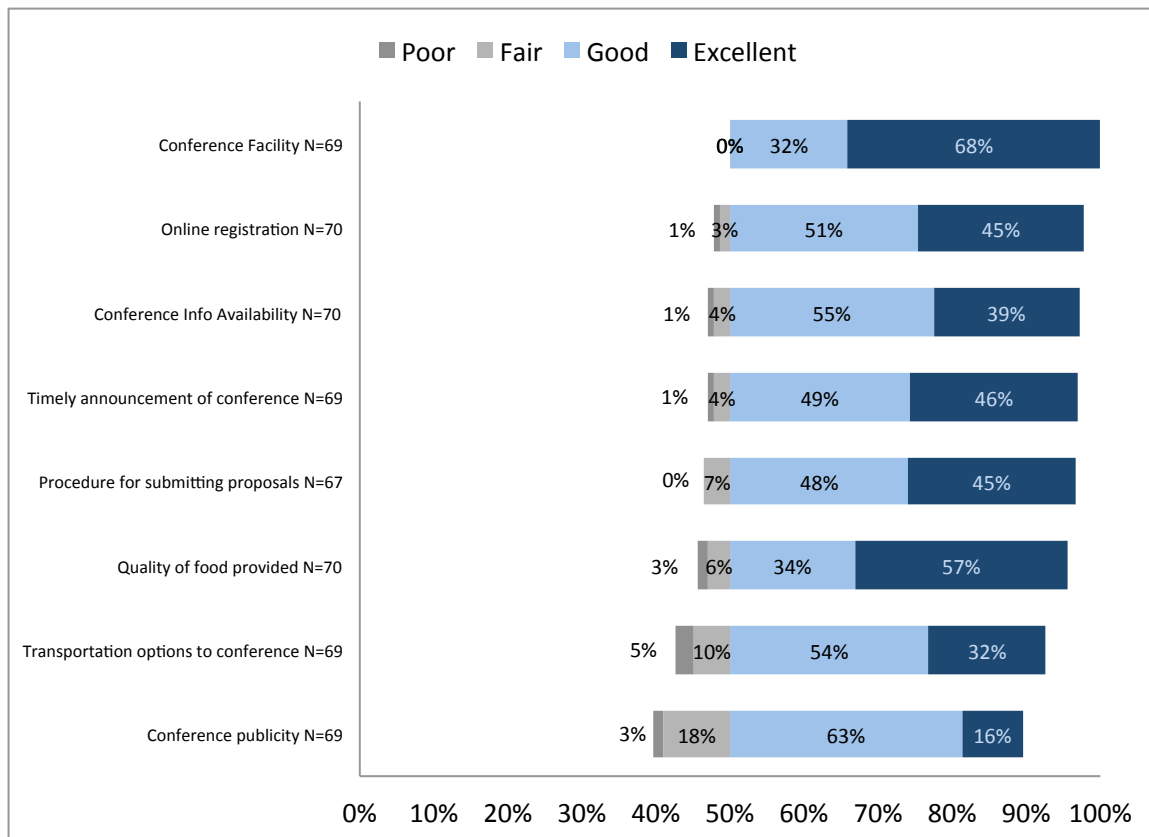
Interest Areas	Percent	Response
Higher Education	68%	47
Social Services	51%	35
Elementary/Secondary Education	49%	34
Community Development	48%	33
Health	44%	30
Adult Education	28%	19
Arts & Culture	28%	19
Early Childhood Education	25%	17
International Development	15%	10
Other (please specify)	15%	10
Special Education	13%	9
Environmental Management	12%	8
Business & Industry	9%	6
Emergency Management	4%	3

280

General Conference Overview

A. Conference Features

Quality of Food and Conference facility were highest in satisfaction, although there were some concerns about dietary restriction and overall organization within the facility. Areas of improvement were in the conference publicity and possibly adding a greater variety of topics, especially in the area of types of evaluation.



Note: N = Adjusted n-size used to exclude n/a category per question

Food

A definite highlight, but concerns about dietary restrictions and variety as follows:

“Minor thing: Lunch during pre-conference carb/gluten-heavy. My fault for not stating my dietary restrictions and preferences ahead of time.”

“Please have more meat options besides fish.”

“Heard several participants commenting that they wish the lunch dishes were labeled.”

Venue

Sound interference from other rooms was the most common area for improvement:

“Koolau ballrooms is a great location, but this year the room configuration was a bit weird (e.g., the sound barriers were not very pretty and the small open room at the end of the ballroom was loud).”

Publicity

Although 21% of respondents (14, N = 67) chose the “fair” or “poor” rating, only one comment for improvement was made.

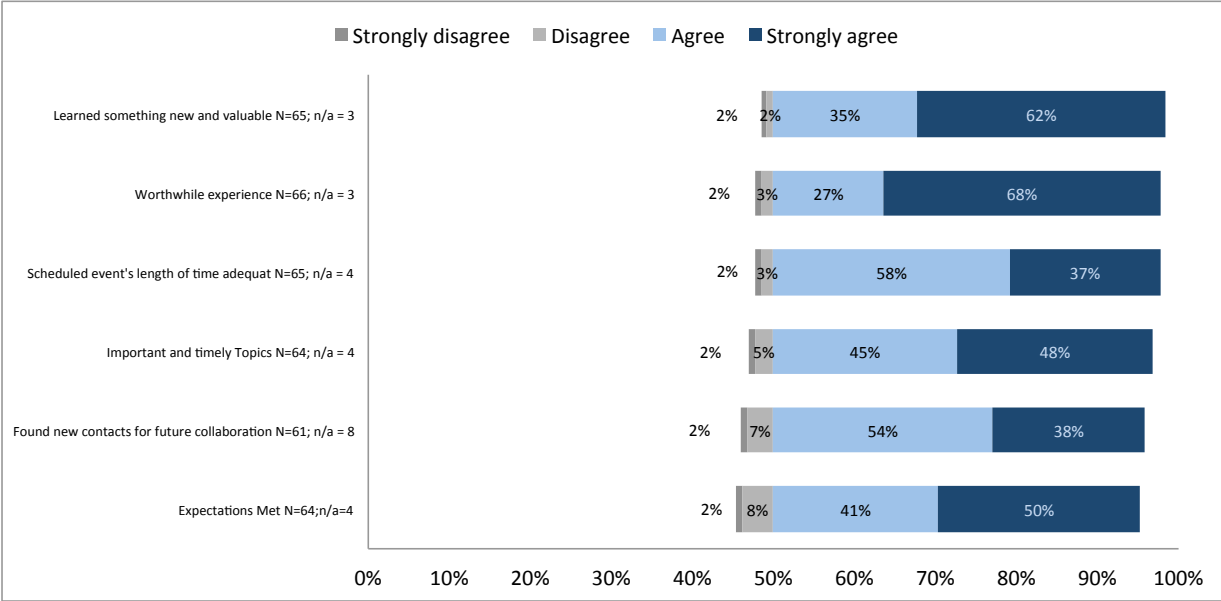
“I wish there was a way we could get the word out about the conference to many different sectors. But every year I feel that this is improving!”

Organization

The most common concerns were about having more detailed descriptions in the program in terms of types of evaluation and populations.

“Wish there had been more detail explaining the content of each session, or even the category of the evaluation (e.g., indigenous/culture-based evaluation, policy evaluation), so we could have made more informed choices about which presentations to attend.”

B. Conference Schedule and Overall Benefits



Positive Evaluations

Survey respondents evaluated the conference positively in several areas.

- Conference was worthwhile: 68% strongly agree (45, N=66)
- Learned something new: 62% strongly agree (40, N = 65)
- Comments about the Keynote Speaker were mostly positive:

“Stephanie Evergreen was excellent.”

- For first time attendees, the conference:

“... actually exceeded my expectations!”

Possible areas to improve:

- The length of time for each event on the schedule was adequate with 37% strongly agree (24, N=65) and 57% agree (38, N = 65)

“Ending at 5 was a little late, especially for parents needing to pick up children after school.”

- The topics were important and timely topics with 48% strongly agree (31, N=64) and 45% agree (29, N=64)

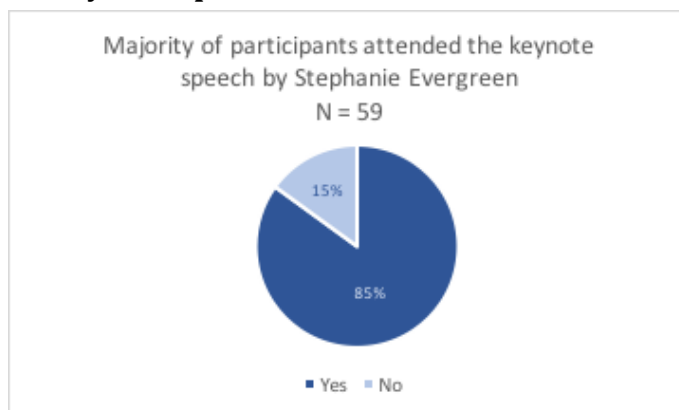
“Wish there had been a larger variety of presentations about different aspects of evaluation.”

- Other

“Some presentations that were hard to follow because of the poor presentation style and PPT (or display of information).”

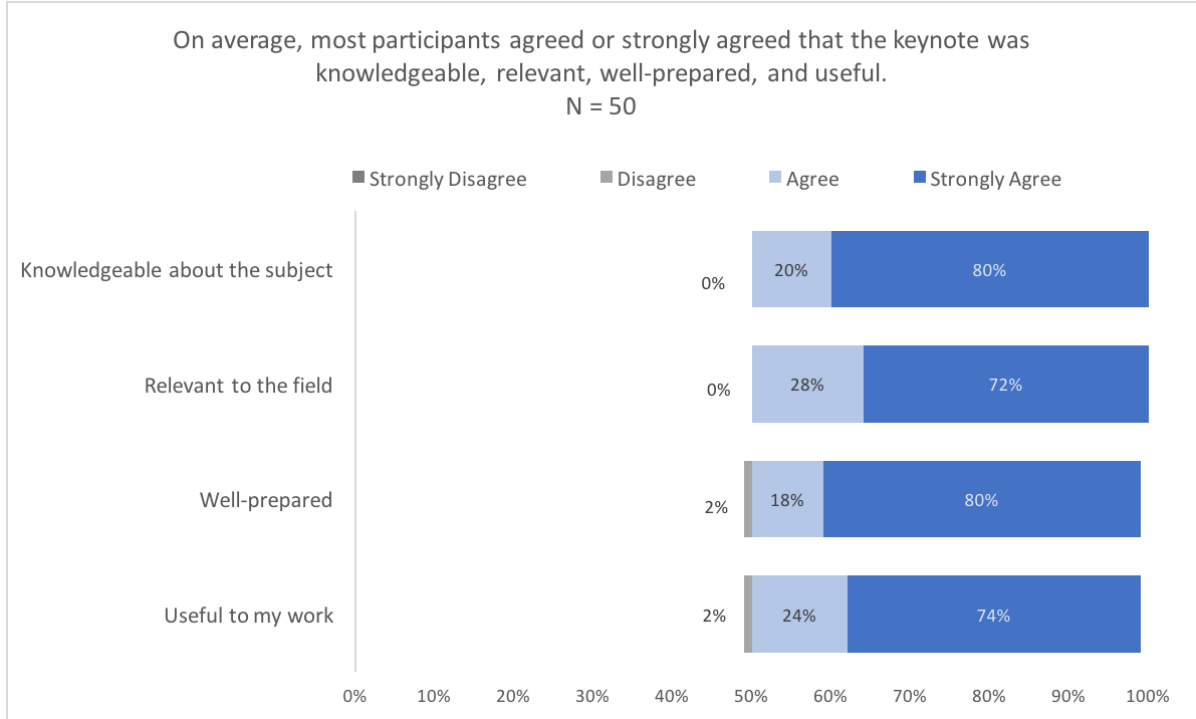
Conference Events

A. Keynote Speaker



85% of respondents (50, n=59) attended the keynote address by Stephanie Evergreen

- 98-100% of respondents (n=50) strongly agreed or agreed that the keynote speech was relevant (50) and useful (49) and that the speaker was well-prepared (49) and knowledgeable (50).

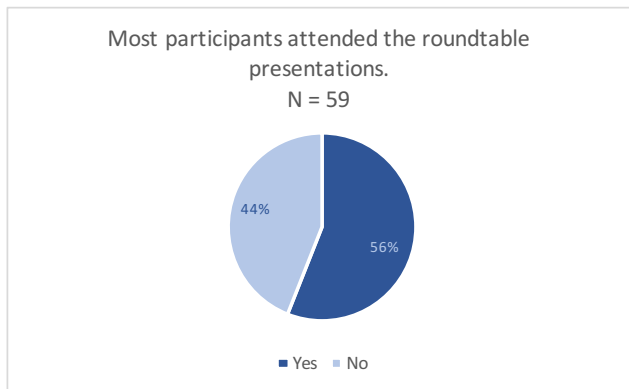


- Comments included wanting Stephanie Evergreen to speak longer, having her book on hand for purchase, and getting a copy of her presentation.

“The best keynote speaker I’ve seen at this conference.”

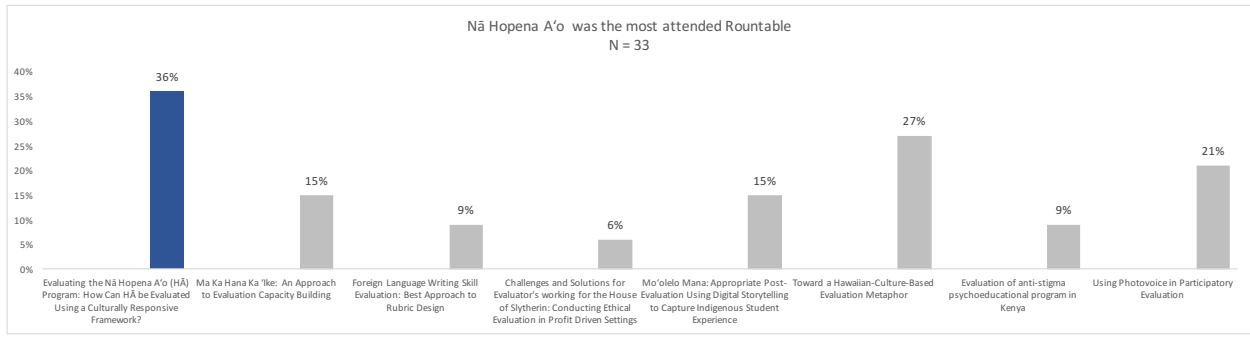
“I thoroughly enjoyed the keynote speaker. I wish it was possible to obtain a copy of her presentation slides.”

B. Roundtables

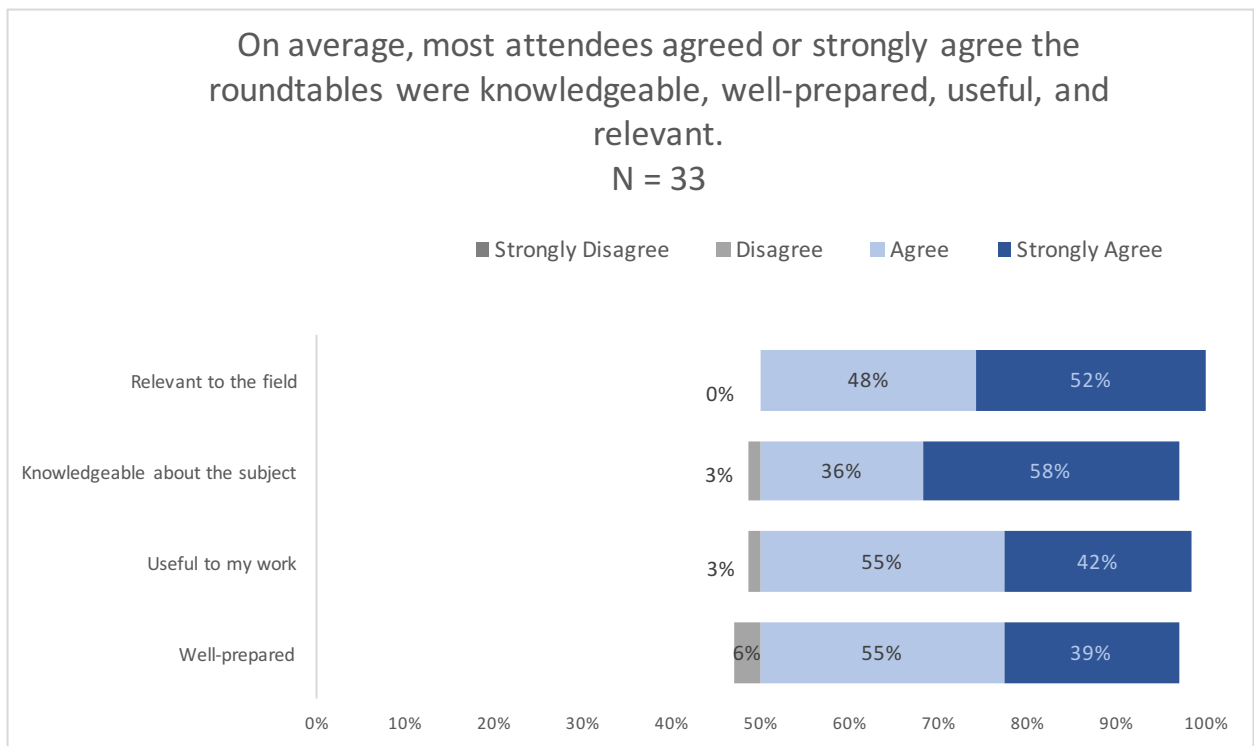


56% of respondents (33, N=59) attended a roundtable presentation.

- Top three most attended roundtables included:
 - 36% Evaluation the Nā Hopena A’o (HĀ) Program (12, N=33)
 - 27% Toward a Hawaiian-Culture-Based Evaluation Metaphor (9, N=33)
 - 21% Using Photovoice in Participatory Evaluation (7, N=33)



- 94-100% of respondents (N=33) strongly agreed or agreed that the roundtable presentations were relevant (33, N=33) and useful (32, N=33) and thought that the presenters were well-prepared (31, N=33) and knowledgeable (31, N = 32).



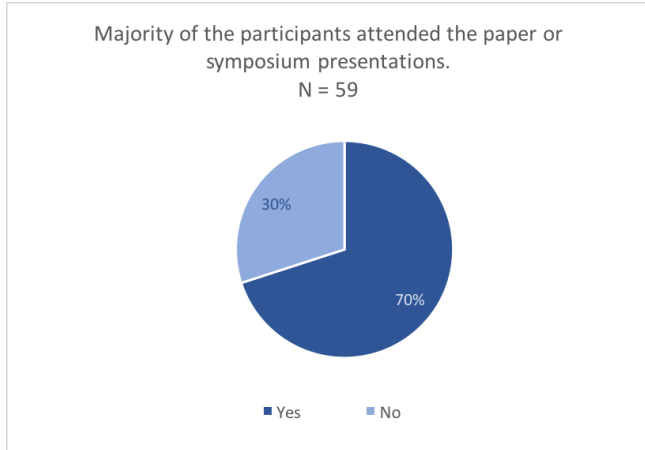
- Comments for future improvements included:

“Split up into smaller rooms. It was sometimes difficult to hear the roundtable discussion”

“I didn’t fully understand the purpose of the roundtable. One of the roundtables was more interactive than the other and it included information from the presenters. The other roundtable seemed like a student getting information to help with her proposal.”

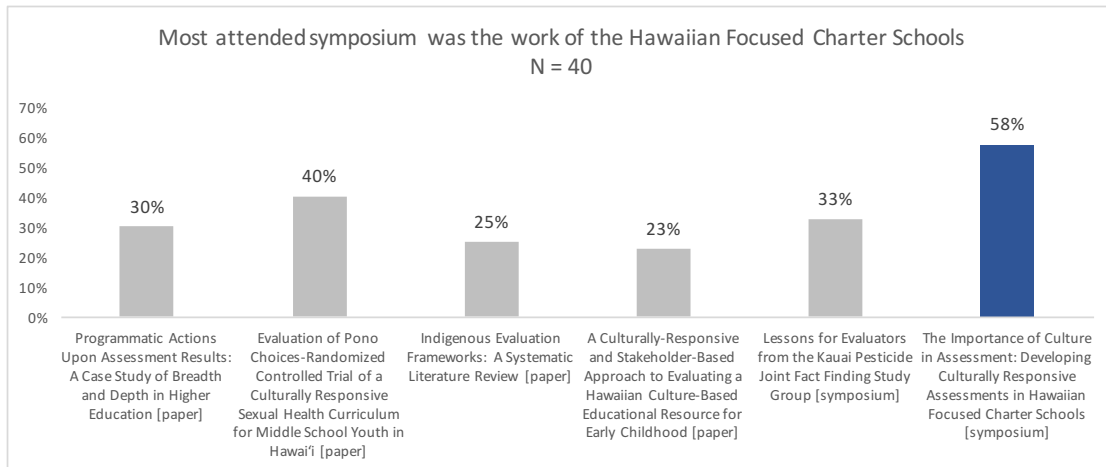
“It was helpful to have two different roundtable sessions to choose from”

C. Paper/Symposium Presentations

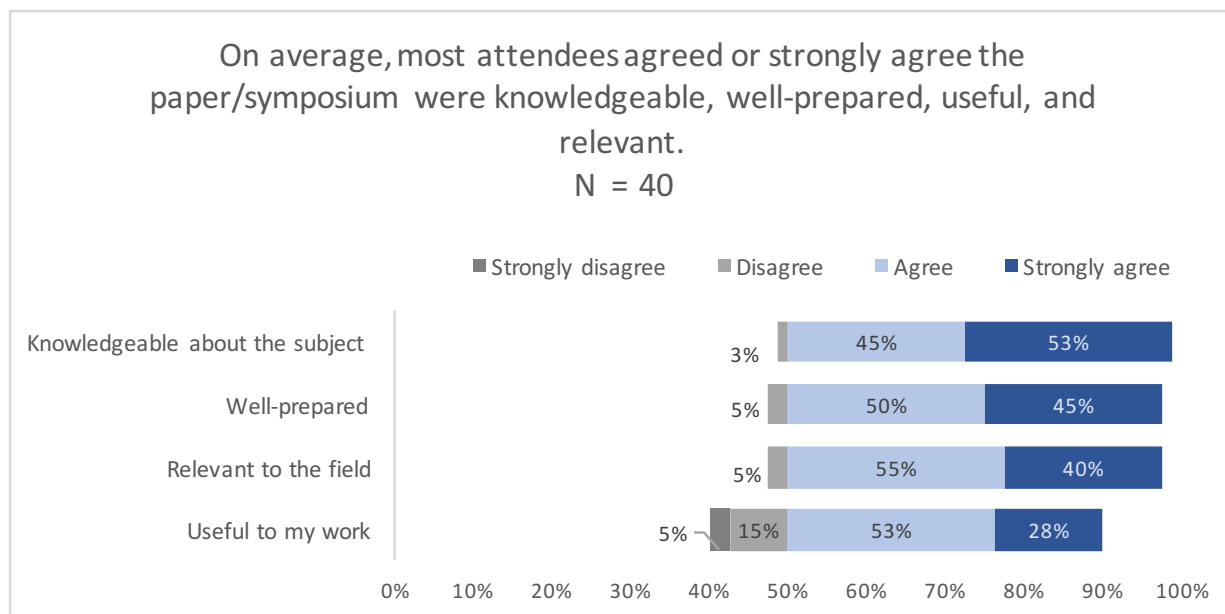


69% of respondents (41, N=59) attended a paper or symposium presentation.

- Top three most attended paper or symposium presentation were:
 - 58% The importance of Culture in Assessment: Developing Culturally Responsive Assessments in Hawaiian Focused Charter Schools (23, N=40)
 - 40% Evaluation of Pono Choices-Randomized Controlled Trial of a Culturally Responsive Sexual Health Curriculum for Middle School Youth in Hawai’I (16, N = 40)
 - 33% Lessons for Evaluators from the Kauai Pesticide Joint Fact Finding Study Group (13, N=40)



- 95-98% of respondents (n=40) strongly agreed or agreed that the paper or symposium presentation topics were relevant (38) and thought that the presenters were well-prepared (38) and knowledgeable (39). However, 20% of respondents selected disagree or strongly disagree to indicate that the paper/symposium topics were not useful to their work (8, N = 40).



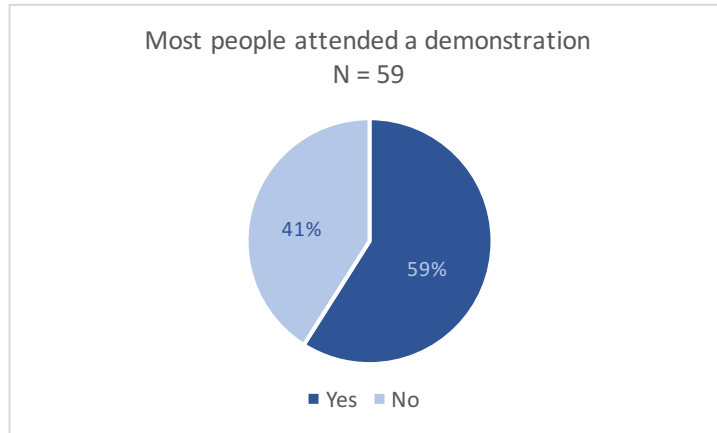
- Comments for future improvements include:

“I felt more comfortable attending these because I didn't think I'd have much to offer to some of the roundtables, where you're expected to provide your knowledge. My guess: some of the roundtables might have been better as presentations because information is being presented and those sitting at the tables go there to learn but maybe themselves don't have that much to offer except questions.”

“I would separate these scales by session attended for a more accurate reflection on these sessions.”

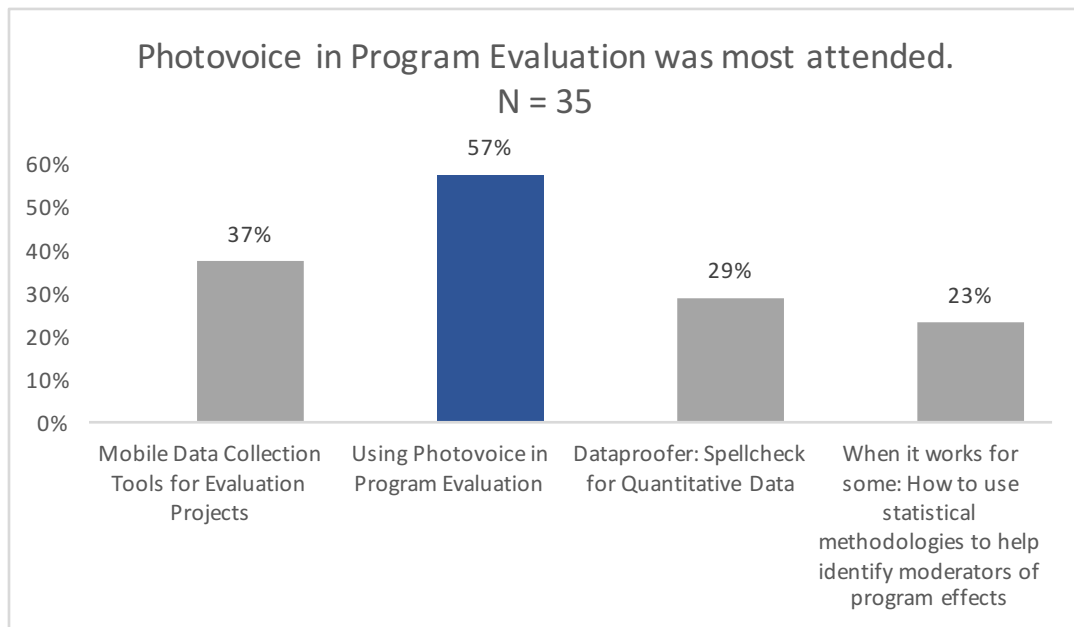
“I think these questions should maybe be separated, as I would rate the two symposiums I attended very differently from each other. The Fact Finding Study group was very interesting and different then our usual subjects, which was great. The Charter School Assessment development work was still difficult for me to understand (as it has been in the past), perhaps if they were asked to limit to one or two presenter it might have been a little easier?”

D. Demonstrations

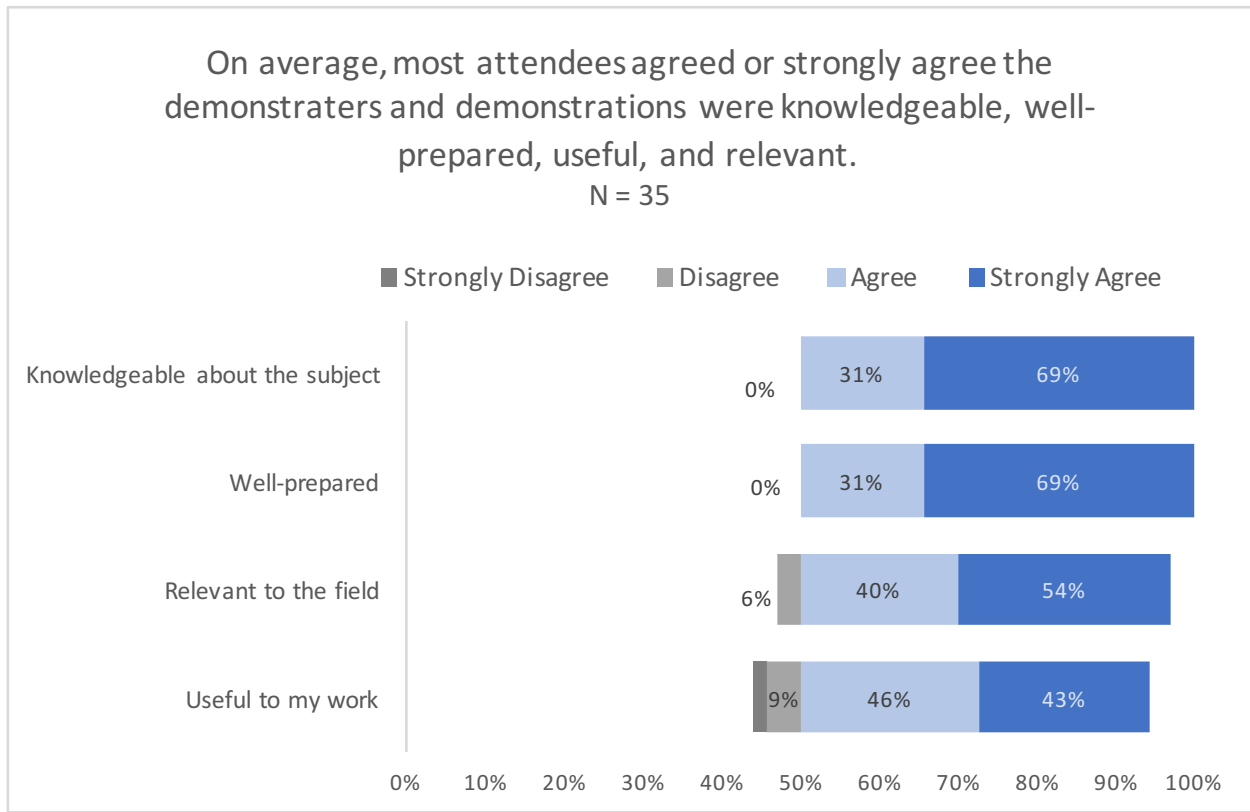


59% of respondents (35, N=59) attended a demonstration

- Top three attended demonstrations included:
 - 57% Using Photovoice in Program Evaluation (20, N = 35)
 - 37% Mobile Data Collection Tools for Evaluation Projects (13, N = 35)
 - 29% Dataproofer: Spellcheck for Quantitative Data (10, N = 35)



- 89-100% of respondents (N=35) strongly agreed or agreed that the demonstrations were relevant (33) and useful (31), and that the presenters were well-prepared (35) and knowledgeable (35).



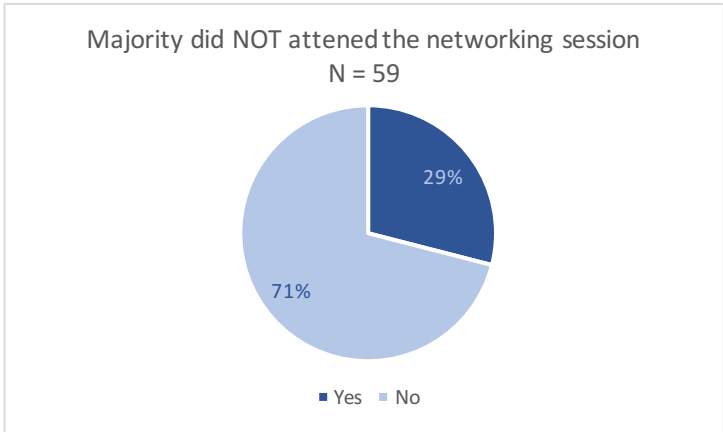
- Comments for future improvements were:

“The presenter had a hard time connecting to the server. Could the site provide a direct connection to the internet for web demonstrations?”

“...It was hard to hear the presenter because she didn't have a mic and the room next door was loud.”

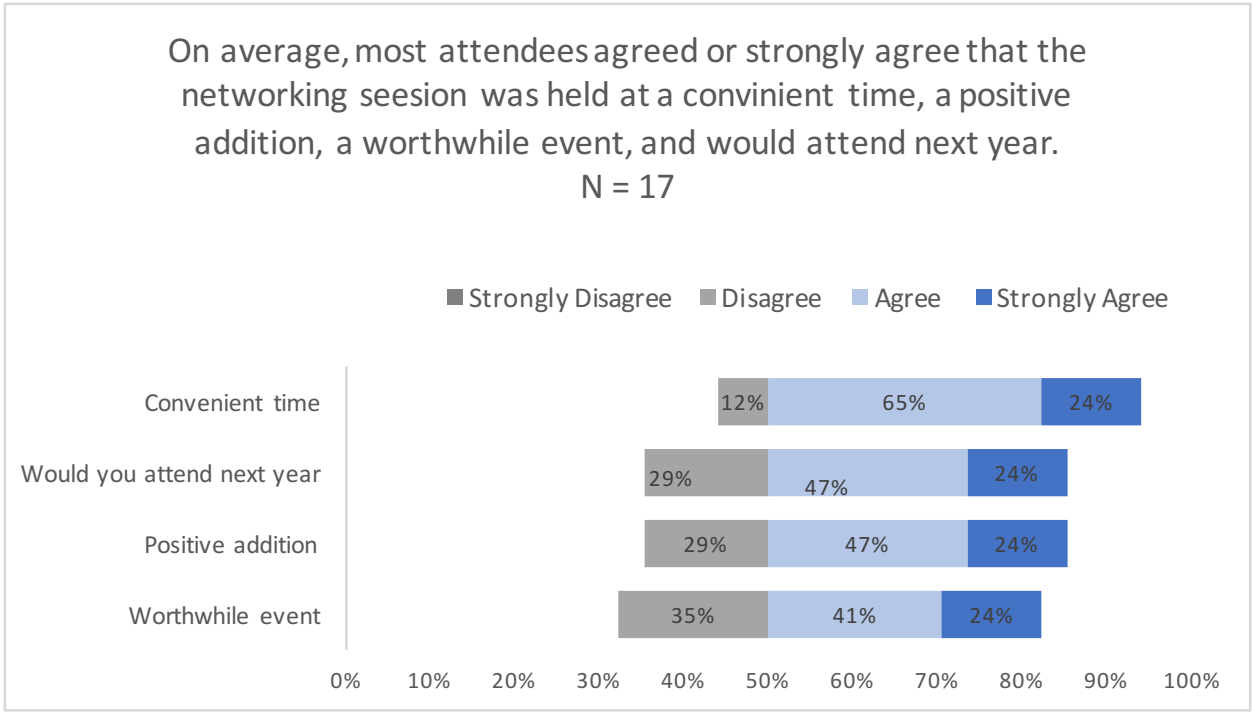
“I think it would be useful to more clearly define 'demonstration sessions' - should they be a mini training course ie a hands on 'how to'? Or a 'case study' of applying a new technique? Or just a lecture on the topic? Hard to know what to expect (or how to meet expectations) and different presenters had very different takes”

E. Networking



29% of the respondents (17, N=59) attended the networking session

- 65-88% of the respondents (N=17) strongly agreed or agreed that the networking session was: a positive addition (12), held at a convenient time (15), a worthwhile event (11), and would attend next year (12).



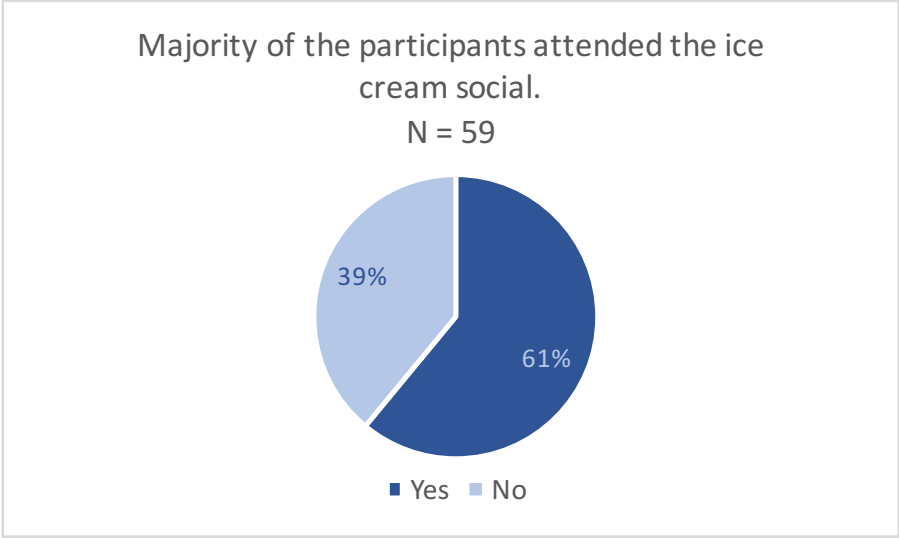
- Comments for future improvements include:

“Critical and necessary.”

“There was no structure. There should be one facilitator designated with some talking points per table.”

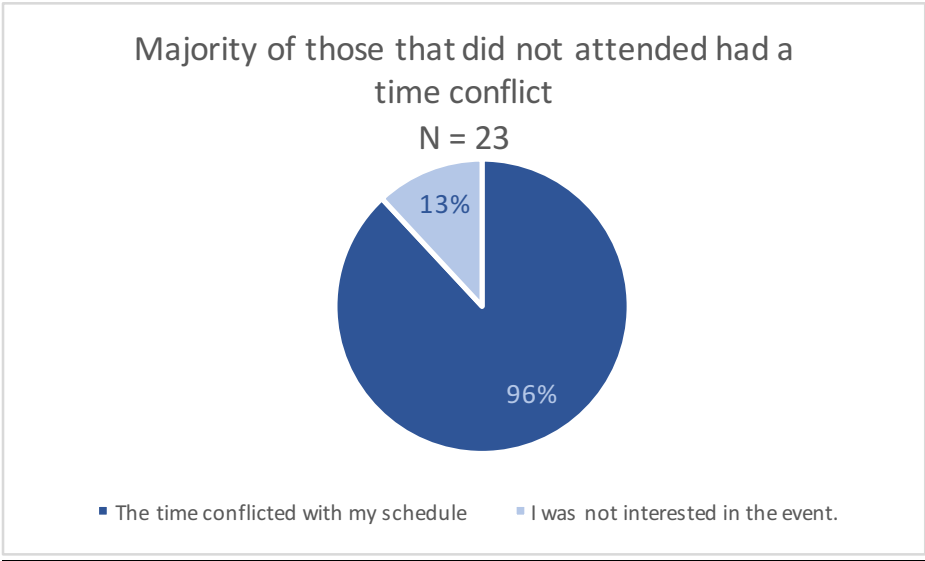
“Not very many people attended and conversation felt forced. Maybe combine the networking session with the Ice Cream social? Then people can sit and eat with people who have similar interests - or not”

F. Poster Session/Ice Cream Social

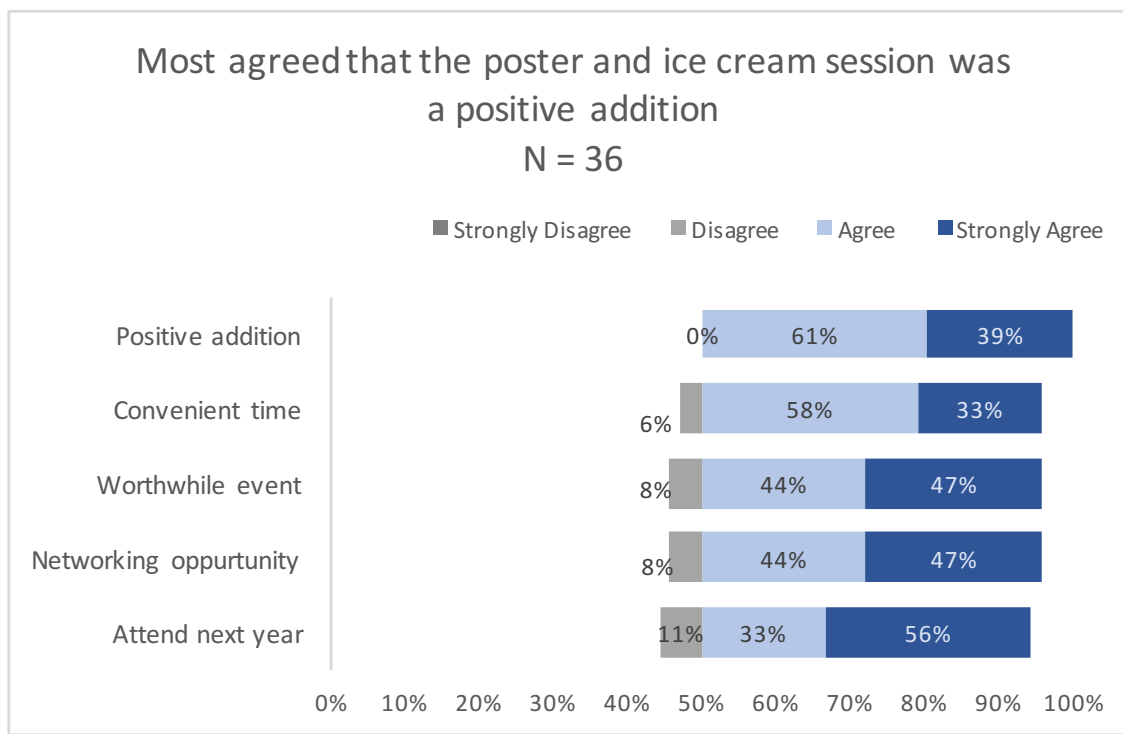


61% of respondents (36, N=59) attended the poster and ice cream social

96% of respondents (22, N=23) who did not attend had a time conflict



- 89-100% of respondents strongly agreed or agreed that the poster and ice cream social was: a positive addition (36, N=36), provided opportunity for networking (33, N=36), held at a convenient time (33, N=35), a worthwhile event (33, N=36), and would attend next year (32, N=36).



- Comments for future improvements include:

“I think the poster session should be mid-day. For those of us presenting posters, they had us pack up and leave 20 minutes early because there was literally no one left to talk to.”

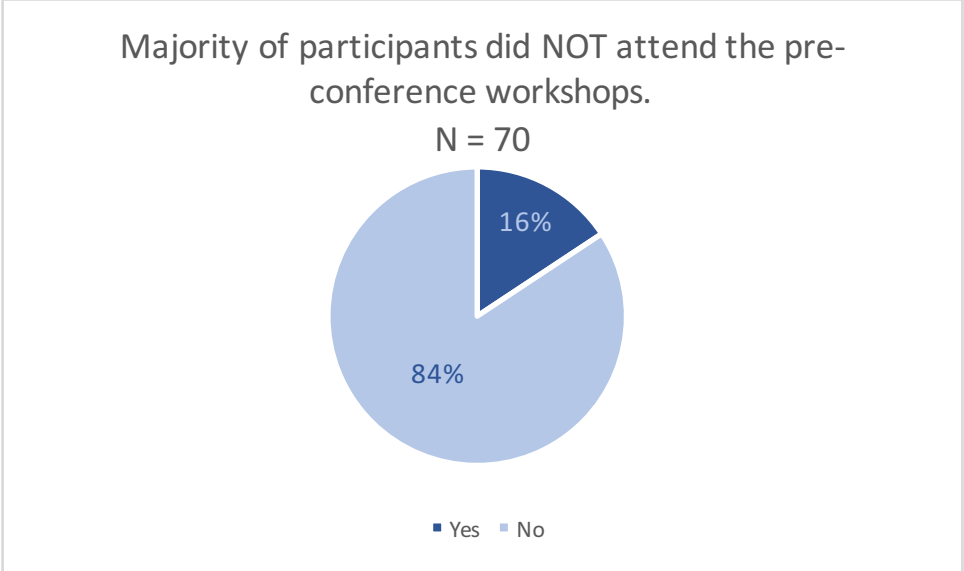
“I liked before when the posters were able to be viewed throughout the entire conference in the ballroom.”

“I believe the posters did not get as much recognition as they could have gotten if they had been during the day. I did not make it to all the posters and got caught up in chatting over ice cream.”

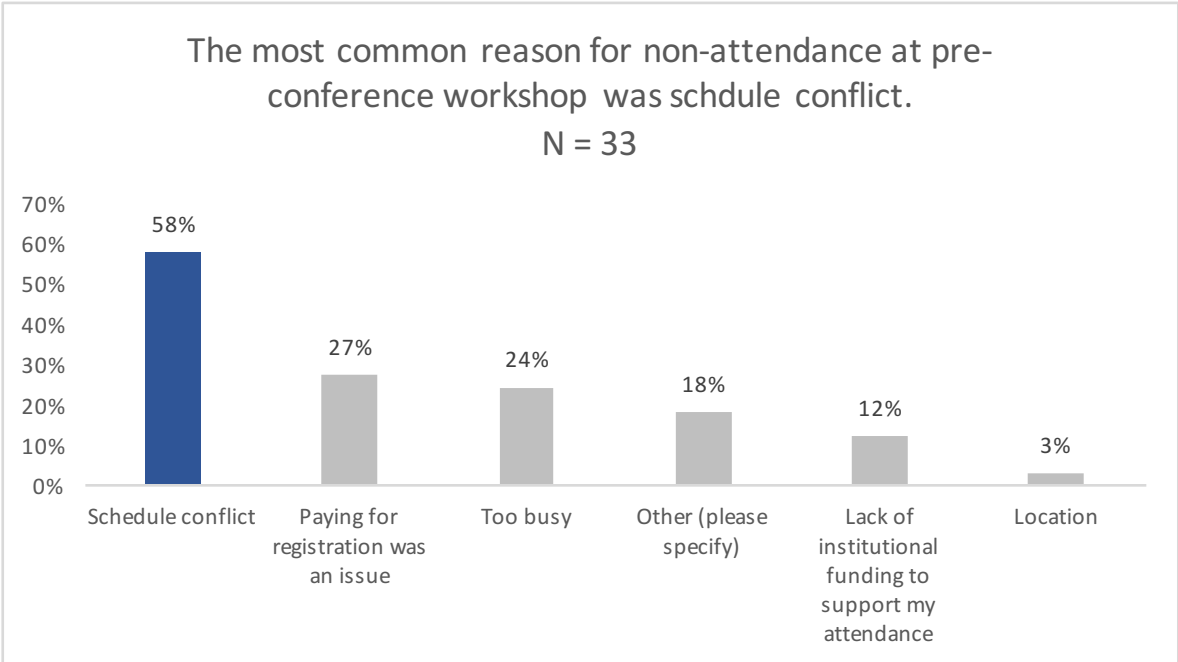
“I wish the event was facilitated or involved an exercise or a way to encourage discussion between people who do not already know one another.”

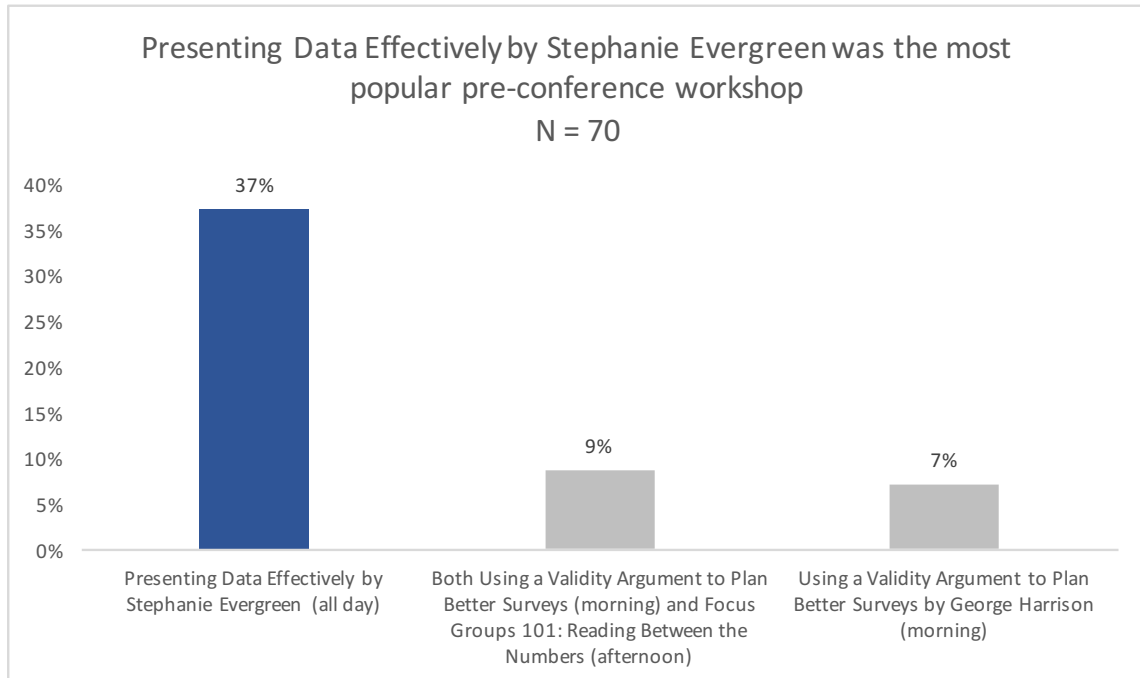
Pre-Conference Workshops

A. Pre-Conference Overall



- 58% of the respondents (19, N=33) did not attend due to a schedule conflict, 27% said that paying for registration was an issue (9, N=33) and 24% were too busy (8, N=33).





- Comments that suggest future improvements were:

“pre-conference was sold out”

“no student scholarship”

B. Presenting Data Effectively, Stephanie Evergreen (all day)

- 100% of respondents (N=26) rated the organization of the workshop, the presenters knowledge of the topic, the quality of the information and content presented, and the usefulness of the information presented as excellent or good.
- 95% of respondents rated the pace of the workshop as excellent or good (25, N=26)
- 88% of respondents rated the hands-on activities as excellent or good (23, N=26).
- Comments for future improvements include:

“Having handout in correct order would have been less confusing. Would have liked written references for people/websites/references she talked about. would have liked another half day, at least.”

“Stephanie Evergreen’s workshop was the most practical and useful event I’ve attended through H-PEA. It was a great introduction to data visualization, although more step-by-step tutorials would have been helpful, had time allowed.”

C. Using a Validity Argument to Plan Better Surveys, George Harrison (morning)

- All respondents (N=11) rated the organization of the workshop, the presenters knowledge of the topic, and the quality of the information and content presented as excellent or good.
- 10 respondents rated the usefulness of the information presented as excellence or good (N=11)
- 9 respondents rated the pace of the workshop as excellent or good (N=11)
- Only 6 respondents rated the hands-on activities as excellent or good (N=10).
- Qualitative feedback supports quantitative data, by commenting that the information was good, but needed more time for hands-on practice.

"I enjoyed the workshop, but thought it was a bit too academic and wished there was more time for the practice activity using the Toulman Model."

"Great topic, a little too much time on the explanation of a validity argument and could have spent more on framework and how to gather evidence to test assumptions. Overall one of the best workshops in years!"

D. Focus Groups 101: Reading Between the Numbers, Marissa Vasquez and Ana Bravo (afternoon)

- All respondents (N=7) rated the presenters knowledge of the topic, and the quality of the information and content, and usefulness of the information presented as excellent or good.
- 6 participants rated the organization of the workshop as good (N=7)
- 5 participants rated the pace of the workshop and hands-on activities as good (N=7)
- Comments:

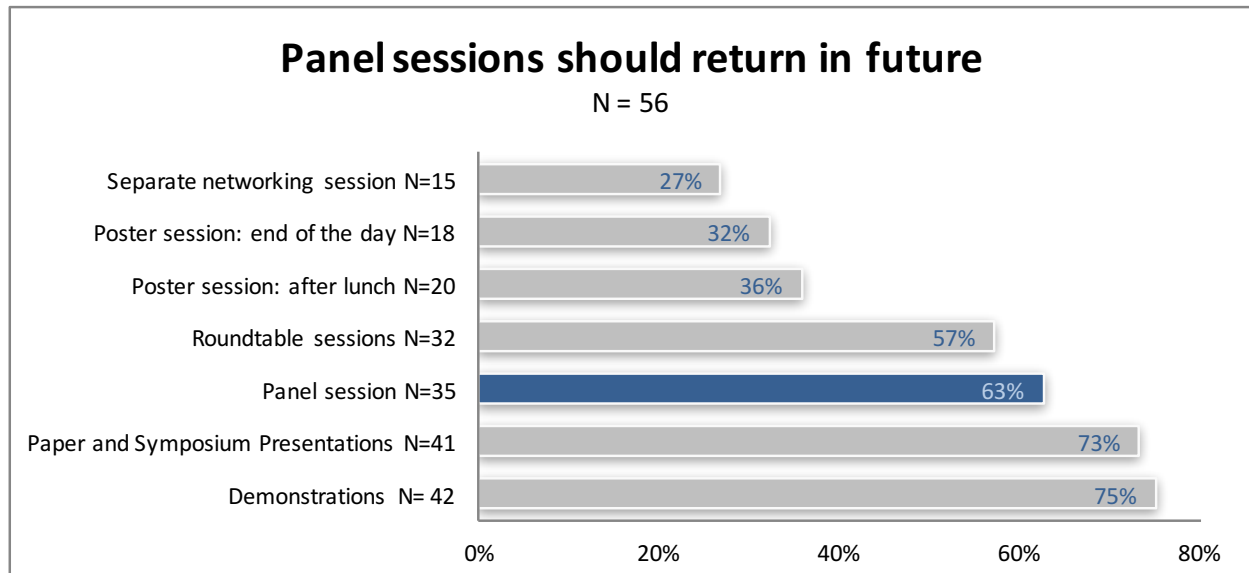
"While there were more opportunities for hands-on activities in this session, they were not fully implemented due to time constraints. Thus, I don't believe there was effective time management... I felt there were many useful take-aways."

Looking Forward

A. Future Conference Formats

Question:

**Which conference format features would you like to see at future conferences?
(Check all that apply)**



Demonstrations and Paper/Symposium Presentations were the most frequent (75%, 42) and (73%, 41) respectively, followed by a format that was absent from 2016, the Panel sessions (63%, 35).

The least frequent formats were followed up with some qualitative responses.

- The poster session after lunch (36%, 20) was more popular than at the end of the day (32%, 18).

“I think that having the poster integrated within the day allows more people to see them and learn from them.”

- Other comments flesh out the lowest format ranking, separate network session (27%)

“name a place for people to gather after the conference for dinner or something? maybe that wouldn’t work idk”

“Pleasantly surprised at the number of people who stayed Friday afternoon. Ice cream alone is not enough of a draw on a Friday afternoon. Consider

having guest speaker do a breakout at end of day along with other sessions that would be of high interest and have poster session earlier in day.”

B. Responsiveness to Ethical, Cultural and Community Based Evaluation Needs

Question:

Please provide feedback on the responsiveness of the annual conference to the ethical, cultural and community-based evaluation needs of our workforce in Hawaii, including suggestions for improvement, if applicable.

There were a wide variety of responses. Of the 16 responses, most (6) were positive comments with general positive comments about the conference (3) followed by comments for more discussion (2) and for other steps for improvements (2).

Positive culturally responsive

“I think this year was a good balance. In the past it seems we have many focused to much on culturally responsive evaluation. In Hawaii we are already light years ahead in thinking on this topic, so for me its nice to learn about topics we are not so strong in (tech, data vis, stats, focus group protocol, etc...)”

Positive general conference

“I think the conference does a good job of trying to provide timely and relevant topics”

Future discussion

“We are still short of defining a holistic culturally appropriate framework. It will not be a one size fits all. Hoping we can have further discussion on the commonalities that help to define and contribute to student success. The Culture of a school, community will be different for all places. But there are bound to be commonalities. Also need to collect longitudinal data for further analysis over time.”

Suggestions for improvement

“Wondering if you invited a local keynote speaker, would more local evaluators (other than Kamehameha or UHM) attend?????”

“I think I'd like to know at the start of the conference the nature of the folks attending...is there a way to describe the mix of the group?”

Too much focus on Hawaiian Affairs?

"If you're Hawaiian or devoted to Hawaiian affairs then it is great. But otherwise the conference offers limited options. Suggest you ll network beyond the current membership or rename the organization to be the Hawaiian Evaluation Association."

Not sure

"Because I only attended the pre-conference, I'm afraid I don't have mana'o to share regarding this."

C. Improving the Value of Membership

Question:

How can we increase the value of an H-PEA membership or better meet your evaluation needs?

Of the 19 comments, most centered around having more educational opportunities outside of the conference (e.g. workshops, materials, and current innovations in evaluation). Suggestions for within the conference improvements were about the keynote speaker and including other speakers from a broader range of professions.

Outside of the conference:

Workshops

"The Qualitative Data session two summers ago was really great. Other input sessions would be good."

"Ask those who provided demonstration whether they can do it again for the Spring workshop."

List of evaluators for organizations

"Providing a list of well qualified evaluators for non-profits and project to draw from as needed."

Within the Conference:

Expand Speakers & Topics

“More speakers from a wide array of professions. More all extended demos and learning ops on evaluation tools.”

“Site visits to hot bed issues across the islands.”

D. Future H-PEA Volunteers

Question:

H-PEA is run by people like you. Please select any area(s) from the list below that you would be willing to help with (Check all that apply).

There were 13 responses to this question with the most frequent areas:

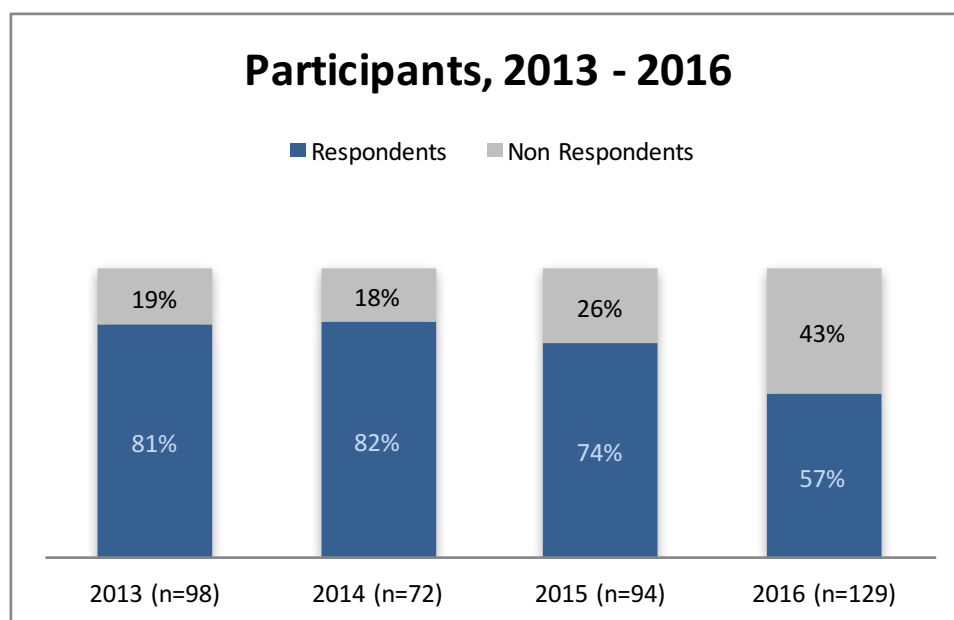
- Serving as proposal reviewer (10)
- Conference planner (7)
- Other events planner/Other (8)

The least frequent were member recruitment (1) and no responses for publicity and website

Key Trends Over Time

Participants

A. Conference Attendance & Survey Response Rate, 2013-2016



Note: N = Adjusted n-size used to exclude n/a category per question

- The number of attendees rose from 94 in 2015 to 129 in 2016.
- Respondents remained about the same with 70 for 2015 and 73 for 2016, this was reflected in the proportion drop from 74% to 57%.
- The length of the survey may have been a factor, as more items were added to identify specific improvement areas.

B. Respondents Roles & Work Settings, 2014-2016

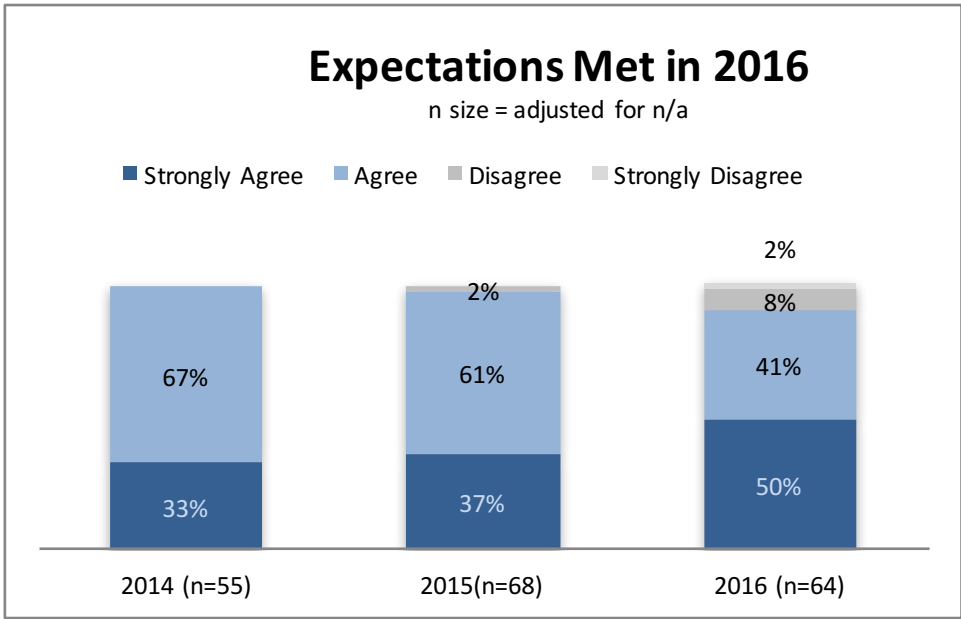
- Evaluator participant role has continued to decline from a high of 53% in 2014 to 36% in 2016.
- Student participant role rose from 19% in 2014 to 36% in 2015, there was a decline of 7% in 2016 (29%).
- Higher education work setting proportion has continued to increase from 44% in 2014 to 55% in 2016.
- All other work settings have slightly fluctuated through the years.

Overall Trends

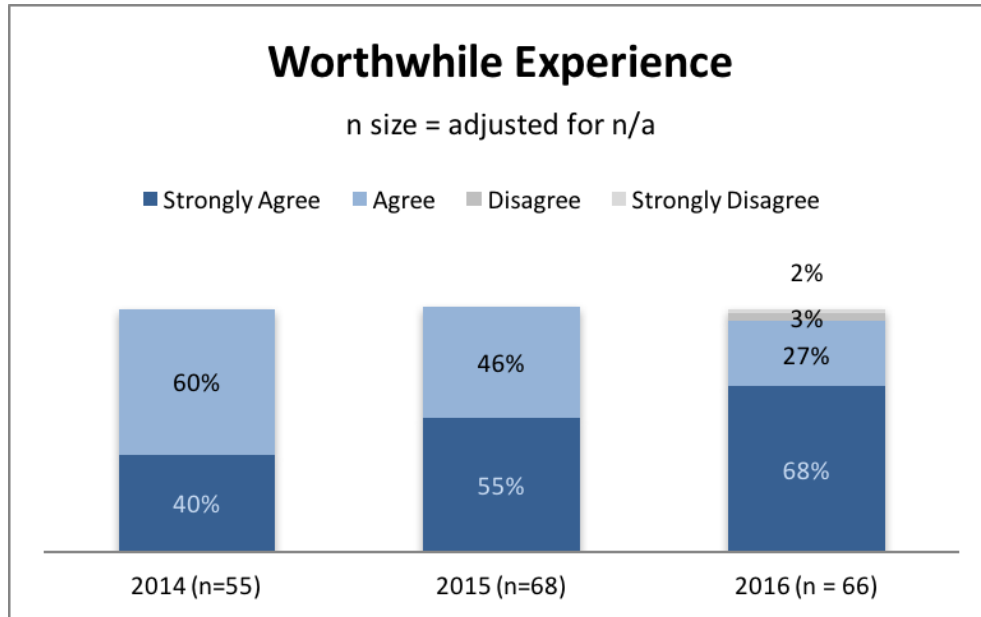
A. Conference Features (2014-2016)

- Venue: Although all or nearly all survey respondents considered the venue as ‘Good’ or ‘Excellent’ in the past three years, respondents who considered it ‘Excellent’ dropped, from 82% in 2014 and 79% in 2015 to 68% in 2016. This change seems to be practically significant.
- Publicity: Conference publicity has increased through the years, in the ‘Good’ category there was a 13% increase from the previous year, 50% in 2015 to 63% in 2016.
- Availability of conference information: Respondents considering availability of conference information as ‘Good’ or ‘Excellent’ has increased from 71% in 2014 and 67% in 2015, to 94% in 2016. There was a significant decrease in the ‘Fair’ category, from 27% in 2015 to 5% in 2016.
- Transportation: ‘Good’ ratings increased 13%, from 40% in 2015 to 53% in 2016. Carpooling options may have contributed to the increase in favorable ratings.

B. Conference Benefits



- There was a 13% increase in ‘Strongly Agree’ responses that expectations for the conference were met, from 37% in 2015 to 50% in 2016.
- There was an increase in disagree and strongly disagree ratings, from 0 in 2014, to 1 in 2015 and 6 in 2016.



- There was a 28% increase in 'Strongly Agree' ratings from 2014 (40%) to 2016 (68%).
- Conference 'worthwhile' has continued to be highly rated with zero disagree and strongly disagree responses in 2014 and 2015 to 3 disagree and strongly disagree responses in 2016.

Recommendations

- General Conference Areas of Improvement
 - Topics: Presentation on different aspects of evaluation was a reoccurring request.
 - Presentation: Sound interference from other rooms was a common area noted for future improvement.
 - Organization: Survey respondents wanted more detailed descriptions in the program, i.e. types of evaluation and populations.
- Conference Events
 - Pre-Conference: Most people did not attend pre-conference workshops, but those who attended had concerns about having hands-on activities and the pace of all the workshops. Consider asking presenters if they needed more time in their sections.
 - Paper Symposium / Presentations: Mixed reviews about whether the topics were useful for their work. Consider having more of a variety of relevant topics.

- Networking: Low attendance to the networking session, although most thought it was at a good time. Qualitative data indicates that the networking session was not useful.
- Poster Session / Ice Cream Social: Good attendance, and networking. Consider making the ice cream social as the networking session, or, providing snacks during the actual networking session, for those who do not stay until the end for the ice cream social.
- Future Conference Formats
 - The panel session was a popular response after demonstrations and paper and symposium presentations.
 - The preferred time for the poster session was closely divided between the end of the day and after lunch.
- Value of Membership
 - The most common request was to provide more educational opportunities outside of the conference.

Appendix A: 2016 H-PEA Survey

2016 H-PEA Conference Evaluation Form

General Participant Information

Thank you for attending the 2016 Hawai'i-Pacific Evaluation Association (H-PEA) Conference and Workshop(s). The purpose of this evaluation is to learn about your experiences at this conference and the workshop(s) that you attended. This evaluation should take about 15 minutes to complete. All responses will be kept confidential and will be aggregated and used to improve next year's event.

1. Which of the following describe(s) you? (Check// that apply.)

- Faculty Program/Project Manager
 Administrator Student
 Evaluator
 Other (please specify)

2. Are you a member of the national American Evaluation Association (AEA)?

- Yes
 No

3. Were you an H-PEA member before registering for this year's Conference?

- Yes
 No

2016 H-PEA Conference Evaluation Form

H-PEA Conferences Attended

1. Which of the following H-PEA conferences have you attended? (Check all that apply)

- | | | |
|-------------------------------|-------------------------------|-----------------------------------|
| <input type="checkbox"/> 2006 | <input type="checkbox"/> 2010 | <input type="checkbox"/> 2014 |
| <input type="checkbox"/> 2007 | <input type="checkbox"/> 2011 | <input type="checkbox"/> 2015 |
| <input type="checkbox"/> 2008 | <input type="checkbox"/> 2012 | <input type="checkbox"/> 2016 |
| <input type="checkbox"/> 2009 | <input type="checkbox"/> 2013 | <input type="checkbox"/> Not sure |

2016 H-PEA Conference Evaluation Form

Work Setting & Evaluation Interests

1. Which of the following best describes your work setting?

- | | |
|--|---|
| <input type="radio"/> Higher education | <input type="radio"/> Non-profit organization |
| <input type="radio"/> K-12 School system | <input type="radio"/> For-profit organization |
| <input type="radio"/> Government agency | <input type="radio"/> Consultant |
| <input type="radio"/> Other (please specify) | |

2. Please select your field(s) of interest in evaluation. (Check all that apply.)

- | | |
|---|--|
| <input type="checkbox"/> Adult Education | <input type="checkbox"/> Environmental Management |
| <input type="checkbox"/> Higher Education | <input type="checkbox"/> Arts & Culture |
| <input type="checkbox"/> Elementary/Secondary Education | <input type="checkbox"/> Community Development |
| <input type="checkbox"/> Early Childhood Education | <input type="checkbox"/> International Development |
| <input type="checkbox"/> Special Education | <input type="checkbox"/> Business & Industry |
| <input type="checkbox"/> Health | <input type="checkbox"/> Emergency Management |
| <input type="checkbox"/> Social Services | |
| <input type="checkbox"/> Other (please specify) | |

2016 H-PEA Conference Evaluation Form

General Conference Evaluation

1. Please rate the following features of this H-PEA conference.

	Poor	Fair	Good	Excellent	N/A
Conference publicity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Timely announcement of the conference	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Online registration	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Availability of conference information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Procedure for submitting proposals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Facility where the conference was held	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Transportation options to conference	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of food provided	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

To help us improve future H-PEA conferences, please provide any comments you have about this conference features, including any justifications for your ratings above:

2016 H-PEA Conference Evaluation Form

General Conference Evaluation (cont.)

1. Please rate the extent to which you agree or disagree with the following statements.

	Strongly disagree	Disagree	Agree	Strongly agree	N/A
The topics were important and timely.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The length of time for each event on the schedule was adequate.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I learned something new and valuable at the conference.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I found new contacts and opportunities for future collaboration.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The conference met my expectations.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overall, attending the conference was a worthwhile experience.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

To help us improve future H-PEA conferences, please provide any comments you have about the conference features, including any justifications for your ratings above:

2016 H-PEA Conference Evaluation Form

Pre-Conference Only

*** 1. Did you only attend the pre-conference workshops?**

- Yes, I only attended the pre-conference workshops on Thursday.
- No, I also attended the conference on Friday.

2016 H-PEA Conference Evaluation Form

Conference Events: Keynote

*** 1. Did you attend the keynote speech by Stephanie Evergreen?**

- Yes
- No

2016 H-PEA Conference Evaluation Form

Conference Events: Keynote

1. Please rate the extent to which you agree or disagree with the following statements.

	Strongly disagree	Disagree	Agree	Strongly agree
The keynote speech topic was relevant to the field.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The keynote speech topic was useful to my work.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The keynote speaker was well-prepared.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The keynote speaker was knowledgeable of the subject matter.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

To help us improve future H-PEA conferences, please provide additional comments you may have about this year's keynote speech, including any justifications for your ratings above:

2016 H-PEA Conference Evaluation Form

Conference Events: Roundtables

* 1. Did you attend any roundtable presentations?

- Yes
 No

2016 H-PEA Conference Evaluation Form

Conference Events: Roundtables

1. Which one(s) did you attend? (Check all that apply)

- Evaluating the Nā Hopena A’o (HĀ) Program: How Can HĀ be Evaluated Using a Culturally Responsive Framework?
- Ma Ka Hana Ka ‘Ike: An Approach to Evaluation Capacity Building
- Foreign Language Writing Skill Evaluation: Best Approach to Rubric Design
- Challenges and Solutions for Evaluator's working for the House of Slytherin: Conducting Ethical Evaluation in Profit Driven Settings
- Mo’olelo Mana: Appropriate Post-Evaluation Using Digital Storytelling to Capture Indigenous Student Experience
- Toward a Hawaiian-Culture-Based Evaluation Metaphor
- Evaluation of anti-stigma psychoeducational program in Kenya
- Using Photovoice in Participatory Evaluation

2. Please rate the extent to which you agree or disagree with the following statements.

	Strongly disagree	Disagree	Agree	Strongly agree
The roundtable presentation topics were relevant to the field.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The roundtable presentation topics were useful to my work.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The roundtable presenters were well-prepared.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The roundtable presenters were knowledgeable of the subject matter.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

To help us improve future H-PEA conferences, please provide additional comments you may have about this year's roundtable presentations, including any justifications for your ratings above:

2016 H-PEA Conference Evaluation Form

Conference Events: Paper and Symposium Presentations

*** 1. Did you attend any paper or symposium presentations?**

- Yes
- No

2016 H-PEA Conference Evaluation Form

Conference Events: Paper and Symposium Presentations

1. Which paper or symposium presentation(s) did you attend? (Check all that apply)

- Programmatic Actions Upon Assessment Results: A Case Study of Breadth and Depth in Higher Education [paper]
- Evaluation of Pono Choices-Randomized Controlled Trial of a Culturally Responsive Sexual Health Curriculum for Middle School Youth in Hawai'i [paper]
- Indigenous Evaluation Frameworks: A Systematic Literature Review [paper]
- A Culturally-Responsive and Stakeholder-Based Approach to Evaluating a Hawaiian Culture-Based Educational Resource for Early Childhood [paper]
- Lessons for Evaluators from the Kauai Pesticide Joint Fact Finding Study Group [symposium]
- The Importance of Culture in Assessment: Developing Culturally Responsive Assessments in Hawaiian Focused Charter Schools [symposium]

2. Please rate the extent to which you agree or disagree with the following statements.

	Strongly disagree	Disagree	Agree	Strongly agree
The paper/symposium presentation topics were relevant to the field.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The paper/symposium presentation topics were useful to my work.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The paper/symposium presenters were well-prepared.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The paper/symposium presenters were knowledgeable of the subject matter.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

To help us improve future H-PEA conferences, please provide any comments you have about this year's paper presentations, including any justifications for your ratings above:

2016 H-PEA Conference Evaluation Form

Conference Events: Demonstrations

*** 1. Did you attend any demonstrations?**

- Yes
- No

2016 H-PEA Conference Evaluation Form

Conference Events: Demonstrations

1. Which demonstration(s) did you attend? (Check all that apply)

- Mobile Data Collection Tools for Evaluation Projects
- Using Photovoice in Program Evaluation
- Dataproofer: Spellcheck for Quantitative Data
- When it works for some: How to use statistical methodologies to help identify moderators of program effects

2. Please rate the extent to which you agree or disagree with the following statements.

	Strongly disagree	Disagree	Agree	Strongly agree
The demonstration topics were relevant to the field.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The demonstration topics were useful to my work.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The demonstration presenters were well-prepared.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The demonstration presenters were knowledgeable of the subject matter.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

To help us improve future H-PEA conferences, please provide any comments you have about this year's demonstrations, including any justifications for your ratings above:

2016 H-PEA Conference Evaluation Form

Conference Events: Networking Session

*** 1. Did you attend the networking session?**

- Yes
- No

2016 H-PEA Conference Evaluation Form

Conference Events: Networking Session

1. Please rate the extent to which you agree or disagree with the following statements.

	Strongly disagree	Disagree	Agree	Strongly agree
The networking session was a positive addition to the conference.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The networking session was held at a convenient time.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The networking session was a worthwhile event.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would attend the networking session next year.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

To help us improve future H-PEA conferences, please provide any comments you have about this year's networking session, including suggestions for topics any justifications for your ratings above:

2016 H-PEA Conference Evaluation Form

Conference Events: Poster and Ice Cream Social

*** 1. Did you attend the poster and ice cream social?**

- Yes
- No

2016 H-PEA Conference Evaluation Form

Conference Events: Poster and Ice Cream Social

1. Why didn't you attend the poster and ice cream social? (Check all that apply)

- The time conflicted with my schedule
- I was not interested in the event.
- I did not know about the event.

Other (please specify)

2016 H-PEA Conference Evaluation Form

Conference Events: Poster and Ice Cream Social

1. Please rate the extent to which you agree or disagree with the following statements.

	Strongly disagree	Disagree	Agree	Strongly agree
The poster and ice cream social was a positive addition to the conference.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The poster and ice cream social provided opportunity for networking.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The poster and ice cream social was held at a convenient time.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The poster and ice cream social was a worthwhile event.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would attend this event next year.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

To help us improve future H-PEA conferences, please provide any comments you have about the poster and ice cream social, including any justifications for your ratings above:

2016 H-PEA Conference Evaluation Form

Pre-Conference Workshops

*** 1. Please indicate which pre-conference workshop you attended, if any.**

- Presenting Data Effectively by Stephanie Evergreen (all day)
- Using a Validity Argument to Plan Better Surveys by George Harrison (morning)
- Focus Groups 101: Reading Between the Numbers by Marissa Vasquez Urias and Ana Bravo (afternoon)
- Both Using a Validity Argument to Plan Better Surveys (morning) and Focus Groups 101: Reading Between the Numbers (afternoon)
- Did not attend a pre-conference workshop

2016 H-PEA Conference Evaluation Form

Non-attendance at Conference Workshops

1. Which of the following reasons were associated with your nonattendance at this year's pre-conference workshops? (Check *all* that apply.)

- Schedule conflict
- Too busy
- Ill that day
- Topics were not appealing
- Speakers were not appealing
- Paying for registration was an issue
- Lack of institutional funding to support my attendance
- Location
- No longer engaged in evaluation work
- Other (please specify)

2016 H-PEA Conference Evaluation Form

Presenting Data Effectively

This workshop was presented by Stephanie Evergreen on Thursday, September 8, 2016, from 9:00 am - 4:00 pm.

1. Please rate the following features of the workshop, Presenting Data Effectively.

	Poor	Fair	Good	Excellent
Pace of the workshop	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Organization of the workshop	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hands-on activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Presenter's knowledge of the topic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of the information and content presented	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Usefulness of the information presented	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please provide any comments you may have about this workshop (most and least valuable aspects), including any justifications you may have for your ratings:

2016 H-PEA Conference Evaluation Form

Validity Argument (morning session) and Focus Groups 101 (afternoon session)

Evaluate the pre-conference workshops that you attended on Thursday, September 8, 2016 by George Harrison from 9:00-12:00pm (morning session) and Marissa Vasquez Urias and Ana Bravo from 1:00-4:00pm (afternoon session).

1. Please rate the following features of the workshop, Using a Validity Argument to Plan Better Surveys by George Harrison (morning)

	Poor	Fair	Good	Excellent
Pace of the workshop	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Organization of the workshop	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hands-on activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Presenters' knowledge of the topic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of the information and content presented	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Usefulness of the information presented	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please provide any comments you may have about this workshop (most and least valuable aspects), including any justifications you may have for your ratings:

2. Please rate the following features of the workshop, Focus Groups 101: Reading Between the Numbers by Marissa Vasquez Urias and Ana Bravo (afternoon)

	Poor	Fair	Good	Excellent
Pace of the workshop	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Organization of the workshop	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hands-on activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Presenters' knowledge of the topic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of the information and content presented	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Usefulness of the information presented	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please provide any comments you may have about this workshop (most and least valuable aspects), including any justifications you may have for your ratings:

2016 H-PEA Conference Evaluation Form

Looking Forward

1. Please provide feedback on ways H-PEA can improve its annual conference, including how we can expand the reach of the conference.

2. Which conference format features would you like to see at future conferences? (Check all that apply)

- Panel session
- Poster session after lunch
- Poster session at the end of the day
- Separate networking session
- Roundtable sessions
- Demonstrations
- Paper and Symposium Presentations

To help us improve future H-PEA conferences, please provide any comments you have about the conference format:

2016 H-PEA Conference Evaluation Form

Looking Forward

1. Please provide feedback on the responsiveness of the annual conference to the ethical, cultural and community-based evaluation needs of our workforce in Hawaii, including suggestions for improvement, if applicable.

2016 H-PEA Conference Evaluation Form

Looking Forward

1. How can we increase the value of an H-PEA membership or better meet your evaluation needs?

2. H-PEA is run by people like you. Please select any area(s) from the list below that you would be willing to help with (Check *all* that apply).

- Conference planning
- Serving as a proposal reviewer
- Member recruitment
- Publicity
- Website
- Other events planning

Other:

3. If you selected that you are willing to help, please provide your contact information below. (Your contact information will be stored separately from your survey responses and kept confidential.)

Name:

Day phone number:

Email address:

2016 H-PEA Conference Evaluation Form

End of Conference Evaluation

If you are finished, click "done" to submit and exit the survey.

MAHALO for your time and participation!

Appendix B: Changes in the 2016 H-PEA Survey

Action	#	Question	Answer options	Rationale
Add after Q8		Did you only attend the pre-conference workshops?	Yes/No	some attendees only attend the first day.
			if yes, skip to Question 22	
No change	11	Did you attend any roundtable presentations?		We thought the changes to this section were a way to address the question about format since this would give a sense of who attends which sessions. Each time slot offers a choice between different kinds so a pattern might emerge where papers or demos are preferred over symposiums.
If yes add	11a	Which ones?	List names of all roundtables	
No change	13	Did you attend any paper or symposium presentations?		
If yes add	13a	Which ones?	List names of all papers and symposiums	
No change	15	Did you attend any demonstrations?		
If yes add	15a	Which ones?	List names of all demonstrations	
Change question	17	Did you attend the networking session?	Yes/No	poster session is same time as ice cream social; networking session is a choice
Change answers	18	Please rate the extent to which you agree or disagree with the following statements.	The networking session was a positive addition to the conference.	there wasn't a networking session in 2015; these answer choices seemed to be a good fit to address: a) if they found it valuable; b) suggestions for topics; c) suggestions to improve
			The networking session was held at a convenient time.	
			The networking session was a worthwhile event.	
			I would attend the networking session next year.	
			To help us improve future H-PEA conferences, please provide any comments you have about the networking session, including suggestions for topics and any justifications for your ratings above:	
Change question	19	Did you attend the poster and ice cream social?	Yes/No	poster session is the same time as the ice cream social
Change question	20	Why didn't you attend the poster and ice cream social? (Check all that apply)		
Change answers	21	Please rate the extent to which you agree or disagree with the following statements.	The poster and ice cream social was a positive addition to the conference.	
			The poster and ice cream social provided opportunity for networking.	
			The poster and ice cream social was held at a convenient time.	

			The poster and ice cream social was a worthwhile event.	
			I would attend this event next year.	
			To help us improve future H-PEA conferences, please provide any comments you have about the poster and ice cream social, including any justifications for your ratings above:	
Change question	22	Did you attend any of the pre-conference workshops held on Thursday, September 8, 2016?	Yes/No	correct the date
			if no then skip to question 29	
Change q & a	23	Please indicate which pre-conference workshop(s) you attended on Thursday, September 8, 2016?	Presenting Data Effectively by Stephanie Evergreen (full day)	correct the date; use 2016 pre-conference info
			Using a Validity Argument to Plan Better Surveys by George Harrison (morning)	
			Focus Groups 101: Reading Between the Numbers by Marissa Vasquez Urias and Ana Bravo (afternoon)	
Change question	24	Please rate the following features of the workshop: Presenting Data Effectively		
Change question	25	Please rate the following features of the workshop: Using a Validity Argument to Plan Better Surveys		
Change question	26	Please rate the following features of the workshop: Focus Groups 101: Reading Between the Numbers		
Remove question	27	<i>Please rate the following features of the workshop ...</i>		only three workshop options in 2016
Remove question	28	<i>Please rate the following features of the workshop ...</i>		
Change question	29	Which of the following reasons were associated with your nonattendance at this year's pre-conference workshop(s) on September 8? (Check all that apply.)		correct the date
Remove question	30	<i>Do you plan to attend the H-PEA 2016 conference?</i>		Only one no response and that was because the person was moving. If an attendee is really unhappy with the conference then they have the opportunity to write specifics in 33 and 34
Remove question	31	<i>Please indicate your reasons for not attending next years conference (select all that apply).</i>		

Remove question	32	<i>Please pick from the following that best describe your reason.</i>		
Add question after 34		Please provide feedback on the responsiveness of the annual conference to the ethical, cultural and community-based evaluation needs of our workforce in Hawaii, including suggestions for improvement, if applicable.		A noticeable number of comments in 2015 referred to cultural relevance or cultural responsiveness. This may be because the 2015 conference theme was the local context
Add question after 34		Which aspects of the conference schedule do you value (Check all that apply.)	Panel session	
			Poster session after lunch	
			Poster session at the end of the day	
			Separate networking session	
			Roundtable sessions	
			Demonstrations	

Appendix C: Qualitative Data

GENERAL CONFERENCE COMMENTS

Conference Features

N=70 ; n=16

<p>Venue</p> <p>1) Venue is great, relaxing and convenient. 2) I love the venue. One of the most well-organized conference I've ever attended. 3) Koolau ballrooms is a great location, but this year the room configuration was a bit weird (e.g., the sound barriers were not very pretty and the small open room at the end of the ballroom was loud). 4) It would be helpful for the smaller sessions if the noise from adjoining rooms could be blocked/reduced--sometimes the cross-room noise made it difficult to hear speakers/presenters.</p>
<p>Food</p> <p>1) Minor thing: Lunch during pre-conference carb/gluten-heavy. My fault for not stating my dietary restrictions and preferences ahead of time. 2) Food quality was great, wish there was more quantity, since it was a buffet 3) I don't remember being asked about dietary requirements (I may have missed it) and I didn't see any wheat-free alternatives provided at the Thursday workshop (again I may have missed it) so I had to make it through the day on snacks I'd brought myself. The conference venue is lovely. 4) Please have more meat options besides fish 5) The bread pudding was dearly missed this year. 6) Heard several participants commenting that they wish the lunch dishes were labeled.</p>
<p>Publicity</p> <p>1) I wish there was a way we could get the word out about the conference to many different sectors. But every year I feel that this is improving! 2) Very timely and complete info. Great venue. Didn't care for the lunch on Thursday--too many carbs. Friday's was great. Mahalo!</p>
<p>Organization</p> <p>1) Would appreciate more detailed information about session topics (in addition to title, speakers). It was difficult to choose among concurrent sessions. Roundtable attendance varied -- would have preferred more panel presentations. 2) Wish there had been more detail explaining the content of each session, or even the category of the evaluation (e.g., indigenous/culture-based evaluation, policy evaluation), so we could have made more informed choices about which presentations to attend. 3) Consider not using PayPal for the online registration. Consider providing abstracts for the different presentations/ roundtables so that the participants can know what to expect.</p>
<p>Speaker</p> <p>I enjoyed the keynote Stephanie and her workshop. Please continue to bring in great speakers.</p>

Overall Conference Features

N=69 ; n=21

<p>Roundtable</p> <p>1) It was a little distracting and hard to hear the roundtable discussion because we were all in one large room. Would it be possible to have one roundtable per small room? 2) Many of the topics did not appeal to me. For roundtables, it would be nice to know the affiliations of the people presenting. I did not find this in the information. 3) For me, some of the roundtable discussions/small group presentations seemed too specific to suit my needs as more of a generalist. The sessions I find most useful are ones with practical information or skills that can be applied across target populations/focus areas.</p>
<p>Keynote</p> <p>1) Stephanie Evergreen was excellent.</p>

<p>2) I thought the keynote was the best part of the conference. Unfortunately, there are some presentations that were hard to follow because of the poor presentation style and PPT (or display of information).</p> <p>3) The only expectation not met was the quality of the keynote speaker's presentation. I thought it lacked in substance and depth and was delivered with a tone and style that wasn't appropriate for us.</p>
<p>Network</p> <p>Networking time was important. We don't get to see everyone that we need to talk with. Great to have more University Of Hawaii representation as well.</p>
<p>Schedule</p> <p>1) Wish there was more time to see more sessions, but I understand the limitations of a one-day conference</p> <p>2) Ending at 5 was a little late, especially for parents needing to pick up children after school.</p> <p>3) The schedule was a little 'thin'</p>
<p>Topics</p> <p>1) My choice of sessions and my own failure to network is on me not the conference. However, there was a great deal of Hawaiian content sessions that replicated each other and workshops in past years. But I noticed most of the participants seem to be affiliated with Hawaiian entities, so again, is my issue not the conference's. Alternatives to Hawaiian content were tech sessions that I did not need. But, I will not register next year before seeing the program and will not encourage others to do so without such a look themselves.</p> <p>2) This year was the best so far! The topics including data vis, new technology, stats. method and the workshops were very practical and had real world application.</p> <p>3) More sessions next time please.</p> <p>4) Wish there had been a larger variety of presentations about different aspects of evaluation.</p> <p>5) It was my first time attending. I was most interested in the data viz workshop.</p>
<p>Attendance</p> <p>1) As a first time attendee, the conference actually exceeded my expectations!</p> <p>2) This was the best H-PEA conference I've attended so far.</p> <p>3) I only attended the pre-conference workshop. It was excellent!</p> <p>4) Did not attend conference; only attended pre-conference.</p>
<p>Miscellaneous</p> <p>1) Font on name tags needs to be bigger. Small print is too hard to read. At least make first names bigger.</p> <p>2) I think having "Yes" and "No" options here are enough for this question.</p>

CONFERENCE EVENTS

Keynote

N=50 ; n=11

<p>Positive Comments:</p> <ol style="list-style-type: none"> 1) great keynote. 2) Perfect! 3) I thoroughly enjoyed the keynote speaker. I wish it was possible to obtain a copy of her presentation slides. 4) The best keynote speaker I've seen at this conference 5) Fantastic - got great ideas!
<p>Negative Comments:</p> <ol style="list-style-type: none"> 1) For those of us who attended the Thursday session the Keynote was redundant 2) She was knowledgeable but what she said sounded a bit condescending and there was bragging about the money she makes at it. Her insisting "visual" is everything might be offensive to sight- impaired persons and her examples didn't seem that valid at times. I didn't

<p>always understand what it was she was criticizing because she didn't say exactly. Her tone was "snarky, someone said and I agreed. The ideas for "scratch off" and "fortune cookies" with data in them sounded pretty bizarre to me. There was more and then it ended pretty abruptly and I wondered what I had learned. I did like (and did know about already) the CDC color coded data pages. I see good data visualization by health organizations in reports so I did know about those and some similar ones she showed like the US map (seen this in political polls results recently)</p> <p>3) The speaker made me really self-conscious about my own powerpoint presentation later in the day.</p>
<p>Future Recommendations:</p> <p>1) I wish Stephanie had been given more time to present and share her knowledge with the group.</p> <p>2) I wish that I could buy those books right there and then at the conference. It would be nice to have Stephanie sign my book.</p> <p>3) Can we get a copy of her presentation?</p>

Roundtable

N=33 ; n=8

<p>Positive Comments:</p> <p>1) It was helpful to have two different roundtable sessions to choose from</p> <p>2) Too many interesting presentations to choose from!</p>
<p>Negative Comments:</p> <p>1) It was sometimes hard to hear with multiple roundtables going on in the same room, sometimes just feet away from each other. Discussion wasn't great, although I'm not exactly sure why. Maybe because of the lack of time, but probably also because discussion questions and audience engagement weren't so great. Both sessions ended up being a lot like a lecture.</p> <p>2) After attending, I would have chosen differently.</p> <p>3) I didn't fully understand the purpose of the roundtable. One of the roundtables was more interactive than the other and it included information from the presenters. The other roundtable seemed like a student getting information to help with her proposal.</p> <p>4) I think this topic was a little difficult to address in a round table. Not so much a discussion as a presentation on HA. MCREL did not seem ready to lead a discussion.</p>
<p>Future Recommendations:</p> <p>1) Split up into smaller rooms. It was sometimes difficult to hear the roundtable discussion</p> <p>2) These questions are not relevant if one attended 3 roundtables and one presenter was not good. You would want to know which one...wouldn't you?</p>

Paper or Symposium Presentation

N=40 ; n=9

<p>Positive Comments:</p> <p>1) I wanted to attend more.</p> <p>2) Pono Choices was really interesting.</p> <p>3) Good. I felt more comfortable attending these because I didn't think I'd have much to offer to some of the roundtables, where you're expected to provide your knowledge. My guess: some of the roundtables might have been better as presentations because information is</p>
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<p>being presented and those sitting at the tables go there to learn but maybe themselves don't have that much to offer except questions.</p>
<p>Negative / Other Comments:</p> <ol style="list-style-type: none"> 1) I only went to this because the others at the same time were not very relevant to me. 2) The presenters weren't ready to discuss the lessons learned from the fact finding process, which I thought was the whole point of the presentation. 3) I attended this session because it was the only presentation in this time slot - it was interesting but a little hard for someone not involved in education to appreciate
<p>Future Recommendations:</p> <ol style="list-style-type: none"> 1) I think these questions should maybe be separated, as I would rate the two symposiums I attended very differently from each other. The Fact Finding Study group was very interesting and different than our usual subjects, which was great. The Charter School Assessment development work was still difficult for me to understand (as it has been in the past), perhaps if they were asked to limit to one or two presenter it might have been a little easier? 2) I would separate these scales by session attended for a more accurate reflection on these sessions. 3) The topic was interesting and highly relevant but the presenters stopped short of offering lessons learned which would have been there most relevant contribution to the conference.

Demonstrations

N=35 ; n=6

<p>Positive Comments:</p> <ol style="list-style-type: none"> 1) Anna Smith's PhotoVoice demonstration was AMAZING. Please have her back to present. 2) Great. More like this please! Perhaps with even more detail on how to perform the analysis. 3) Both demos I attended were fantastic. Great presentations with useful tools and enough information to get a sense of how it works and how I can use it in my own work. Really great.
<p>Negative Comments:</p> <ol style="list-style-type: none"> 1) I thought this presentation was too basic. Also it was hard to hear the presenter because she didn't have a mic and the room next door was loud.
<p>Future Recommendations:</p> <ol style="list-style-type: none"> 1) The presenter had a hard time connecting to the server. Could the site provide a direct connection to the internet for web demonstrations? 2) Hard to answer the combined questions when the presentations were very different! The photovoice session was good but perhaps suited to a shorter timeslot I think it would be useful to more clearly define 'demonstration sessions' - should they be a mini training course ie a hands on 'how to'? Or a 'case study' of applying a new technique? Or just a lecture on the topic? Hard to know what to expect (or how to meet expectations) and different presenters had very different takes

Networking Session

N=17 ; n=4

<p>Positive Comments:</p> <ol style="list-style-type: none"> 1) Critical and necessary.
<p>Future Recommendations:</p> <ol style="list-style-type: none"> 1) Have the networking topics on the conference schedule handout so that people can see the topics. Most people at my table are all from the same department and the conversation is not

very diverse. I wish there are a list of questions on the table that we can use to guide our conversation.

- 2) Not very many people attended and conversation felt forced. Maybe combine the networking session with the Ice Cream social? Then people can sit and eat with people who have similar interests - or not
- 3) There was no structure. There should be one facilitator designated with some talking points per table.

Poster and Ice Cream Social

N=59 ; n=12

<p>Positive Comments:</p> <ol style="list-style-type: none"> 1) There weren't many people at the event in comparison to before lunch, but it was still worthwhile 2) It was an enjoyable event, but attendance seemed lower than previous years, so less opportunity to network. 3) If I attend the conference I will attend this event. 4) The ice cream is so so good! It's a great opportunity to catch up with people that you didn't have time to talk to. 5) Have to expect that some people will leave before it but most people stay and it's worthwhile. Lunch is also the good time for conversations and networking, thank you. 6) The ice cream social was a lot of fun and having the poster session in that open window area this year was great. A really good space for that social event .
<p>Other Comments:</p> <ol style="list-style-type: none"> 1) Had another meeting to go to. Really wanted to come... 2) I was surprised there wasn't any kind of brief speeches or thank yous to the organizers in this session 3) I believe the posters did not get as much recognition as they could have gotten if they had been during the day. I did not make it to all the posters and got caught up in chatting over ice cream
<p>Future Recommendations:</p> <ol style="list-style-type: none"> 1) I thought the event was a good idea, but very few people stayed because it was at the end of the day on a Friday. I think the poster session should be mid-day. For those of us presenting posters, they had us pack up and leave 20 minutes early because there was literally no one left to talk to. 2) The new room was beautiful, but I liked before when the posters were able to be viewed throughout the entire conference in the ballroom. 3) I wish the event was facilitated or involved an exercise or a way to encourage discussion between people who do not already know one another

PRE-CONFERENCE WORKSHOPS

Non-Attendance at Pre-Conference

N=33 ; n=6

<p>Sold Out</p> <ol style="list-style-type: none"> 1) pre-conference was sold out 2) Stephanie Evergreen's pre-conference workshop was sold out by the time I tried to register :(3) Stephanie's workshop was full by the time I tried to register!
<p>Other:</p> <ol style="list-style-type: none"> 1) no student scholarship. Also, just the fact that it took time

- 2) was scheduled to attend but had to attend last minute mandatory meeting at work
- 3) I was one of the presenters--so, strictly speaking I did attend; I just don't think it'd be appropriate to rate my own.

Presenting Data Effectively

N=26 ; n=10

Positive Comments:

- 1) Stephanie Evergreen's workshop was the most practical and useful event I've attended through H-PEA. It was a great introduction to data visualization, although more step-by-step tutorials would have been helpful, had time allowed.
- 2) This was one of the most useful, practical workshops I've attended in a long time. I found Stephanie's suggestions to be highly relevant to our work, and appreciated how she broke things down with concrete examples and a mix of large and small group activities.
- 3) Stephanie was one of the best presenters you've had in years.
- 4) Great workshop. The presenter is very knowledgeable in this topic.
- 5) I will use this information.

Other Comments:

- 1) Very practical stuff. I wish that she told us that she wouldn't share the powerPoint at the beginning so that I can take pictures of examples useful for me.
- 2) I have both books, and regularly read her blog so the workshop provided very little new information (in fact I think I had seen nearly all the slides and examples before) However, I still found it an interesting and useful day, and appreciate this was brand new for a lot of people.
- 3) No hands on

Future Recommendations:

- 1) Having handout in correct order would have been less confusing. Would have liked written references for people/websites/references she talked about. would have liked another half day, at least.
- 2) It was great, but a little too long. Maybe end at 3 instead of 4.

Using a Validity Argument to Plan Better Surveys

N=11 ; n=2

I enjoyed the workshop, but thought it was a bit too academic and wished there was more time for the practice activity using the Toulman Model.

Great topic, a little too much time on the explanation of a validity argument and could have spent more on framework and how to gather evidence to test assumptions. Overall one of the best workshops in years!

Focus Groups 101: Reading Between the Numbers

N=7 ; n=3

The presenters lost track of time and didn't get to finish their presentation. I was particularly interested in what we were talking about at the end of the workshop and was disappointed that they ran out of time.

While there were more opportunities for hands-on activities in this session, they were not fully implemented due to time constraints. Thus, I don't believe there was effective time management. There were some slides that could have either been eliminated or combined into a streamlined slide. Otherwise, I felt there were many useful take-aways.

Again a great topic, just too much time spent up front on the theory part. But still every useful!

OPEN-ENDED QUESTIONS

Improvements

N=26

Publicity/ outreach

- 1) Invite the CREA Hawaii group under the Consuelo Foundation.
- 2) Use of social media
- 3) Some of my colleagues would have benefited greatly from the data visualization workshop, but I assume that since they do not associate themselves as evaluators, they were reluctant to register. I'm not sure if it is H-PEA's goal to expand reach to non-evaluators. If so, pre-conference workshops on interdisciplinary topics such as data visualization may be marketed to different audiences.
- 4) Send email and hardcopy flyers to folks that had attended previously. For example, more DOE folks used to attend.
- 5) Is H-PEA active on social media? This might be a good way to expand reach. I feel like I only heard/saw about the conference via email, because I was a previous attendee. It may be helpful to also think about expanding the target audience. For example, learning specialists and program staff would also benefit from generalized sessions on key evaluation concepts. Relatedly, it may be helpful to think about having two tracks of offerings for the conference--presentations/posters, etc. for evaluators with significant or specific experience, and presentations/posters, etc. for generalists and folks who are just getting their feet wet with evaluation concepts.
- 6) Outreach via social media such as Facebook and Twitter. Develop a newsletter. Collaborate and partner with other related organizations, Hawai'i university/colleges, and professors/staff who conduct evaluation.
- 7) It appears that the "reach" is being done through members and faculty and staff at educational institutions and non-profit organizations. So I'm not sure how to expand it. Could evaluators suggest participation by their clients who might want to learn more about evaluation by attending? Overall, I like the approach, format and style of the conference. Nancy

Information

- 1) I would have liked a list of attendees & speakers and contact information so I can follow up on discussions during the day.
- 2) I don't really like roundtables on topics that I know nothing about.
- 3) Provide more information on the conference agenda for each of the presentations/roundtables/posters

Submitting a Proposal (one comment)

1. Have abstracts on the schedule
2. List the networking discussion topics on the schedule handout
3. Share the entire proposal submission with the reviewers, not just the abstract.
4. Get rid of "Comments to the conference chair" on the reviewer feedback form. Does the chair actually read the comments? Make the "Comments to the presenter" as the first comment box at least.
5. When people register, ask whether they can provide rides to participants. Set aside a transportation committee chair to coordinate car pooling.
6. Solicit testimonies from various organizations: government, k-12, higher ed, non-profit, individual contractor, for-profit on how useful it is to attend the conference. Use the testimonies in publicizing and recruiting new members. A lot of the stuff is not just useful for evaluators, it is useful for everyone.
7. It would be good to have a designated time for roundtable sessions or have it at the same time as the networking session. We always have round table sessions that have no attendance. We need to think about this format more. For example, we can tell the presenters to present for 15 minutes and

<p>receive feedback for 15 minutes. Then at the 30 minute mark, a coordinator can signal the end of first round and encourage folks to switch to another table.</p>
<p>Timely Topics</p> <ol style="list-style-type: none"> 1) More about evaluation of social services 2) This year was great in topics presented, very educational and practical! Best conference so far! 3) It would be great to have more sessions next year.
<p>Adequate Time</p> <ol style="list-style-type: none"> 1) Sometimes it's difficult to decide which pre-conference workshop to select or may want to attend both. Suggest you consider a 3rd day and rotate the presenters? I know that would be costly, but it's a thought. Time for roundtable discussions seemed too short. 2) Possibly more time
<p>Networking</p> <ol style="list-style-type: none"> 1) Would have liked to get to know others better. Suggest activity/situation where folks would be forced to sit with people they don't know and interact. 2) The networking session was in a weird location (in small room off to the side) and attracted few people. Having it in more of a main room, or providing more structure, might help in the future.
<p>Worthwhile</p> <p>Conference was well-planned and comfortable.</p>
<p>Keynote</p> <p>The keynote speaker was a disappointment. I learned very little except about her amazing ability to earn money and how to present information using sarcastic humor. I hear she was great during the workshops, but she seems to treat the keynote kuleana as a throw away. I did not attend demos this year, but I have in the past and enjoyed them very much. Too many roundtable sessions. There were roundtable topics I think would have been much better presentations. The panel session did not have divergent voices, so I'm not sure what the point of it was.</p>
<p>Presenters</p> <ol style="list-style-type: none"> 1) Ask presenters to limit the amount of paper they pass around. A one-page would be sufficient. 2) Presentors should also review tips on how to effectively present (Stephanie Evergreen dos and dont's) 3) Ask presenters to limit the amount of paper they pass around. A one-page would be sufficient. Presentors should also review tips on how to effectively present (Stephanie Evergreen dos and dont's) 4) Suggest having some dedicated volunteers to ensure presenters are set up and have tech assistance as needed, possibly including being acknowledged on arrival and shown where they will be presenting. Compared to other conferences I have presented at, I was really surprised at the lack of support and appreciation for presenters at HPEA.
<p>Scholarships</p> <p>I have really enjoyed this conference the past two years. I deeply appreciate the availability of scholarships for students. A lot of us are on a shoestring budget, and having the scholarship really does make a big difference.</p>
<p>Fact Finding session</p> <p>I attended the joint fact finding discussion with Peter Adler and Keith (?) moderated by Karen Umemoto and found it very interesting. I did not see this listed as something for me to evaluate in this survey. I found the discussion timely and pertinent to evaluation.</p>

Future Formats

N=56 ; n=5

Pleasantly surprised at the number of people who stayed Friday afternoon. Ice cream alone is not enough of a draw on a Friday afternoon. Consider having guest speaker do a breakout at end of day along with other sessions that would be of high interest and have poster session earlier in day.

name a place for people to gather after the conference for dinner or something? maybe that wouldn't work idk
Start earlier (8:00).
I think that having the poster integrated within the day allows more people to see them and learn from them.
It might be a good idea to include more pre-cont offerings.

Responsiveness of Annual Conference

N=16

<p>Positive</p> <ol style="list-style-type: none"> 1) This was my first H-PEA conference and I thought the topics and speakers were very relevant!! 2) I thought that this year, there was a very strong focus on culture and community needs in Hawaii. Good job. 3) I think it's doing a pretty good job with this. The topics covered are mainly about Hawaii projects and programs. 4) I think this year was a good balance. In the past it seems we have many focused to much on culturally responsive evaluation. In Hawaii we are already light years ahead in thinking on this topic, so for me its nice to learn about topics we are not so strong in (tech, data vis, stats, focus group protocol, etc...) 5) Actually, that was awesome. A nice surprise. 6) I thought this topic was well-covered
<p>Need more discussion</p> <ol style="list-style-type: none"> 1) We are still short of defining a holistic culturally appropriate framework. It will not be a one size fits all. Hoping we can have further discussion on the commonalities that help to define and contribute to student success. The Culture of a school, community will be different for all places. But there are bound to be commonalities. Also need to collect longitudinal data for further analysis over time. 2) Important to include this perspective in future conferences
<p>Not enough knowledge</p> <p>Because I only attended the pre-conference, I'm afraid I don't have mana`o to share regarding this.</p>
<p>Limiting</p> <p>If you're Hawaiian or devoted to Hawaiian affairs then it is great. But otherwise the conference offers limited options. Suggest you ll network beyond the current membership or rename the organization to be the Hawaiian Evaluation Association.</p>
<p>Other Steps</p> <ol style="list-style-type: none"> 1) Wondering if you invited a local keynote speaker, would more local evaluators (other than Kamehameha or UHM) attend????? 2) I think I'd like to know at the start of the conference the nature of the folks attending...is there a way to describe the mix of the group?
<p>General</p> <ol style="list-style-type: none"> 1) I think the conference does a good job of trying to provide timely and relevant topics 2) The conference was great. I will definitely attend next year. 3) It'd be nice to have more sessions on the practical application of evaluation methodologies instead of more focus on theory or concepts. 4) Important to include this perspective in future conferences

Increasing the Value of an H-PEA membership

N=19

<p>Workshops</p> <ol style="list-style-type: none"> 1) Ask those who provided demonstration whether they can do it again for the Spring workshop. 2) The Qualitative Data session two summers ago was really great. Other input sessions would be good.
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<p>3) More workshops between conferences.</p> <p>4) More workshops!</p> <p>5) More educational opportunities.</p> <p>6) I am someone who is just now getting into evaluation. I spoke with a number of other people at the conference who are similarly new. Many of us come from different fields, and see evaluation as a great potential addition to our skill set. Perhaps, some kind of introductory workshop/demonstration session on what evaluation is, and how one can get into evaluation, build their skill set, etc., might be interesting at a future conference.</p> <p>7) Sponsor talks and learning opportunities (loved the excel sessions presented several years ago) throughout the year. Opportunities for folks to get to know others would be appreciated. I've been attending from the beginning and didn't know more than half the people in attendance.</p>
<p>Other materials</p> <p>1) book/software recommendations via email, promotion of other opportunities that may be of interest to evaluators</p> <p>2) Keeping us up to date with new and innovative cultural evaluation.</p> <p>3) Create a newsletter.</p>
<p>Site visits</p> <p>Site visits to hot bed issues across the islands.</p>
<p>Speakers</p> <p>1) Stephanie Evergreen, round 2! Invite her back out to do more hands-on, step-by-step tutorials and demonstrations.</p> <p>2) More speakers from a wide array of professions. More all extended demos and learning ops on evaluation tools.</p>
<p>List evaluators</p> <p>Providing a list of well qualified evaluators for non-profits and project to draw from as needed.</p>
<p>Low key events</p> <p>More regular, low-key events would be great - simple events like networking drinks or journal clubs</p>
<p>General Comments</p> <p>1) Since I didn't know what to expect, I will look at past topics to acquaint myself with session topics, workshops, keynote speakers.</p> <p>2) I think H-PEA is doing a good job.</p> <p>3) Really not sure.</p> <p>4) this is a really long survey</p>