

Day 1: October 12, 2017

United Way Winnipeg, 580 Main Street

9:00-12:00

Title: Participatory Data Analysis and Interpretation

Bio: Natalie Kishchuk has worked in program evaluation and applied social research for over 20 years, on mandates in public and population health, education and social services organization and delivery systems, research funding programs, and community development. An independent consultant well-versed in qualitative, quantitative, participatory and developmental methodologies, she also holds an adjunct appointment in the École de santé publique of the Université de Montréal. She is a Credentialed Evaluator, a Fellow of CES, and currently CES Vice-President.

Synopsis: Enacting a fully participatory evaluation process requires that stakeholders have access to the data and are engaged in determining its meaning; however, engaging stakeholders with data is fraught with risks.

This half-day workshop will cover: 1) the mechanics of participatory analysis of qualitative and quantitative evaluation data (getting data ready for analysis - levels of rawness; ensuring rigour-positiveness and challenge functions; preparing and facilitating different forms of analysis sessions; analysis products and subsequent reporting); 2) roles (who participates; participants as stakeholders versus analysts; evaluator roles, from pre-analyst to recording secretary); and 3) ethical considerations (preserving confidentiality; the special challenges of negative data). The workshop will proceed as a series of exercises with quantitative and qualitative data from a simulated evaluation.

Intended outcomes: Participants familiar with the paradigm and processes of participatory evaluation will learn considerations and strategies for the participatory analysis of data with and by program stakeholders, including benefits and challenges.

Day 1: October 12, 2017

United Way Winnipeg, 580 Main Street

1:00-4:00

Title: The Art and Science of Producing Effective Infographics

Bio: A. Sidiq (Sid) Ali, is an expert in education programs, focusing on assessment program development, management and evaluation. He is celebrating 20 years as an evaluator. Sid combines his skills in psychometrics and evaluation to foster his professional interests in program evaluation capacity-building in the private sector, program development in licensure and certification contexts, as well as in effective data analytics and visualization. Since founding his consulting practice (www.rae-consult.com), he has worked with profession regulators and governing bodies in accounting, finance, nursing and law, as well as with the learning and development units of two of the big five Canadian banks. He began his better data visualization journey in 2008, focusing on effective presentation strategies for PowerPoint. He now blogs and speaks about data visualization, and has been an invited guest blogger on Stephanie Evergreen's effective data visualization blog. Recently, he was asked to produce infographics for official CES communications. Sid earned his M.Ed. and Ph.D. from the University of Toronto in Educational Measurement and Evaluation, and is a Credentialed Evaluator.

Synopsis: We see data visualization as a hot topic in the evaluation world, especially in knowledge transfer activities. The workshop will focus on a specific type of data visualization, namely infographics – artistic or graphic presentation of data and information. We will briefly orient infographics in the realm of data visualization, illustrating the different types of infographics. Then our focus will shift to the science of why we use infographics in reporting to our various audiences, including clients and funders. We will next venture into design theory, calling on the works of data visualization experts Bernard Marr, Stephanie Evergreen, Garr Reynolds and Edward Tufte. The bulk of the time will be aimed at specific design elements of: graphics, colour, font and alignment, which provide the sizzle to our most important element: the data or content, our proverbial steak. We will then put these elements together with examples, and then look at resources and tools for infographic production. Specifically, the participants will be introduced to an effective and free web-based resource for awesome infographic production - Piktochart¹. Participants are encouraged to bring work or ideas for infographics so they may apply learnt skills in allotted design/play time. Our workshop session will conclude with a short question period.

Outcomes:

By the end of the workshop, the participant will be able to:

1. Compare the different types of infographics and situate them in the greater web of data visualization
2. Understand the basic tenets of design theory and how the brain retains information
3. Identify and appraise the elements of effective infographics
4. Locate and use various resources and tools for effective infographic production

¹ If there is wifi available, participants are encouraged to bring their own laptops so they may use Piktograph for the design/play portion of the workshop.

Day 2: October 13, 2017

Sport Manitoba, 145 Pacific Ave

9:00-12:00

Title: Survey research for evaluation: Advanced issues in design and implementation

Bio: After a brief seven-year career in the Canadian public service, Benoît Gauthier joined the private sector as a professional evaluator and social science researcher. He took part in more than 500 studies and over 100 evaluations. He is responsible for the publication of the book "Recherche Sociale" from 1984 to 2016 (now in collaboration with Isabelle Bourgeois). Since 2005, he has been a member of a group of volunteer volunteers, including Shelley Borys, Natalie Kishchuk and Simon Roy, focusing on evaluation in Canada. He received the CES Service Award (2002), the CES Award for his contribution to evaluation in Canada (2006), and the title of Credentialed Evaluator (2010). He holds the positions of lecturer or honorary member of the École nationale d'administration publique du Québec, Carleton University and Charles Darwin University.

Synopsis: Survey research is ubiquitous in evaluation. While this method is extremely flexible and highly useful, it raises a number of issues that need to be addressed to ensure that results are useful to the evaluation process. The facilitator will structure a brief presentation of each topic and will frame the issues encountered as well as solutions he has identified in the literature and in his own practice. Participants will be expected to contribute with their own experience and examples, and to apply critical thinking throughout the seminar.

The purpose of this session will be to review and discuss four advanced topics:

- 1) moving from the evaluation framework to the planning of a survey (operationalization of concepts, sampling, scales, budgeting);
- 2) making sure that the meaning of questions is shared (pretesting and translation);
- 3) approaches to enhancing response rates;
- 4) assessing survey research conducted by others

Intended outcomes:

At the end of this workshop, participants will be able to:

- 1) connect the evaluation process to the development of survey instruments
- 2) develop survey questions that are better understood by all respondents
- 3) maximize the response to their surveys
- 4) apply an assessment tool to survey reports.