



CONFERENCE REPORT

CES-ON Annual Conference: September 18, 2006 Building a Case for Evaluation in the Next 25 Years

The purpose of the Conference Committee is to plan, organize, supervise, and evaluate the Chapter's annual conference. This year's conference, held at The Old Mill in Toronto on September 18th, 2006. The theme of the CES-ONTARIO 25th Anniversary Annual Conference was Building a Case for Evaluation in the Next 25 Years.

Keynote speaker Dr. Brad Cousins spoke on Evaluation in the Past, Present and Future; Martha McGuire on Evaluation – An Evolving Profession; Catherine de Leeuw on Capacity Building for Evaluation; and Karyn Hicks on Evaluation in Disaster Relief Efforts. As well, Erica Proctor coordinated the thematic lunch session Entering the Field of Evaluation while Catherine Bingle moderated the end-of-day all-presenter panel discussion.

Evaluations received from the attendees showed a very high satisfaction with the programming and especially with the food served! Besides those invited to present, coordinate, and moderate the day's sessions, very special appreciation is given to the student volunteers and to Ms. Elana Gray for helping to ensure a successful conference!

Eighty-three people attended the conference. You can find various materials from our conference on the chapter website, including the presentations from our conference presenters, this conference report, the list of evaluation books that we gave away in our book draw, and the promotion brochure.

Detailed information received from the attendee evaluations of the conference will help immensely in planning for a successful 2007 CES-ON Annual conference.

Ron Saranchuk, PhD
Conference Coordinator

Evaluation Results

Compiled by Ron Saranchuk, PhD
Conference Chair, 2006

Synopsis

1. Overall Theme: 81% + Overall Satisfaction with Conference: 85% +
2. Satisfaction with Keynote Speaker, Concurrents, Thematic Lunch, Panel: 87-90% +
3. Satisfaction with Facilities: 95% + Lunch 90% + Registration Procedures/Kits: 90% +
4. Satisfaction with Networking: 77% *
5. Gender: 75% Female; 25% Male *

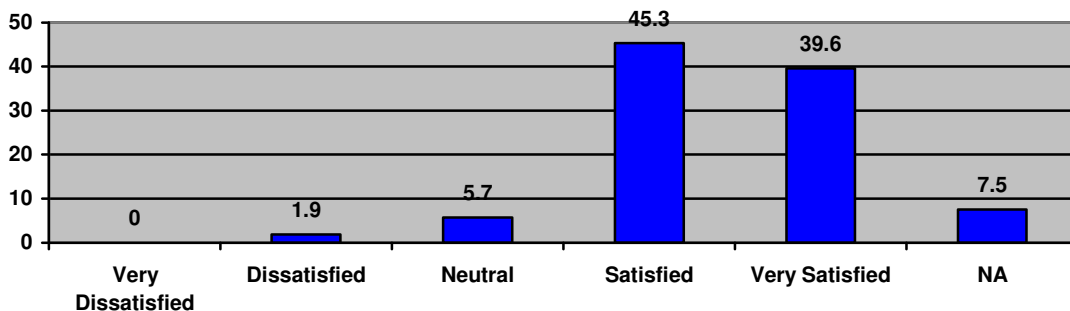
6. Experience in Evaluation: 55% (1-5 yrs); 26% (6-10 yrs)
7. Currently Involved in Program Evaluation: 66%
8. Organizations Represented:
 - Provincial/Municipal Governments 36%
 - College/University 15%
 - Consultants 19%
 - Not-for-Profits 9%
11. CES Members: 85% (55% did not previously attend a CES Annual Conference)
12. Satisfaction with Promotion: 65%
13. Satisfaction with Conference Fee: 62%
14. Delivery Preferences:
 - Presentations/Workshops: 80%
 - Concurrent: 77%
 - Panel: 74%
 - Thematic Lunch: 72%
 - Paper Presentations: 60%
15. How found out about:
 - E-Mail/Internet: 47%
 - E-Newsletter: 21%
 - Friend/Colleague: 15%
16. Ending Time & Attendance
When beginning in the early a.m., 3 p.m. may be the threshold for how long people are willing to stay.

Details

Number of Survey Respondents = 53
 Number of Registrants who Attended (excluding presenters) = 84
 Response Rate = 63%

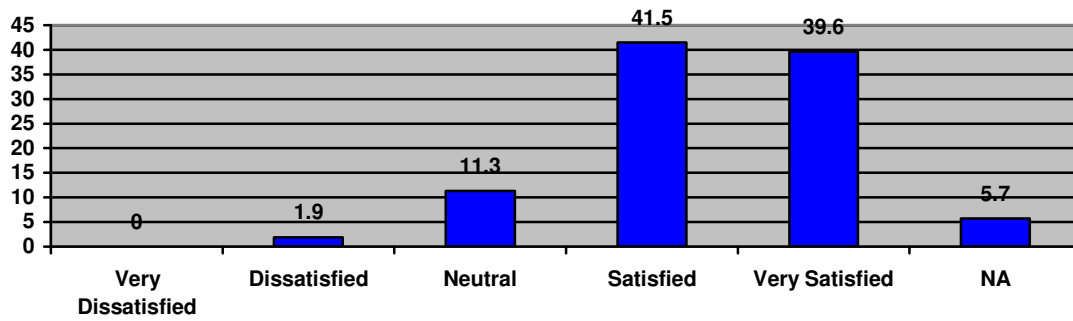
Graphs Shown by % of Responses

1. Overall Satisfaction with CES Conference-ON 2006-10-23

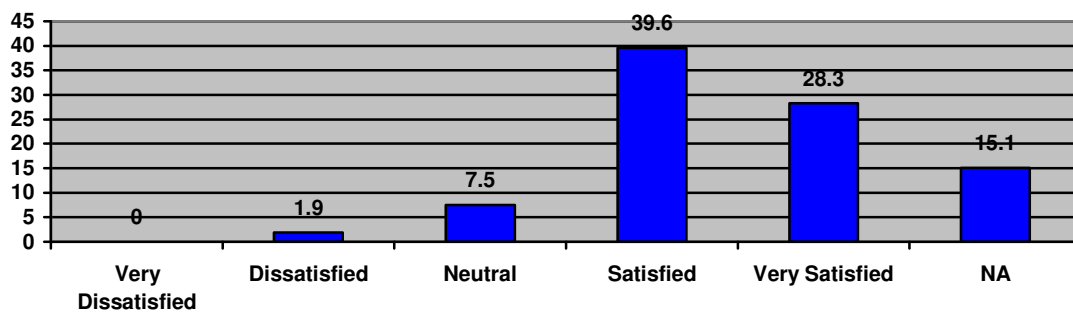


2. Choice of Conference Theme:

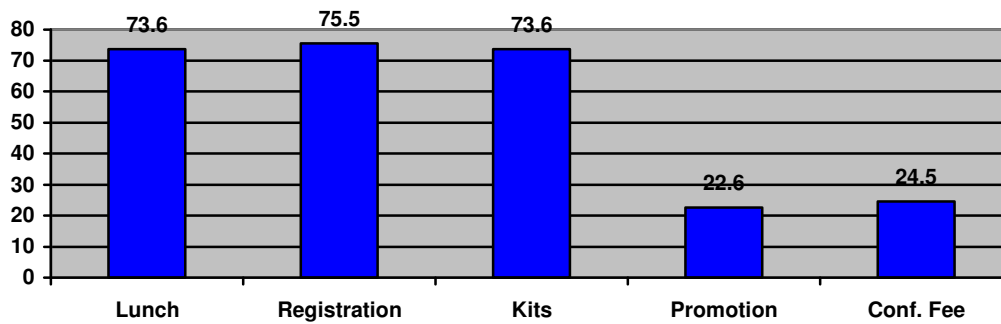
Building a Case for Evaluation in the Next 25 Years



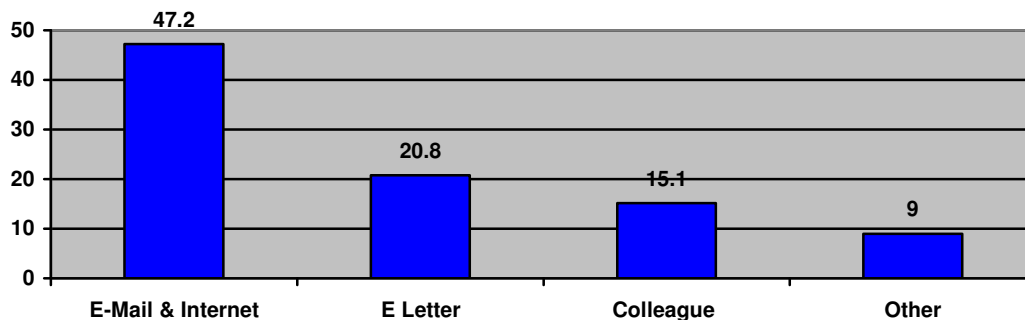
3. Networking Opportunities



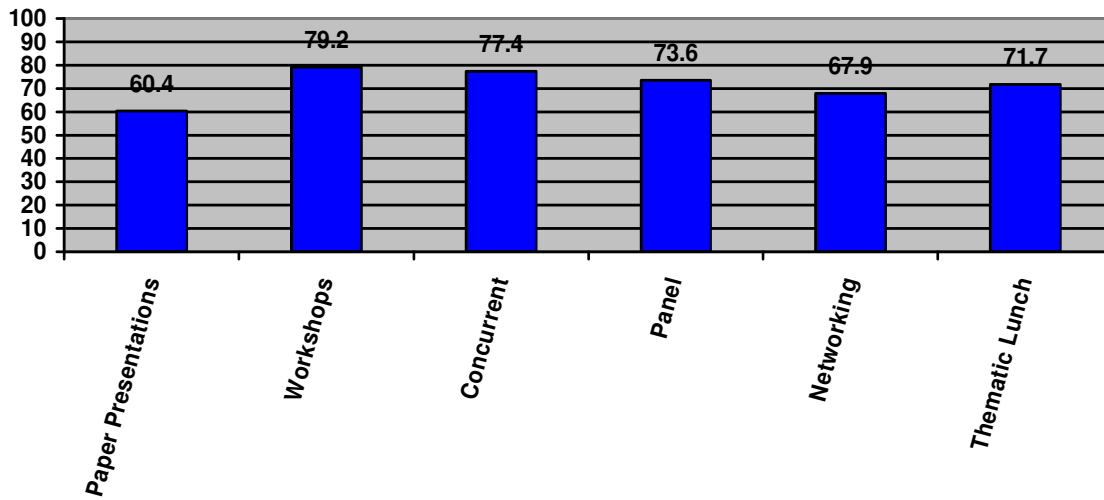
4. Very Satisfied: Services & Fees



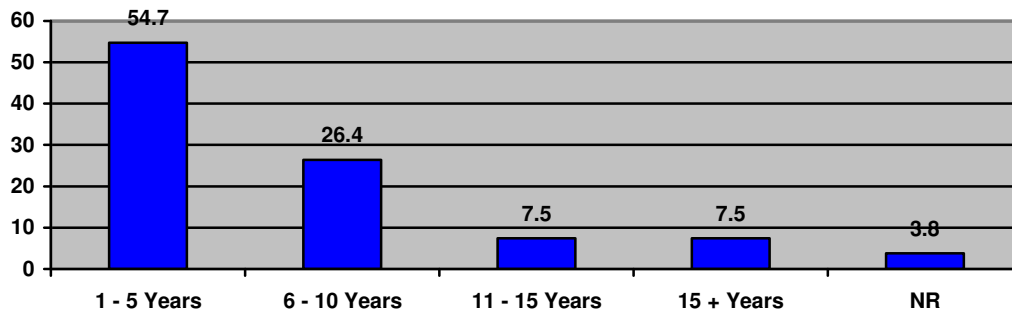
5. Received News of Conference Via



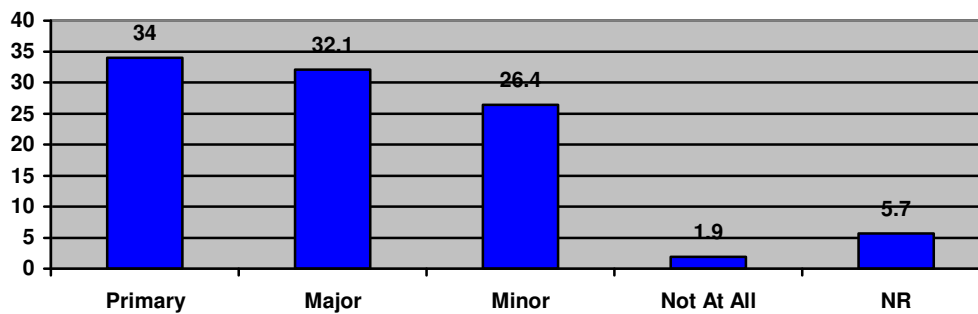
6. Preferred Format Presentations



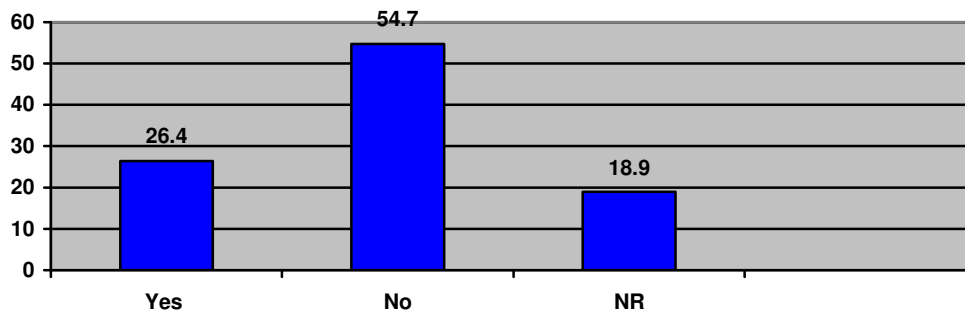
7. Experience in the Evaluation Field



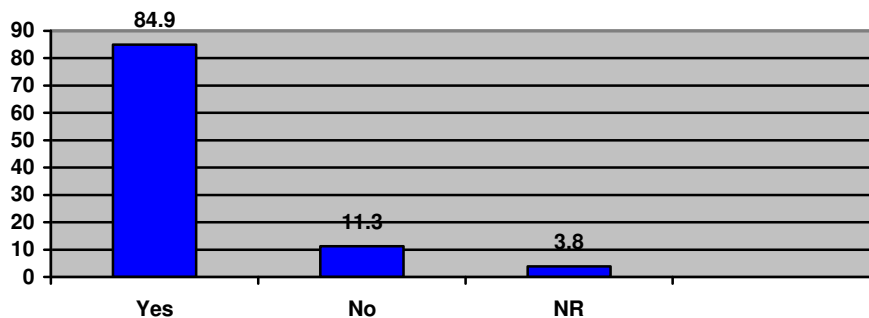
8. Currently Involved in Program Evaluation at Work



9. Previously Attended CES Conference(s)



10. Currently a CES Member



Overall Comments on Conference, and Suggested Topics for the Future

17. General comments on conference:

- perhaps the plenary should have a question to discuss
- perhaps 4:30 is a little late to end it
- we hear too much from private evaluators, what about from non-profit evaluators
- great revue although rooms were bit cool
- very well organized, great location
- good balance between info for “newbies” (“how to get started”) and in-depth info on specific topics
- good hand-outs – maybe more takeaway materials would be good (even websites or reference materials)
- hopefully stronger marketing to increase the no. of attendees
- separate – perhaps simultaneous conference for new evaluators???
- presentation on one or two actual evaluations that have actually been done
- better promotion
- need to watch ‘start-end’ times of sessions, addresses, etc
- continue to offer thematic lunch sessions
- workshop facilitators to be more aware and responsive to students and practitioners in the audience
- afternoon session too long – should have a midi-break..it ran from 1:45 to 3:15
- rooms too cold...A/C
- put address on conference registration form for out-of-town people

- very good speakers selected
- would have liked more speakers from more diverse fields who could talk concretely about their work
- lunch break far too long – we're all busy people, and almost two hours for lunch is a waste of time
- enjoyed the reference to values & reflection

18. ...suggest evaluation topics/themes you would like to see...

- client satisfaction survey development – benefits & limitations
- building evaluation into the logic model development phase
- hints for gaining evaluation experience (mentoring opportunities)
- actual evaluations conducted in different views
- more detailed information/discussion on basic methods of evaluation
- working with the media – how to use media (with cooperation of the program being evaluated) to publicize the evaluations & its findings
- difference between evaluation & research?
- thought this has been done before, don't lose the topic around the turf wars of audit/performance measurement/evaluation
- more on building evaluation capacity (case studies, internal evaluation, community-based context)
- evaluation of public health programs (maternal child/health protection/chronic disease)
- identity as a Program Evaluator
- program evaluation, evaluation methodology (practical & academic)
- interested in evaluating international NGO programs, projects & its challenges
- prevention planning & influencing social policy/social impact
- evaluation in particular areas – health/social services, etc.
- evaluation in education & tourism/travel
- participatory evaluation
- personal professional story of an evaluation process – soft skills
- how to place evaluations into the current activities of an organization
- new findings, theories
- credentialing, statistics refresher & cheat notes, evaluating evaluations
- determining if it is the right career path for an individual
- evaluation and its relationship to social policy
- working as a consultant-issues, benefits, problems, how to get into consulting
- establishing a consulting service & contract negotiations
- international voluntary sector, problems of evaluation in international settings
- marriage of performance measurement & evaluation
- diversity/inclusion
- session on effective communication, esp. synthesizing key findings, effective communication
- case studies – real evaluations to illustrate key issues/themes (presenting bad news, report writing, presentations)
- how to apply experimental designs
- CES advocacy via affiliations (i.e., join with other groups on projects)
- More student-focussed topics – e.g., thematic lunch sessions
- working as a consultant – issues, benefits, problems, how to get into consulting