



Michigan Educational Research Association, Inc  
**SPRING CONFERENCE**  
Thursday and Friday, May 14 and 15, 2009  
Pohl Cat Golf & Conference Center  
[www.merainc.org](http://www.merainc.org)  
6595 E. Airport Road, Mt. Pleasant, Michigan 48858

### **THEME: EVALUATING OUR SUCCESS ..... OR NOT**

At a time when our schools and districts are telling us to be accountable, how can we tell if a new intervention or program is making a difference? What are the skills we, as mortal teachers, can use to evaluate outcomes or programs without hiring expensive evaluators?

This spring's MERA conference will be an introduction to practical evaluation tools to help you collect information about a new program, verify that you are doing what you think you are doing, and produce data that that can be used for discussion, replication of a program, or public relations. Our keynote speakers will be Bob Floden of MSU and Wendy Tackett of iEval. Wendy brings a wealth of experience and a hands-on approach.

Other presenters will complement the keynote speakers and provide updates from OEAA and CEPI.

#### **Thursday, May 14, 2009 (beginning at 8:30 am)**

##### **7:30 to 8:30: Continental Breakfast at the Pohl Cat Golf and Conference Center**

##### **8:30 to 10 am: An Accountability Update from OEAA- MI-SAS, Paul Bielawski.**

Feedback from the MI-SAS questionnaire. What changes can be expected to the School Report Cards based on the comments received from the field?

**10 to 10:45 am: Evaluating District Initiatives: Understanding How and Why Change Happens, Dr. Robert Floden, Michigan State University.** Evaluations of district and school initiatives – instructional, curricular, or structural – require attention to student achievement, but looking at test scores alone sheds little light on how and why initiatives have effects. As the orientation to evaluation shifts from determining “what works” to repeated cycles of revision for continuous improvement, evaluations will need to produce information about how and why initiatives have their effects. That shift implies greater reliance on data about the practical processes of schooling, using a mix of survey, interview, and observation.

##### **10:45 to 11:00 Break**

**11:00 to 3:00 (with a break for lunch) Education Evaluation 101 (a 3 hour, hands on session): Wendy Tackett, iEval,** will demonstrate how to integrate evaluative components throughout educational programs to ensure that outcomes are specific, measurable, and realistic. For those of you unfamiliar with evaluation components, she will review some basic evaluation terms. Next she will explain how to create an evaluation plan, incorporating quality evaluation questions, and you will have the opportunity to start creating a plan based on a local project/idea you may have. Wendy will review different evaluation strategies, exploring the strengths and weaknesses of conducting these strategies on an internal basis. Finally, she will highlight critical components to include in an evaluation report to ensure the report is straightforward, useful, and accurate.

Please bring your local questions about evaluation - this will be a skill-building session where local ideas and questions will only enrich the experience for all.

**3:00 to 3:45: A framework for embedding evaluation into our work: Bruce Fay, Wayne RESA.** This evaluation model can be applied to three broad categories of educational services: 1) Professional Development and Training, 2) Product Development and Distribution, and 3) Service Delivery.

**Friday, May 15, 2009**

**7:30 to 8:30: Continental Breakfast at Pohl Cat Golf and Conference Center**

**8:30 to 9:30 Technical Skill Assessments and news from Career Technical Education, Jill Kroll, Office of Career and Technical Preparation:** This presentation will present an overview of the requirements for assessments in Perkins IV, share results from a feasibility pilot test last spring and talk about how districts may use their technical skill assessment results to evaluate their CTE programs (and the limitations of the assessments for that purpose.

**9:30 to 10:45 OEAA updates: Joseph Martineau and/or Steve Viger**

**11 to 11: 45: An Update on Data4SS: Kathy Miller, Shiawassee/Clinton ISD and Dave Treder, Genesee ISD**