



255 Elm St., Oil City, PA 16301



**FOCUS ON OUR FUTURE  
COLLABORATIVE BOARD**

Venango County, Pennsylvania



**KEYSTONE COMMUNITY  
EDUCATION COUNCIL**  
Strategic Workforce Development needs of  
Clarion and Surrounding Areas.

## Venango Campus of Clarion University Limited Seating!



*In this era of accountability, it is increasingly important that programs, projects, and development efforts contain an evaluation element. A well-designed and implemented evaluation can be used to assess effectiveness, shape program implementation, and sharpen the vision for an end product. This Program Evaluation for Public and Non-Profit Agencies*

*certificate program is a professional development course of study designed for professionals in fields that involve program evaluation, such as social work, public policy, public health, non-profit management, education, and business.*

This Certification Program will prepare public and non-profit agencies, workforce development professionals and educators with the philosophies, components, and skills needed for effective evaluation, including:

- Basic principles of program evaluation
- Outcome/impact assessment
- Working effectively with stakeholders
- Cost-benefit & cost-effectiveness analyses
- Program evaluation standards & ethics
- Computer skills for effectively administering program evaluation

Professionals completing the 80-hour certificate program will receive 8 Continuing Education Units through the Division of Continuing Education at Clarion University–Venango Campus.

Participants should plan to bring an evaluation project of their choice to the program to provide a context that makes the content of the program meaningful and enhances the relevance of the learning experience.

**Cost: \$675 for all sessions\***  
(Assures seating for all sessions)  
Individual sessions can be attended at the rate of  
\$65/Full day or \$35/Half day  
(Seating is limited—enroll early.)

\*Scholarships may be available

**Program Evaluation for Public and  
Nonprofit Agencies Certificate Program**

## Date / Time / Cost / Topic / Program Description

**PROGRAM 1: 8/8/08 / 8:30 AM – 4:30PM/ \$65 / Basics of Program Evaluation:**

Overview of program evaluation to include benefits of evaluation, major types of evaluation (e.g., participatory and collaborative, outcome focused, qualitative approached, quantitative approached); formulation of evaluation questions and approaches to answer questions, methods of evaluation for actual program situations.

**PROGRAM 2: 9/12/08: 8:30 AM – 12:30 PM/ \$35/ Logic Model:** Instruction and practical application on the development of Logic Models

**PROGRAM 3: 10/10/08 / 8:30 AM – 4:30PM/ \$65 / Performance Measurement:** Instruction in the design and implementation of processes to improve organization and program performance

**PROGRAM 4: 11/14/08/ 8:30 AM – 4:30PM/ \$65 / Outcome/Impact Assessment:** Logic of outcome evaluation and conceptual and methodological nature of approaches; attention to measurement of outcomes, ensuring detection/interpreting magnitude of meaning program effects.

**PROGRAM 5: 1/09/09/ 8:30 AM – 4:30PM/ \$65 /Qualitative Evaluation and Focus Group Design:** Basic qualitative evaluation methods, including design, data collection techniques, and beginning analysis.

**PROGRAM 6: 2/13/09/ 8:30 AM – 4:30PM/ \$65 / Quantitative Evaluation and Survey Design:** Instruction in basic principles and methods of statistical analysis used in tracking data, outcomes/results.

**PROGRAM 7: 3/13/09: 8:30 AM – 12:30 PM/ \$35 /Evaluation Statistics:** Instruction in basic principles and methods of statistical analysis used in tracking data, outcomes/results.

**PROGRAM 8: 4/10/08/ 8:30 AM – 4:30PM/ \$65 /Access Training:** Straightforward Microsoft Access instruction in understanding databases, creating and using queries and tables, designing and customizing forms, tables and reports, and database tools.

**PROGRAM 9: 4/24/09: 8:30 AM – 12:30 PM/ \$35 /Excel Training:** Straightforward Microsoft Excel instruction in creating and using Excel lists, formatting and organizing data, data analysis tools and features, and customization of the Excel environment.

**PROGRAM 10: 5/08/09/ 8:30 AM – 4:30PM/ \$65 /Reporting Strategies:** Guidance on selection/use of reporting strategies formats for different audiences; effective analytical summaries, user-friendly tables/figures; measurement validity; and useful recommendations.

**PROGRAM 11: 6/12/09/ 8:30 AM – 4:30PM / \$65 /Standards and Ethics:** Review of the professional standards that govern ethical evaluations.

**PROGRAM 12: 7/10/09/ 8:30 AM – 4:30PM/ \$65 /Cost and Benefit Analysis:** Tools and techniques of cost analysis: cost-benefit and cost-effectiveness analyses, including measurements; calculation of net program benefits; benefits to costs ratio; public sector analysis.

**PROGRAM 13: 8/14/09/ 8:30 AM – 4:30PM/ \$65 / Working with Stakeholders:**

Strategies that identify those who can/will be most beneficial for achievement of study goals and how to build a collaborative and mutually productive relationship with them.

**PROGRAM 14: 9/11/09/ 8:30 AM – 4:30PM/ \$65 / Needs Assessment and Best Practices:** Examine reasons to and not to do a needs assessment, ways to include strengths assessment, data collection methodologies, including innovative techniques, and strategies for analysis. Discuss what are best practices, cost and benefit to client, role in program development, and ways to ensure fidelity in implementation.

## REGISTRATION FORM

### Program Evaluation for Public and Nonprofit Agencies

All Sessions (14 topics for \$675)

Indicated Sessions (\$65 full day; \$35 half day)

Last Name \_\_\_\_\_ First Name \_\_\_\_\_

Organization/ Affiliation \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Phone \_\_\_\_\_ Fax No. \_\_\_\_\_

E-mail \_\_\_\_\_

*Continuing Education Units requested*

#### Please Check Boxes to Indicate Selected Evaluation Training Dates:

<input type="checkbox"/> Program 1 \$65	<input type="checkbox"/> Program 8 \$65
<input type="checkbox"/> Program 2 \$35	<input type="checkbox"/> Program 9 \$35
<input type="checkbox"/> Program 3 \$65	<input type="checkbox"/> Program 10 \$65
<input type="checkbox"/> Program 4 \$65	<input type="checkbox"/> Program 11 \$65
<input type="checkbox"/> Program 5 \$65	<input type="checkbox"/> Program 12 \$65
<input type="checkbox"/> Program 6 \$65	<input type="checkbox"/> Program 13 \$65
<input type="checkbox"/> Program 7 \$35	<input type="checkbox"/> Program 14 \$65

**Please return registration form with payment by mail to:**

**Keystone CEC; ATTN: Lance Hummer**

**255 Elm St. ; Oil City, PA 16301**

**Questions? Call Lance Hummer @ 814.677.4427**