Making the Case for this Work:
Improving the Way we Collect, Report, and Explain Outcomes
A Learning Exchange of the "No Better Time" Conference
July 10, 2009 9:15-11:45 a.m.
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I. **Overview of Session (10 minutes):** Goals of session are to:
   a. Identify where the field/participants are with regard to evaluation;
   b. Identify where the field/participants want to be with regard to evaluation; and
   c. Identify strategies to get the field/participants to that place (how are we going to get there?)

II. **Opportunities & Obstacles (30 minutes):** Participants use post-its to finish each of the following sentences, which they will then stick on flip-chart paper.
   a. Goals: "A specific outcome that we should measure for in our evaluations is…"
   b. Challenges: "But, the biggest thing standing in the way of that is…"
      ⇒ Purpose is to identify where we are and where we want to be.
      ⇒ The grouping responses will hopefully identify research questions, output, outcome, and other indicators, and measures of success.

III. **Strategies and Solutions (1 hour):** We will brainstorm and discuss ways to bridge the gap between where we are and where we want to be
   a. How can we make the collection and reporting of evaluations, case studies, and other data more effective?
   b. What questions aren't we asking? Brainstorm research questions to help us best ask the information we're seeking

IV. **Implementing Strategies (30 minutes):** What can we each take away/what our top priorities are for:
   a. Our individual work?
   b. As recommendations for the field?