



Capital Region
community foundation
The Center for Charitable Giving

Scholarships for Michigan Capital Area organizations have been generously provided to the Power of We Consortium as a result of a grant from the Capital Region Community Foundation.

UTILIZATION- FOCUSED EVALUATION

12TH ANNUAL
NOSC
NATIONAL OUTREACH
SCHOLARSHIP
CONFERENCE

Kellogg Hotel and
Conference Center
East Lansing, MI

Workshop by
Dr. Michael Quinn Patton

OCTOBER 1 • 8:30a.m. – 4:30p.m.
\$25 for Michigan Capital Area Community Organizations
\$125 for NOSC attendees and MAE members • **\$150** for others
Lunch is included

To register for this event submit application to **Ghada Georgis** by fax or mail (see application).



Utilization-focused evaluation is a process for making sure that evaluations are useful – and actually used. This involves moving beyond thinking of evaluation as just filing reports to funders or meeting a mandated compliance requirement. Evaluation is useful when it provides an organization's leaders and staff with relevant, meaningful and real-time information that improves effectiveness.

This workshop will present a framework for engaging in evaluation as a leadership function. Based on research that has identified the key factors that support organizational learning, Patton will engage workshop participants around how to build a reality-testing, results-oriented organization culture of effectiveness attuned to the tough times facing community organizations in this challenging political and economic climate.

ABOUT THE NATIONAL OUTREACH SCHOLARSHIP CONFERENCE

The National Outreach Scholarship Conference (NOSC) is a nonprofit educational organization composed of member state/public and private higher education institutions. NOSC's goal is to work collaboratively to build strong university-community partnerships anchored in the rigor of scholarship and designed to help build community capacity.

Co-sponsored by



MICHIGAN STATE
UNIVERSITY

University Outreach
and Engagement
Community Evaluation
and Research Collaborative

2011 Preconference Workshop

UTILIZATION- FOCUSED EVALUATION

12TH ANNUAL
NOSC
NATIONAL OUTREACH
SCHOLARSHIP
CONFERENCE



Dr. Michael Quinn Patton

Founder and Director, *Utilization-Focused Evaluation* and independent evaluation consultant

Michael Patton is an independent organizational development and evaluation consultant. He is former President of the American Evaluation Association. He has received both the Alva and Gunnar Myrdal Award for “outstanding contributions to evaluation use and practice” and the Paul F. Lazarsfeld Award for lifetime contributions to evaluation theory from the American Evaluation Association.

He is the author of several evaluation books including a 4th edition of *Utilization-Focused Evaluation* (2008) and a 3rd edition of *Qualitative Research and Evaluation Methods* (2002). These books have been used in over 500 universities worldwide.

He is also author of *Creative Evaluation* (1987); *Practical Evaluation* (1982); and *Culture and Evaluation* (1985). He has co-authored a book on the dynamics of social innovation, drawing on complexity theory and systems thinking—*Getting to Maybe: How the World is Changed* (Random House, 2006). His latest book is *Developmental Evaluation: Applying Complexity Concepts to Enhance Innovation and Use* (Guilford Press, 2010).

Patton was the keynote presenter for the launching of the Latin American Network in Peru in 2004, the African Evaluation Society in Kenya in 1999, and the European Evaluation Society in Switzerland in 2000. He has twice keynoted the American, Canadian, and Australasian Evaluation Society conferences, as well as national evaluation conferences for the United Kingdom, New Zealand, Italy, Denmark, Japan, and Brazil. He is a regular trainer for the International Program in Development Evaluation Training sponsored by The World Bank in Ottawa each summer, the American Evaluation Association’s professional development courses, and *The Evaluators’ Institute*. He is currently conducting a meta-evaluation of the evaluation of the Paris Declaration on increasing aid effectiveness.