

MEET THE SPEAKERS

Lynne Hinkey, Ph.D., Program Development Specialist and Sea Grant liaison, NOAA Coastal Services Center. Dr. Hinkey received her doctorate in Marine Science at the University of Puerto Rico. She holds an M.A. in Marine Affairs from the University of Rhode Island and a B.S. in Marine Science from the University of the Virgin Islands. She has also completed certification courses in training design, adult education, facilitation training, and collaborative process design. From 1992 to 1998, Dr. Hinkey was a Sea Grant extension agent in the U.S. Virgin Islands and Puerto Rico, where she was responsible for the environmental education and water quality programs for the Virgin Islands community.

Ann Weaver, Contract Program and Training Specialist, NOAA Coastal Services Center. Ms. Weaver conducts trainings on public issues and conflict management and project design and evaluation. Prior to coming to the Center, Ms. Weaver worked as the Coastal Training Program coordinator at the Guana Tolomato Matanzas National Estuarine Research Reserve, where she coordinated the completion of a market analysis and needs assessment for the program. Ann has been a trainer in the public sector and an educator in an academic setting for the past 10 years. After a brief career as an industrial engineer in a manufacturing venue, she refocused her career efforts and left engineering to become a Motorola University-certified learning specialist and instructional designer. In this capacity she conducted needs assessments, facilitated corporate-mandated courses, and coached multifunctional project groups through the teaming process, problem solving, data interpretation, and presenting findings in a competitive setting.

DIRECTIONS

The Ames Mansion at Borderland State Park
259 Massapoag Ave., Easton/Sharon, MA

DRIVING DIRECTIONS:

Route 495 to Route 123 (exit 10). Take Route 123 towards Easton. Route 123 will merge with Route 138 (stay right). Borderland sign will be approx 1/2 mile on left. Take the left onto Poquanticut Ave. Approx. one mile bear to the left onto Massapoag Ave, the part is approx. two miles. Additional direction information can be found at:

www.mass.gov/dem/parks/bord.htm

LODGING SUGGESTIONS:

Holiday Inn Express
395 Old Post Road
Sharon, MA
781-784-1000

Holiday Inn/Mansfield
31 Hampshire Street
Mansfield, MA
508-339-2200

WAQUOIT BAY
NATIONAL ESTUARINE
RESEARCH RESERVE
P.O. Box 3092, Waquoit, MA 02536



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Coastal Decision-Maker Workshop

The Massachusetts
Coastal Training Program
presents

Project Design & Evaluation

Reaching the Right Audience &
Achieving the Right Impact

October 6-7, 2004

8:30 A.M. - 5:00 P.M.

**The Ames Mansion
at Borderland State Park**
259 Massapoag Ave.
Easton/Sharon, MA



NOAA Coastal Services Center
LINKING PEOPLE, INFORMATION, AND TECHNOLOGY

Project Design & Evaluation

Reaching the Right Audience & Achieving the Right Impact

PROGRAM

Wednesday, October 6

8:00 am - 8:30 am **Registration & Continental Breakfast**

8:30 am **Welcome, Introductions & Overview**

Instructional Design Theory

Understanding the "big picture" of instructional design theory: what it is and what it entails.

Needs Assessment

Participants will learn to describe where a needs assessment fits into the process of project and program planning, know the benefits, and discuss the 12-step process of conducting a needs assessment. Participants will also review the 6 types of data collection methods/instruments, and identify common mistakes in writing data collection questions.

12:00 - 1:00pm **Lunch**

Project Design

Participants will describe the general steps of project design, including writing project goals and objectives; define the components of a logic model; and define and differentiate between goals and objectives.

Thursday, October 7

8:00 am - 8:30 am **Continental Breakfast**

8:30 am **Review of Day One**

Project Design (continued)

Participants will describe performance measures and their use, and explain the relationship between performance measurement and evaluation.

Evaluation Design

Participants will define the types of evaluation to be considered in the project design phase; create an evaluation plan for their project; and learn to select appropriate data collection methods and levels for their project evaluation.

12:00 - 1:00pm

Lunch

Project Implementation, Design & Evaluation

Participants will state the components of project implementation; review performance measures, and formative evaluation to implementation; and apply logic models to planning at various scales to ensure consistency of program and project outcomes.

Learn what you can do to make sure that your efforts go beyond "preaching to the choir"

Morning Session

Afternoon Session

After attending the workshop, participants will be able to:

- Describe the context of project design and evaluation within the scope of agency and organization missions, strategic plans, and established program niches;
- Apply appropriate instructional design theory and practices to project development;
- Explain the role of logic models in project design and evaluation, and create logic models for their projects;
- Use performance measurement as part of project evaluation; and
- Describe three types and four levels of evaluation that can be applied to extension and education projects.

Wednesday & Thursday
October 6 & 7, 2004
8:00 a.m. - 5:00 p.m.

The Ames Mansion at Borderland State Park
Easton/Sharon, MA

Name _____

Organization _____

Address _____

City, State, Zip _____

Phone _____

Fax _____

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Register Today!



Telephone (508) 457-0495 ext. 108



FAX (617) 727-5537



laurie.tompkins@state.ma.us



Wauquoit Bay NERR
P.O. Box 3092, Wauquoit, MA 02536

There is no charge for the workshop.

For additional information or questions
please call (508) 457-0495 ext. 108.