

Title	You Can Measure Your Success: <i>The Four Levels Of Evaluation</i>
Duration	90-240 minutes depending upon your needs
Recommended Audience	Volunteer Board Members, Executive Directors, Program Managers plus anyone with responsibility for outcomes and evaluation
Synopsis	<p>Adapted from three decades of research by Donald Kirkpatrick, Ph.D., who introduced a framework for evaluating programs, this introduction to Kirkpatrick's Four Levels of Evaluation allows human service professionals to answer the question, "What should we be measuring?" The session will cover:</p> <ol style="list-style-type: none">1. Participant satisfaction in service2. Knowledge transfer to participant as a result of service3. Change in behavior in participant as a result of knowledge transfer4. Impact upon community as a result of change in behavior of the participants
Learning Objectives	<p>By the end of this session, participants will be able to::</p> <ul style="list-style-type: none">• List the Four Levels of Evaluation• Describe why one needs to evaluate at each level• Demonstrate understanding of the framework for constructing a multi-level evaluation plan
Presenter Biography	<p>For the past 25 years Michael Brand has built effective nonprofit organizations in places as diverse as Montana, Florida, California as well as the Czech Republic and Australia. A resident of Bellefonte, Michael provides consultation and development services to a wide array of nonprofit organizations across the USA with a specialization in Good Governance, Fiscal Sustainability, and Performance Management. In addition to a private practice, Michael also serves as a Program Officer with the Erie Community Foundation running their organizational performance project.</p>
Contact	<p>Michael Brand 814-933-1408 michael@michaelbrand.org</p>