



Collecting Evidence of Your Impact

Evaluation is hard... get beyond attendance numbers
and find out if your water education program makes a real difference!



A Workshop with CFWE's Water Educator Network at Sustaining Colorado Watersheds Conference
October 8, 2013 8:30am – 12:00pm at the Westin Riverfront in Avon, CO

Workshop Agenda

8:30 am Welcome and introductions

CFWE will review the Water Educator Network, a new program with funding from Xcel Energy, as a mechanism to provide local water educators with needed tools, collaboration and trainings.

9:00 am Collecting Evidence of Your Impact – training with Marcella Wells*

Expect to learn how to develop measurable output and outcome statements, methods for collecting data and information and use of evaluation as leverage for funding and administrative attention. For workshop exercises and discussions, participants are asked to bring a list of programs they would like to evaluate.

12:00 pm Lunch and networking (optional)

1:30 pm Conference begins (optional)

*Marcella is President of Wells Resources, Inc, a woman-owned, small business that specializes in interpretive planning, visitor studies, and project management. She works with federal, state, and local land management agencies, informal learning settings and non-profit organizations as an advocate for learners. Before founding the company, Marcella was a faculty member in the College of Natural Resources at Colorado State University where she mentored graduate students and taught several courses in interpretation, interpretive planning, and environmental education.

WHO SHOULD ATTEND?

Education, outreach and communication staff from educational institutions, water utilities, government agencies and non-profits groups with an interest in program evaluation

FREE BUT LIMITED REGISTRATION!

If you are attending the full conference, register at www.coloradowater.org
If you are NOT attending the conference, RSVP to kristin@yourwatercolorado.org