



## 2010 Environmental Evaluators Networking Forum

### Environmental Evaluation: Quality in an Era of Results-Based Performance

Co-sponsored by: U.S. Environmental Protection Agency, National Fish and Wildlife Foundation,  
U.S. National Oceanic and Atmospheric Administration

Hosted by: The George Washington University, Trachtenberg School of Public Policy and Public Administration, The Cloyd Heck Marvin Center (3rd Floor), 800 21st Street, NW Washington, DC 20052

#### Monday, June 7, 2010

- 7:45 am **Sign-in: Registration, Meet & Greet, ( Floor Lobby), Continental Breakfast (Room 302)**
- 8:30 am **Welcome: Overview of 2010 Forum, Outline of Day's Schedule and Goals (Grand Ballroom)**  
Kathryn Newcomer, The George Washington University; Matt Keene, EPA
- 9:00 am **Keynote Speakers (Grand Ballroom)**  
Robert Verchick, EPA Deputy Associate Administrator; Shelley Metzenbaum, OMB Assistant Director of Performance and Personnel Management; Monica Medina, NOAA Principal Deputy Undersecretary for Oceans and Atmosphere
- 10:00 am **Plenary Roundtable: Improving the Quality of Environmental Evaluations in an Era of Results Based Performance (Grand Ballroom)**  
Shelley Metzenbaum, OMB (moderator); Jonathan Breul, IBM Center for the Business of Government; Andrew Pullin, University of Bangor, UK; Nick Salafsky, Foundations of Success
- 11:00 am **Break & Refreshments (Grand Ballroom)**
- 11:15 am **Networking Session: Speedy Introductions and a Stroll About (Grand Ballroom)**  
*Facilitator: Britta Johnson, EPA*
- 12:00 pm **Catered Lunch (Room 302) Seating available in Grand Ballroom and outside Terraces, weather permitting.**
- 1:15 pm **Concurrent Sessions: (Rooms 301,307, 308, 309, 402/404)**
- Evaluation and Conservation Planning (Madeleine Bottrill, University of Queensland, Australia; Alejandro Ortega-Argueta, Instituto de Ecologia, A.C., Mexico; *Facilitator:* Helen Fox, World Wildlife Fund)
  - Social Network Analysis and Evaluation (Ken Vance-Borland, The Conservation Planning Institute; Chris Ellis, NOAA; Ken Genskow, University of Wisconsin-Madison; *Facilitator:* Lou Nadeau, ERG)
  - Communities as Engines of Change: Achieving Quality in Environmental Policy Evaluations (Mary Kreger, University of California-San Francisco; Johanna Morariu, Innovation Network; Rosemarie Moreken, Inter-American Foundation; Andre Barros, Environmental Defense Network Cabo de Santo Agostinho; *Facilitator:* Kim Penn, NOAA)
  - Evaluating Coalition and Advocacy Capacity (PeiYao Chen and Kate Locke, TCC Group; Rhonda Schlangen, Evaluation Consultant; *Facilitator:* Richard Gelb, King County Government, State of Washington)
  - Evaluative Thinking from the Beginning (Chuck Herrick and Diana Lane, Stratus Consulting, Inc.; Terell Lasane, EPA; Tracy Dyke Redmond, IEC; *Facilitator:* Natalie Hanson, EPA)
- 2:15 pm **Break & Refreshments (Grand Ballroom)**
- 2:45 pm **Concurrent Sessions: (Rooms 301,302,308,309,402/404)**

## 2010 Environmental Evaluators Networking Forum

- Response to Ecosystem Change - Case Examples of Measuring Species Recovery and Governance Response to Ecosystem Change (Glenn Page, SustainaMetric; Shelley Robertson, Robertson Consulting, Inc.; *Facilitator*: Lawrence Baschak, Saskatchewan Ministry of Environment)
- Multi-Method Evaluation: Tools that Work and Ones that Don't (Russ Winn, New Mexico State University; Alison Kerry; Michael Gullo, Stratos; *Facilitator*: PeiYao Chen, TCC Group)
- Data Visualization and Evaluation (Juan Paulo Ramirez, University of Nebraska; Richard Gelb, King County Government, State of Washington; *Facilitator*: Linda Zarow, EPA)
- From Science to Service: Evaluating Quality and Impact of Science Translation for Decision-Makers (Kalle Matso, University of New Hampshire; Chad English, Communication Partnership for Science and the Sea; Holly Hartmann, University of Arizona; *Facilitator*: Kate Barba, NOAA)
- Increasing the Capacity of Results-Based Management for Conservation Efforts (Nick Salafsky, Foundation of Success; Mark Humpert, AFWA; Matt Birnbaum, NFWF)

3:45 pm Break

4:00 pm **Plenary: Building Results-Based Management Practice in the Biodiversity Conservation Community: Implementer and Funder Perspectives (Grand Ballroom)**  
*Patrick Grasso (moderator/discussant); Mark Zimsky, Global Environment Facility; Elizabeth O'Neill, WWF International*

5:00 pm Day Two Preview (Grand Ballroom)

5:15 pm Catered Reception (The Terrace, The Marvin Center, The George Washington University)

### Tuesday, June 8, 2010

7:45 am Sign-in: Registration, Meet & Greet, ( Floor Lobby), Continental Breakfast (Room 302)

8:45 am Day Two Introduction (Grand Ballroom)  
Matt Birnbaum, NFWF; Kate Barba, NOAA; Katherine Dawes, EPA

9:00 am **Featured Presentation: Navigating Evaluative Complexity in the Age of Obama (Grand Ballroom)**  
*Eleanor Chelmsky, Former Assistant Comptroller General (USGAO) for Program Evaluation and Methodology*

9:45 am **Plenary Roundtable: Improving the Quality of Evaluative Practice by Embracing Complexity (Grand Ballroom)**  
*Andy Rowe, ARCEconomics; Andrew Knight, Stellenbosch University; Seerp Wigboldus, Center for Development Innovation; John Stephenson, U.S. GAO; Claudia Romero, University of Florida*

10:45 am Break & Refreshments (Grand Ballroom)

11:00 am **Concurrent Sessions: (Rooms 301,307,308,309,310)**

- Social Media and Evaluation (Susan Kistler, AEA; Katherine Dawes, EPA; *Facilitator*: Annelise Carlton-Hug, Trillium Associates)
- Organizational Approaches to Measurement and Evaluation (Kerstin Åstrand, Swedish Environmental Protection Agency; Jill Ferguson, Natalie Hanson, and Jeffrey Harris, U.S. EPA; *Facilitator*: Rhonda Schlangen, Evaluation Consultant)
- Program Learning in Complex Systems: Improvement Through Modeling (Jeff Wasbes, Research Works Inc.; Daniel Hayden, RARE Conservation; *Facilitator*: Kara Crohn, *Research Into Action, Inc.*)
- Evaluation Policy in the Environmental Community (Kristin Komives, ISEAL Alliance; Per Mickwitz, Finnish Environment Institute; *Facilitator*: Ginger Potter, NOAA)

## 2010 Environmental Evaluators Networking Forum

- EEN Forums in the US and Abroad: Supporting Emerging Nodes in the Network (*Open Discussion, Facilitator: Matt Keene, EPA*)

12:00 pm **Catered Lunch (TBD)**

**Optional Training Session: Applying Adaptive Management Principles to Logic Models: Interactive Session on Results Chains**

Nick Salafsky, FOS; Matt Birnbaum, NFWF

1:15 pm **Networking and Capacity Building Session: Evaluators' Café (Grand Ballroom)**

1. The Evaluators' Institute: Building and Supporting Quality in Evaluation Practice	2. From Environmental Justice Concerns to a Pro-equity Posture - Tools and Techniques for an Emerging Imperative.
3. Measurement and Evaluation of Biodiversity Markets Offset and Compensation Programs	4. Applying a Journalistic Approach to Environmental Evaluation
5. What is the Value of Two Spare Eyes? Fostering Quality Through Non-peer Review	6. Forest Service: Performance Measurement and Evaluation
7. Environmental Program Evaluation (EPE) Topical Interest Group of AEA	8. Satellite images are your friends. (They are free, updated, and <b>**almost**</b> ready to be used!)
9. Demonstrating Conservation Impact: How Rare is Measuring Conservation Outcomes in the Northern Andes	10. The Path Toward Interdisciplinarity - Exploring Methods, Tools and Ideas for Measuring Progress in Multi/Interdisciplinary Environmental Research, Education, and Training
11. Quantity or Quality? Why are so Many Cons Plans Done, but so Few Evaluated?	12. Evaluating Environmental Education: Navigating to Quality
13. Preparing you for Success!	14. Closing the "Quality Doughnut Hole": EPA Pilot Efforts to Improve the Quality of Collection and Analysis of Social Science Data
15. Social Network Analysis for Environmental Evaluation	16. An Introduction to Miradi Adaptive Management Software
17. Atlas of Global Conservation	18. NEWS NEWS NEWS: New Reports, Articles and Books

3:15 pm **Break**

3:30 pm **SUPERPlenary Network Weaving and Closing Discussion (Grand Ballroom)**

*Facilitator: Annelise Carleton-Hug, Trillium Associates*

4:30 pm **Adjourn and Celebrate! (TBD)**