FEBRUARY 26 2016

REPORT FOR:

CESBCY 2015 CONFERENCE – COLLABORATION, CONTRIBUTION AND COLLECTIVE IMPACT

WHERE SFU HARBOUR CENTRE

WHEN 9:30 TO 4:00 P.M.,

NOVEMBER 20 2015

COST $150 PER PERSON FOR CES MEMBERS

($200 NON-MEMBERS/$90 STUDENTS)

LUNCH PROVIDED

AGM FOLLOWED – FROM 4:30 TO 5:30 PM

RATIONALE

Numerous evaluations of non-profit and charitable initiatives are in progress throughout the Lower Mainland. The purpose of this conference was to provide an opportunity for evaluators to share their experiences conducting evaluations of these initiatives and the evaluation needs of the sector. Ultimately, the conference intended to improve local evaluation communication, practices and outcomes, as a result of this sharing.

SIZE

141 participants

VENUE

SFU Harbour Centre:

- 4 Segal rooms
- 3 additional break out rooms. NB: SFU assigns the break out rooms in September once they are "released" from class schedules.
- All AV equipment was ordered from SFU. They can order in other AV as well with notice and payment.
    - 2 LCD screens were used for the opening remarks and resource area/slide show at lunchtime
- the Concourse was used for catering the lunch (which was eaten at tables in the Segal rooms)
- Other set up included tables for registration, CES/Rebecca, resources and a survey station

Other:

- Nov 10th was the venue specifications deadline
- Buddy program breakfast – one of the breakout rooms was used for the Buddy program breakfast in advance of the conference program start.
- AV Checklist - in a July email presenters were asked to indicate what they need in advance. A second request email was sent in early November to confirm AV requirements. No presenters requested any additional audio-visual equipment.
- Graphic Facilitation – 2 white boards were available free of charge for the Graphic Facilitation of the panel
- Resource Area – A projector was used during lunchtime plus the 2 LCD screens. Also a table along the wall and a small white board for "Triple C" qualitative comments
- Survey station – JitsuTech staffed a "survey station" for use during the conference to facilitate survey completions using iPads. It was set up before the end of the first session
- The AGM – used the AV already in the Segal rooms

PROGRAM

The deadline for proposals in the Call for Presentations was May 31st, 2015 (see Appendix A). In the last week of May, direct contacts were made with others to encourage more proposals, including from funders and non-profits.

Proposals were submitted via email and were stored in a Dropbox that was shared with all program committee members. Each program committee member reviewed the proposals using a set of evaluation criteria (see Appendix B) and the committee met to review the proposals as a group. Any program committee member who had submitted a proposal recused themselves from discussion of their own proposal. In a few cases where the proposal was not sufficiently clear, but showed some promise, the program committee requested revisions to be resubmitted, and the resubmissions were reviewed by all committee members and a discussion held about them via email. The program committee produced a list of presentations for the conference, as well as a schedule for which presentations occurred at what time and in what room. Everyone who submitted a proposal was been notified about their acceptance/rejection via email.

In summary, there were:

- 19 paper presentations (3 of which are student presentations – they will be intermingled with the regular presentations throughout the day) – NB initially 20 (including 4 student presentations) but one was withdrawn
- 3 Ignite presentations (which were put together in a single session)
- 2 demonstrations
- 1 roundtable
- 1 forum theatre
- 1 funder panel - with graphic facilitation

The day started with welcomes from two Aboriginal elders and a logistics overview by the conference coordinator. At lunch CESBCY presented student bursary cheques and CESBCY and National activities were promoted. The funder panel was at the end of the day. The full schedule is at:
https://docs.google.com/document/d/1Li7jbBYFbey8eLAUP1Utu7XUq3ab43qMu2HYVbyZl88/edit

In July, an email was sent to presenters to confirm their A/V requirements, Twitter handles (if they have one and wanted to be tweeted about by the CESBCY Twitter account), let them know about registration/discount code for presenters, and resources for planning an effective presentation. A follow up email was sent to all presenters in November covering a final call for A/V needs, requesting resources for the resource area info e.g., slides/takeaways, evaluation link to put on final presentation slide/reminder, and request to email slides to CESBCY's conference Gmail account (for posting after the conference, if presenters agreed).

The conference "day at a glance" programme was sent to a graphic designer in early September.

STUDENT ENGAGEMENT

Student presenters – a successful call for student presenters was sent to contacts at post-secondary institutions in BC, Alta and elsewhere. Student presenters were sent links to the AEA website about good presentation formats and techniques and other materials at the same time

as other presenters in July. A student presenter point-person that students can go to the day of the conference if they have any questions or issues is also proposed.

A number of other student engagement initiatives were undertaken. They include:

- a buddy program – The Buddy program included a pre-conference breakfast. Those interested signed up via the conference website/VolunteerSpot. A matching survey for the buddy program was developed. A BP point-person on the day of the conference was identified. The registration deadline for the Buddy program was November 4. Buddies were paired in early November.

- reduced student registration fees were provided

- three regional student bursaries ($100/LM, $200/Island, $300/Interior or North) were offered by the CESBCY Executive. Bursaries were promoted via the Student Blog and email lists. Application info was available via the conference website. Bursaries were applied for by emailing to the conference email address by Friday, September 25. These applications were stored in Dropbox. Selection was done by a committee of the CES Executive. As no Interior/North student applied, one additional bursary of $100 was offered to a second Lower Mainland student, for a total of $400 in bursaries. The winners were notified by the CESBCY President and Student Engagement Lead. Cheques were presented to them at the conference.

- volunteering e.g., as session hosts or with on-site evaluations

- information on evaluation programs and courses for the resource area (UVIC, RRU, UBC, Alta – though not available for SFU MPH eval course) – also the planned future meet up

- a student blog on the CESBCY website mentioned the conference and the conference helped to promote the blog also

Other student engagement initiatives considered:

- approaching evaluation professors to present

- student stickers as ice breaker

- poster session

- prospective employers/student meet up

- Canadian Journal of Program Evaluation articles stemming from the student presentations (as well as other content) may be encouraged

- Padlet

More detailed information on Student Engagement Activities are available under separate cover.

VOLUNTEER COORDINATION

In total, 51 volunteers contributed to the organization and operation of the CES-BCY 2015 evaluation conference (not including conference presenters), the majority of whom (36) signed up through VolunteerSpot. This included most of the conference organizing committee, the program committee, conference evaluation lead, marketing/communications liaison, and 25 volunteers filling support roles including registration table, session hosts, on-site evaluation assistants, resource area, and registration package preparation.

The volunteer coordinator sent a Welcome email to those who had volunteered other than the program committee members. The email also encouraged presentation proposals and promoted student engagement initiatives. All required volunteer positions were filled by the conference date.

Of the support volunteers, 60% registered for the conference, 16% were identified as students, and 12% were also presenters.

The volunteer coordinator developed several resources for the position, including role descriptions for the evaluation assistants and session hosts and a template for a room assignment overview. The coordinator also developed session sign-up sheets for the session hosts (on VolunteerSpot) and evaluation assistants (on GoogleDocs).

A volunteer experience survey was developed and administered after the conference ended to the 25 support volunteers. 12 responses were received (48% response rate). Detailed results from this survey are presented in the accompanying volunteer coordinator report, but overall there was high reported satisfaction, a strong reported likelihood to volunteer again, and several suggestions for improvements to next year's conference volunteer experience as well as identification of this year's strengths.

Volunteers were recognized through a resource area slide show, opening remarks, and conference follow-ups. Certificates and small gifts were planned, but were not implemented due to a lack of time.

Several recommendations were included in the accompanying volunteer coordinator report on how to improve communication with the volunteers about the conference and their role in it, address some technical issues that arose with the online surveys and WiFi at the conference venue, and provide more support and engagement to volunteers during the conference itself.

REGISTRATION

Registration and payment processes were provided through the CESBCY website using WildApricot.

141 individuals participated in the conference.

A reminder email was sent in early Nov to registered participants which included – date/time info, a link to a survey on session interests (for assigning rooms), a call for volunteers/Buddy program/session hosts/resource area info, and a bookmark for the evaluation.

Delegate packages were created - with name tags, programs, room assignments, venue maps, website links for the session evaluations, CESBCY, etc.

MARKETING/COMMUNICATIONS

The conference logo was updated as well as the conference website from last year. The website was coded and available at http://www.cesbcyconference.ca/

The Call for Presentations and Volunteers was sent out by email blast by CESBCY and CES National in April. It was posted on the CES National website. Information on the conference was also posted on the CESBCY website home page. The CESBCY twitter account also tweeted about the call.

Conference launch/registration promotional activities included:

- National and CESBCY website event postings/email blasts/tweets

An email blast was sent in July to CESBCY members. This email contained:

- registration is open/live information with preliminary program information
- student engagement initiative information
- the ongoing call for volunteers

The CESBCY twitter account tweeted about the conference/presenters etc on an ongoing basis. Twitter handles for the speakers (only a handful used twitter) were used to announce the session titles and other interesting program tidbits once the full agenda was available. Followers were encouraged to retweet these tweets.

Additional launch/registration promotional activities included:

- Emails/postings e.g., with AEA Northwest chapters, VantagePoint, Charity Village, VanCity Community Foundation (Bryn), Community Action Initiative (Jessica), Vancouver

Foundation (Trilby), IPAC (Bill R), Centre for Employment Excellence, United Way, Market Research and Intelligence Association (Diana) etc.

Activities were documented to be provided to C2017 conference planners.

A reminder email blast was sent out in late Sept/early October before the early bird deadline. It contained:

- registration/draft program information
- student engagement initiative information
- additional calls for volunteers
- a call for resource area info

RESOURCE AREA

A resource plan was created. Resources for the area included:

- presentation slides, takeaways and reports/websites
- CES promotions – CES National's banner/stand, CES brochures and CE postcards (75 of each), C2017 postcards, bowl for collecting business cards/info, USBs
- printed materials e.g., textbooks, AEA and CES journals. CEE publications
- (printed) information on post-secondary evaluation education programs and courses and CUEE
- electronic information and apps
- TedTalk Videos on collaboration, contribution and collective impact
- Slideshow
- information related to the 2014 CESBCY Health Evaluation Conference e.g., programme

EVALUATION

A Conference Evaluation Plan was drafted. The approach included:

- Two surveys developed using last years' surveys as templates. One survey was for the overall conference experience and the other survey was for individual sessions. If a delegate attended 3 sessions, they were asked to complete the session survey three times.

- "Evaluation Assistants" were recruited and assigned to workshops. They had iPads or laptops or smart phones available with the live survey link were able to assist delegates following each workshop to complete the survey. JitsuTech staff were also available to help participants complete surveys and circulated during networking times to remind people to complete surveys.
- An incentive of a $100 Amazon gift card was provided for the session evaluations.
- Strategies to boost response rate were implemented, and were shared with the conference planning committee as they needed some advance planning.
- a job description for the "Evaluation Assistants" to make sure they know what their role was drafted and an orientation session at the beginning of the conference provided.
- General conference indicators, such as # delegates, # volunteers, etc. can also be included.

CESBCY EXECUTIVE ACTIVITIES

The CESBCY Executive undertook:

- the AGM which followed the conference – reception, agenda (bylaw revisions)
- the student bursary cheque presentation and a presentation promoting CESBCY activities at lunch
- to provide CESBCY memory keys as promotional items for takeaways
- to provide three regional student bursaries

2015 SCHEDULE

April - Call for Presenters – May 31 deadline

- Call for Volunteers (ongoing)

April – Venue booked, AV and catering to be included in the booking

May – Receive Presentation Proposals

- Website set up/testing
- Registration set up/testing

June/July - Review Presentation Proposals/Draft Agenda/Confirm Presenters

- Add program and student engagement info to the website
- Open registration/launch

Aug – Oct/Nov – Registrations

- Finalize rooms, AV and catering
- Volunteer assignments and orientation
- Buddy program assignments and orientation
- Evaluation set up
- Resource area

ORGANIZING COMMITTEE

Overall - Diana

- plan/budget/schedule coordinating and updating
- logo/website, email blasts (CESBCY and National)

Venue (SFU Harbour Centre) - Jeanne

- rooms, catering, AV etc

Program - Beth

- with committee members – Janice, Trilby, Jessica, Christina
- review presentation submissions, coordinate specific call follow ups, organize sessions, identify AV requirements

Volunteer Coordinator – Carolyn

Student Engagement – Michelle

- with Genevieve and Marika

Liaison with PEC/LM Coordinator - Sarah

Registration - Diana

- draft form, work to set up registration, receive updates/trouble shooting
- Coordinate with volunteers to help onsite

Marketing/Communications – Kylie

- Social media (FB, Twitter), organizational contacts, etc.

Resource area – Diana/Catherine

- information on apps, CES membership, journals, local info, etc.

Evaluation – Helen

2015 CESBCY Evaluation Conference

Collaboration, Contribution and Collective Impact

The *CESBCY Evaluation Conference* is being held in Vancouver, BC on Friday, November 20, 2015. This year's focus is on evaluations of non-profit initiatives across the province.

Call for Presentations

Conference organizers are pleased to invite individuals, groups, and organizations to submit a presentation proposal(s).

Presentations can be made by one or more speakers to share approaches or completed work. Various types of presentations will be made during the conference. See the definitions of types of presentations attached to this email for descriptions and details on duration and format.

Presenters are encouraged to showcase their most innovative or "cutting edge" practices.

Conference attendees represent a broad diversity of sectors and areas. They share a knowledge and passion for evaluation. They are especially interested in the dissemination of approaches used, lessons learned and tips that others can learn from for their own projects as compared to program-specific content. What can your colleagues *use*? Presenters are

also encouraged to lead interactive sessions that allow participants to discuss our roles and challenges as evaluators.

For tips on effective and interactive conference presentations please consult the following resources:

- AEA Potent Presentations Initiative
- You Can Be a Better Presenter: 25 Tips for More Effective Presentations (Community Solutions Planning & Evaluation)
- Audience Engagement Strategy Book (Sheila B. Robinson)

More AEA Potent Presentations tools can be found at http://p2i.eval.org/

Ideas for possible presentation themes include:

- Meeting non-profit needs for evaluation – what non-profits need from evaluation, how this varies and state-of-the-art practices for meeting these needs
- Exploring the role(s) of Boards, managers/staff, consultants and others in conducting evaluations
- Building evaluation capacity within organizations
- Evaluating partnerships and relationships e.g., co-delivery structures and processes, networks, hubs, etc., developing/maintaining new/existing relationships, (partial) contributions
- Assessing collective impact, shared and/or common measures
- Evaluating social innovation and using developmental approaches
- Applying systems and design evaluation approaches
- Presenting data in a meaningful, accessible way that supports its use for various purposes
- Using evaluation data for non-profit governance, strategic/business planning, operational improvements and results reporting
- Students presenting on their innovative evaluation work with non-profits

- Incorporating “new” technologies in collecting, analyzing and reporting evaluation data e.g., social media, visual media, data visualization

Types of Presentations Apr 9 2015.pdf

Presentation proposals should include the following:

- Title of the presentation
- A brief abstract of the content of the presentation (500 words max)
- A brief statement of relevance to the evaluation community
- A short biography of each presenter (500 characters max)
- Primary contact information (both name and email address)

Proposals can be emailed to: ConferenceBCY2015@gmail.com

The deadline to submit presentation proposals is May 31, 2015 at 11:59 PM PST.

2015 CESBCY Evaluation Conference

Proposal Evaluation Criteria

The following is a proposed list of criteria by which to judge the proposals. It is not required to assign a score to each criterion (though you are welcome to do so if you find this helpful for yourself as you go through the proposals) – the criteria are meant to serve as a guide to help you think about each of the proposals. They are also up for discussion at the Program Committee meeting if you feel there are other things we should be considering. (Note: The criteria have been adapted from the criteria listed in the CES 2015 National Conference's call for proposals).

PROPOSED CRITERIA:

- **Appropriateness for the conference** – Does it fit the conference theme of non-profit organizations? Will this topic be relevant to our audience?
- **Clarity of the proposal** – Does the proposal clearly outline the topic and its main concepts/ideas?
- **Originality/innovation** – Does the proposal include new ideas, methods, and/or approaches? Does it have the potential to contribute to the field of evaluation?
- **Diversity** – Does the proposal add something different than other proposals? (i.e., overall, we would like to see a conference program with a diverse array of ideas/topics/types of organizations).
- **Proposal is appropriate for suggested presentation type:**
    - **Paper**: shares "research results or completed work, as well as innovative evaluation concepts, methodologies, or tools.
    - **Student presentation**: same as paper presentation, but presenter identifies self as a student
    - **Panel**: "multiple speakers focusing on one issue"
    - **Expert Lecture**: speaker is "an acknowledged expert in the field who will share conceptual or methodological innovations" and "the breadth and depth of the content, and the expertise of the presenter, should warrant […] an extended exploration" of 45 mins + questions
    - **Demonstration**: shows "how to use or apply an evaluation concept or tool. The abstract should describe how the presenter will walk attendees through a clear, step-by-step explanation of the concept or tool, how it compares to other evaluation concepts or tools, its strengths and weaknesses, and how it can best be applied. Presenters should be an expert on the concept or tool they are presenting."

- **Ignite-style rapid presentation**: “a very clearly articulated message” that can be done in 5 mins
- **Poster Presentation**: “less formal opportunity to share evaluation work”
- **Workshop**: “offer training to the participants from a perspective of professional competencies development, reinforcement, and advancement. The activities must therefore meet the current standards of knowledge and skills in the field of program evaluation. Please note that a workshop is longer in duration than are standard presentations. As such, the breadth and depth of the content, and the expertise of the presenter, should warrant such an extended exploration and should include participatory exercises for participants.”