

Measuring Success in Community Development: Beyond Just Bricks and Mortar



Those of us working in the Community Economic Development field are well aware of the transformative power of our work. We have seen the revitalization of communities; we have seen the positive changing of lives. We know that we have seen success in our work. But, how do we quantitatively show that success? How do we evaluate our work?

CEDAM is pleased to be presenting to you *Measuring Success in Community Development: Beyond Just Bricks and Mortar*, a half-day workshop that will provide participants with a basic understanding of the purpose and benefits of evaluation, educate participants on how evaluation can be used in the context of community development, and increase participants' comfort level in working with external evaluators and/or preparing to conduct an internal evaluation.

Specific presentation topics will include:

- Why conduct evaluations?
- Evaluation as a planning tool
- Strengths and limitations of internal vs. external evaluations
- Uses of evaluation in community development (Internal vs. External)
- Measuring outcomes in community development
 - o Housing and neighborhood development
 - o Commercial and economic development
 - o Recreation and greenspace
 - o Public health and safety
- Types of evaluation
- Evaluation steps

Measuring Success will be taking place:

Friday, October 3, 2008
9:30am – 12:00pm (registration begins at 9:00am)
University of Michigan Detroit Center
Orchestra Place, 3663 Woodward Ave., Suite 150
Detroit, MI 48201



The cost to attend is \$10, which includes all session materials and light refreshments. For more information, please contact Brian McGrain at (517) 485-3588 or mcgrain@cedam.info. Please register on-line at www.mittac.org.

Measuring Success will be presented by:

Jane Frances Morgan, president of JFM Consulting Group, is a Detroit-based program evaluation and community planning consultant who has worked with a wide range of organizations. Her program evaluation experience includes work with community development corporations, human service agencies, foundations, governmental agencies and other nonprofit organizations. She also provides evaluation training to small to mid-sized nonprofit organizations and conducts program-related community needs assessments. Ms. Morgan has worked extensively within the community development arena, focusing on the evaluation of collaborative community development models. Her work also includes program development, strategic planning and evaluation training.

Neva Nahan has been conducting evaluation for over 25 years in a variety of non profit settings, including schools, government, and human service organizations. Recent evaluation projects include: Great Start Collaborative Wayne, Everyone Together (an initiative of the Michigan Developmental Disabilities Council) and Osborn Networking for Change Project (an initiative of Black Family Development, Inc. in conjunction with the Skillman Foundation). Neva regularly teaches research methods and evaluation at the School of Social Work, and has provided training about evaluation for beginning and novice evaluators. She is currently the coordinator of research at the Wayne State University School of Social Work and former president of the Michigan Association for Evaluation.