

ANNOUNCING THE EASTERN EVALUATION  
RESEARCH SOCIETY'S ANNUAL CONFERENCE:

# Capacity, Complexity, Collaboration

May 3 & 4, 2021  
11:00 am - 4:00 pm EST  
Virtual event

Registration and more details: [eers.org](https://eers.org)

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## OUR KEYNOTE SPEAKERS:



**Sheila B. Robinson**  
Custom Professional  
Learning, LLC



**Marlén Mendoza**  
SparkAction



**Dillon Bernard**  
The Forum for  
Youth Investment

# Monday 5/3

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KEYNOTE

## **Of Memories, Motherhood, and Moonshots: How Asking the Right Questions Changes Everything**

Sheila B. Robinson, Custom Professional Learning, LLC

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## **Do No Harm: A Trauma-Informed Approach to Evaluation**

Kristin Lucero-Golden, So Others Might Eat

## **Comprehensive Monitoring and Evaluation Plans – One Federal Agency’s Quest to Improve Grantee Performance Monitoring and Data Usage**

Lauren Jowell, Bureau of International Labor Affairs, U.S. Dept. of Labor

## **Lessons Learned Collecting and Using Data in a School Setting: The Value of Relationships and Input from Partners**

Rebecca Jones & Vanessa Sacks, Child Trends

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## **The Development of an Online Evaluation Portal for a Comprehensive Regional Cancer Health Disparities Partnership**

Lin Zhu, Lewis Katz School of Medicine, Temple University

## **Using Research and Evaluation to Support and Assess the Opioid Epidemic Response**

Lily Zandniapur, Andrea Robles, & Mary Hyde, AmeriCorps

## **How to Design Reports that Actually Inform Decisions (with Software We Already Have)**

Ann K. Emery, Depict Data Studio  
Elizabeth Grim, Evaluation Consultant

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# Tuesday 5/4

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KEYNOTE

## **The Art of Community Revitalization: An Evidence-Informed Practice Rooted in Storytelling, Youth Culture, and Love**

Marlén Mendoza, SparkAction

Dillon Bernard, The Forum for Youth Investment

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## **What You Don't Know Can't Help You: Using Mixed-Methods Evaluation To Help Small Organizations Gain Practical Knowledge**

Andrew McDonald, ICF International

## **Monitoring and Evaluating Community Prevention Strategies for COVID-19**

Theresa Armstead, Linda Vo, Solape Ajiboye, Amy Laurent & Eva Wong, Centers for Disease Control and Prevention

## **Embracing Complexity, Amplifying Capacity: Crowdsourcing New Thinking about Evaluation Practices**

Seth Klukoff & Eve Weiss, Equal Measure

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## **Building a Learning Culture: Infusing Evidence Building Throughout an Organization**

Susan Jenkins, Office of Performance and Evaluation, U.S. Administration for Community Living

## **Tales from a Practicing Abolitionist: Inspiration for Whole Scale Transformations of Your Practice**

Aisha Rios, Coactive Change

## **Power Analysis: Bridging Advanced Analytics with Real World Applications**

William E. Pate, II, AdHoc Analytics

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