



# Project Design & Evaluation

May 10 - 11, 2010

9:00 AM - 5:00 PM (each day)

Waquoit Bay Research Reserve, 149 Waquoit Highway (Route 28)

Do you lead or manage projects or function as a department head in your organization? Do you manage grant funded initiatives and are responsible for tracking and reporting on results? Do you partner with other organizations to achieve a common goal? Are you interested in knowing the real on the ground impact of your work? Many times projects run their course but managers may not tap into available techniques that can help to increase efficiency and maximize results. This two-day course provides coastal resource management professionals with the knowledge, skills, and tools to design and implement projects that have measurable impacts on the audience they want to reach. This interactive curriculum can help you increase the effectiveness of your projects by applying instructional design theory to their design. This course has been delivered all over the country by trained professionals from the NOAA Coastal Services Center and has yielded meaningful results. This is a great opportunity to enhance your project management abilities and network with other coastal management professionals.



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**After attending the course, participants will be able to:**



- \* Describe the context of project design and evaluation within the scope of agency and organization missions, strategic plans, and established program niches
- \* Apply appropriate instructional design theory and practices to project development
- \* Explain the role of logic models in project design and evaluation and create logic models for their projects
- \* Use performance measurement as part of project evaluation
- \* Describe types and levels of evaluation that can be applied to projects

*"This course taught me a systematic approach to take when thinking about project planning. The use of logic models was the best way to illustrate this. Before attending, I didn't know this methodology existed."*  
State Agency Staff Person

## Target Audience

Project Managers  
Coastal Managers (Fed/State/Local)  
Municipal Dept. Heads  
Town Administrators  
Non-Profit Organizations

## REGISTRATION

Registration Required. Please register early, space is limited. Sign-in begins at 8:30 AM, and lunch will be provided each day.

[www.waquoitbayreserve.org](http://www.waquoitbayreserve.org)

Click on Full Calendar under Upcoming Events on the Reserve's homepage, go to May and click on Project Design & Evaluation

When you have successfully registered for a workshop, you will receive an email confirmation. If you do not receive confirmation please contact [laurie.tompkins@state.ma.us](mailto:laurie.tompkins@state.ma.us).

For more information on the program contact Tonna-Marie Rogers at 508-457-0495 x110 or [tonna-marie.surgeon-rogers@state.ma.us](mailto:tonna-marie.surgeon-rogers@state.ma.us)

**This course is being offered at no cost with sponsorship support from the Waquoit Bay Reserve Coastal Training Program, the National Oceanic and Atmospheric Administration Coastal Services Center, and the Massachusetts Department of Conservation.**



## I N S T R U C T O R S

**Pam Kylstra** is a program development specialist with the NOAA Coastal Services Center where she also serves as the Center's Sea Grant Liaison. She assists with the instructional design of Center products, develops training programs, and provides facilitation services for the coastal resource management community, including Sea Grant, National Estuarine Research Reserves (NERR), and other federal, state, and local agencies and organizations. Ms. Kylstra holds a master of science in marine resource management from Oregon State University and a bachelor of science in zoology from North Carolina State University. She also has completed certification courses in training design, facilitation, and mediation.

**Ann Weaver** joined NOAA's Coastal Services Center as a program and training specialist. Her responsibilities include conducting trainings on public issues and conflict management and project design and evaluation. She has extensive experience as a trainer in the public and private sector and is a corporate-certified learning specialist and instructional designer. She has conducted needs assessments, designed and facilitated workshops, and coached multifunctional project groups through a teaming process. Ms. Weaver holds a bachelor's degree in industrial engineering from the University of Washington, and a master's degree in biology from Florida Atlantic University.