

**FINANCIAL EDUCATION AND PROGRAM EVALUATION TRAINING**  
**“Measuring Financial Success Using Program Evaluation”**

When: Friday, November 14, 2008

Where: Auditorium, University of Illinois Extension, Champaign County Unit  
801 N. Country Fair Drive, Suite D, Champaign, IL 61821  
(217) 333-7672

**Agenda**

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|-----------------|---|
| 9:30 – 10:00 am | Registration and Introductions  |
| 10:00 – 10:30am | Setting the Stage for Program “Success” <ul style="list-style-type: none"><li>• Program planning and outcome-based evaluation</li><li>• Models of financial knowledge and behavior change</li><li>• Defining objectives, outcomes, and indicators</li></ul>   |
| 10:30 – 10:45am | ACTIVITY: Evaluation Action Plan – Part A   |
| 10:45 – 11:30am | The Evaluation Planning Process: Creating Your “Toolkit” <ul style="list-style-type: none"><li>• Methods for collecting impact data</li><li>• Types of evaluation instruments</li><li>• Survey design and selecting appropriate indicators</li></ul>  |
| 11:30 – 12:00pm | Putting it All Together: Sample Evaluations <ul style="list-style-type: none"><li>• Sample A: Post Evaluation Only</li><li>• Sample B: Pre and Post Evaluation</li><li>• Sample C: Stages-to-Change Evaluation</li><li>• Sample D: Train-the-Trainer Evaluation</li></ul>   |
| 12:00 – 12:30pm | LUNCH   |
| 12:30 – 1:00pm  | ACTIVITY: Evaluation Action Plan – Part B   |
| 1:00 – 1:30pm   | NEFE Financial Education and Program Evaluation Toolkit <ul style="list-style-type: none"><li>• Manual (<a href="http://www2.nefe.org/eval/manual.html">http://www2.nefe.org/eval/manual.html</a>)</li><li>• Database (<a href="http://www2.nefe.org/eval/index.php">http://www2.nefe.org/eval/index.php</a>)</li></ul> |
| 1:30 – 2:00pm   | Barriers and Challenges to Building Successful Programs <ul style="list-style-type: none"><li>• Defining program success</li><li>• Collecting data from program participants</li><li>• Designing and implementing program evaluations</li><li>• Tips for overcoming the barriers</li></ul>                              |
| 2:00 – 2:15pm   | ACTIVITY: Evaluation Action Plan – Part C   |
| 2:15 – 3:00pm   | Building Program Success: Reporting Program Impact <ul style="list-style-type: none"><li>• Telling your story</li><li>• Writing impact statements</li><li>• Analyzing and disseminating the findings</li></ul>  |

3:00 – 3:15pm           ACTIVITY: Evaluation Action Plan – Part D  
3:15 – 3:30pm           Wrap-Up and Safe Travels Home!

**FOR MORE INFORMATION CONTACT:**

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**FUNDING PROVIDED BY:**



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