Beyond Evaluation 101: Effective Process and Market Evaluations

Instructors: Jane Peters, Marjorie McRae, and Linda Dethman, Research Into Action

Full Day 9:30am – 5:30pm
$150 (includes two breaks and lunch)

Drs. Jane Peters, Marjorie McRae, and Ms. Linda Dethman will offer an interactive workshop on doing process and market evaluation. The presenters are skilled presenters and process evaluators, each with over 30 years of experience conducting process and market evaluations. Participants increase knowledge of the components of a process or market evaluation

• Participants know when to use qualitative and quantitative data for different aspects of process and market evaluation
• Participants know how to approach analysis of quantitative and qualitative data
• Participants know how to focus a process or market report to be used and useful

Intended Audience: This workshop targets evaluators and evaluation managers who feel they understand the basics of evaluation i.e., Evaluation 101, and are ready to tackle process and market evaluation specifics.

Workshop Format: Lecture; Case study examples; Work group exercises
Highly interactive: Attendees should come prepared to participate in the session and report out to the group--expect some interactive task at least once an hour.

About the Instructors:

Dr. Jane S. Peters, President and Owner of Research Into Action in Portland Oregon. Jane has more than 30 years of experience in energy-related program performance measurement and market research. She is well-known for her qualitative research, including process and market evaluations, focus group moderation, and quantitative assessment of behavioral and indirect impacts and has conducted research on all types of programs: residential and nonresidential, energy efficiency, demand response and end-use renewables, low-income and market rate, agricultural, research and development, and distributed generation.

She is particularly interested in determining how best to improve the design and implementation of programs to spur individuals and organizations to reduce their energy use and minimize contributions to climate change.

Her 2009 white paper, Process Evaluation Insights on Program Implementation for the California Institute for Energy and Environment, addresses lessons learned from 30 years of process evaluations of energy efficiency programs. She authored three books on evaluation for the Electric Power Research Institute (EPRI), and numerous other publications.

Dr. Peters is a member of the Evaluation, Measurement, and Verification (EM&V) training team for the Association of Energy Services Professionals. Jane earned her Ph.D. in Urban Studies from Portland State University, and received an A.B. with Distinction in Psychology from Occidental College.
Dr. Marjorie McRae, Principal, Research Into Action, has been active in the assessment and support of energy efficiency and demand response programs since 1980. For the past 12 years, she has focused on the design and implementation of process and market research studies for energy efficiency, demand response, renewable energy, market transformation, information, and new technologies programs in all sectors. Her experience includes program planning and the estimation of free-ridership and program impacts. She is the author of DSM Evaluation: Six Steps for Assessing Program Effects, a guide to process and impact evaluation and market research published by the Electric Power Research Institute (EPRI).

She is a member of the Evaluation, Measurement, and Verification (EM&V) training team for the Association of Energy Services Professionals, and has conducted training as part of the International Energy Program Evaluation Conference. Dr. McRae has a Ph.D. in Psychology from The Wright Institute, an M.A. in Economics from University of California, Berkeley, and a B.A. in Economics from Goucher College.

Ms. Linda Dethman, Research Into Action, has more than 30 years of experience in energy-related program process and performance, program evaluation research, and market and customer research. She has experience across a wide variety of sectors, including residential (such as low-income and multifamily) and commercial programs. She is an expert in evaluation design, standard and innovative methods, and in-depth analytical approaches. She has assessed many pioneering efficiency efforts, including THELMA (which ushered in H-Axis washers), and programs targeted to net-zero high performance buildings, behavior change, Integrated DSM, and on-bill financing. Over the past decade, clients have routinely called upon Ms. Dethman to assess innovative pilot and behavior change programs. She helps clients understand their target audiences and suggests strategies to encourage greater and more cost-effective participation.

Ms. Dethman is also an award-winning writer, facilitator, and invited speaker at national and international conferences. She has a M.A., Communications Research, University of Washington, Seattle, Washington and B.A., Playwriting, University of Missouri, Columbia, Missouri.