

## Beyond Evaluation 101: Effective Process and Market Evaluations

**Instructors:** Jane Peters, Linda Dethman, and Todd Malinick, Research Into Action

Monday, August 7 | 8:15am – 4:45pm

\$150 | Includes 2 breaks and lunch

Jane Peters, Linda Dethman, and Todd Malinick 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.



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.



Dr. Todd Malinick is a Director at Research Into Action and brings more than 15 years of experience in energy efficiency evaluation, general market research, economics, behavioral science, and healthcare. He received his Ph.D. in sociology from the University of British Columbia, and he holds an M.S. in forest economics from the University of Washington and a B.S. in business economics from the University of Illinois. Over the course of his career, Dr. Malinick has led advanced market research teams to explore a broad range of subjects, from customer and trade ally engagement to audience segmentation and market characterization. In addition to his market research experience, he has consulted on numerous program design and evaluation efforts. He leverages his extensive knowledge of advanced research design, quantitative and qualitative research approaches, data collection, and data management and processing to unveil insights that inform systems thinking and strategic development. Dr. Malinick has evaluated and conducted research to support energy efficiency and demand response programs throughout the U.S. His clients have included Pacific Gas & Electric, Xcel Energy, Southern California Edison, Consumers Energy, and the New York State Energy Research and Development Authority, among others.