

Day 2: MEASURING WHAT MATTERS					Tuesday, June 3rd, 2025
Start	-	End	Topic	Content	Readings
8:30	-	9:00	Breakfast		
9:00	-	9:30	How to Measure What Matters	Using rubrics to describe what success looks like	Grant 2015
9:30	-	10:30	Your Evaluation Plan (YEP #3)	Creating rubrics for outputs and outcomes	
10:30	-	10:40	BREAK		
10:40	-	11:25	Learning Community #3	Sharing rubrics	
11:25	-	12:00	Focusing	Asking questions and making decisions	EIO CH 5 - Focusing the Evaluation*
12:00	-	1:00	LUNCH		
1:00	-	2:00	Measuring the seemingly intangible	Bryce Dix & Kevin Estes, <i>Animal Humane Española &amp; UNM Evaluation Lab</i> Gwen Fernandez, <i>Harwood Museum of Art</i> Julia Hess, PhD <i>Cultural Anthropologist, UNM</i>	
2:00	-	2:45	Your Evaluation Plan (YEP #4)	Focusing / Evaluation questions	
2:45	-	2:55	BREAK		
2:55	-	3:40	Learning Community #4	Sharing evaluation questions	
3:40	-	3:45	Exit Ticket		
3:45	-	3:55	BREAK		
3:55	-	5:00	Your Evaluation Plan	Tie up loose ends	

\*Asterisked readings are available at [evallab.unm.edu](http://evallab.unm.edu) → Learning Center → 2025 Summer Institute Materials → Readings

EIO = Darlene Russ-Eft and Hallie Preskill. 2009. *Evaluation in Organizations: A Systematic Approach to Enhancing Learning, Performance, and Change - 2nd Edition*. (New York: Basic Books.)

Grant, David. 2015. *The Social Profit Handbook: The Essential Guide to Setting Goals, Assessing Outcomes, and Achieving Success for Mission-Driven Organizations*. Chelsea VT: Chelsea Green Publishing Company.