

EVALUATION LAB SUMMER INSTITUTE

Evaluation that goes to the heart of your mission.



THE UNIVERSITY OF
NEW MEXICO

JUNE 2nd-6th, 2025

9:00 AM - 5:00 PM | MONDAY - FRIDAY
ALBUQUERQUE, NEW MEXICO



A 5-day intensive course covering all aspects of evaluation.

At the end of the Institute, attendees will have a plan of evaluation activities to review with their organizations and tools to begin the evaluation process.

“[The Institute] has really helped us see where we are now as a non-profit, and where we want to be in the future.”

—Jessica Dunn, Program Support Services Coordinator, Tobosa Developmental Services

REGISTRATION RATES

Before May 1st

\$1,800 which includes registration for the first 2 participants from each organization \$300 for each additional participant from the same organization (max teams of 4 total)

After May 1st

\$200 rate increase for first 2 participants

SAMPLE SCHEDULE

DAY 1 EVALUATION FOUNDATIONS

Discuss principles of effective evaluation, including making space for “mission time,” measuring what matters, and bringing stakeholders into the process. Create a logic model for your organization. Learn how to use the evidence base to articulate your theory of change.

DAY 2 MEASURING WHAT MATTERS

Develop evaluation questions from the logic model to focus the evaluation process. Develop rubrics to define levels of performance for what matters most to your organization.

DAY 3 COLLECTING DATA

“Tell your Story” through systematic collection and analysis of quantitative and qualitative data. Learn how to create effective surveys and conduct engaging focus groups. Add data collection options to your evaluation plan.

DAY 4 THE JOY OF EVALUATION

See how focusing on mission and including staff, board members and clients can bring evaluation to life. Learn about Community Based Participatory Evaluation. Strategize on bringing different perspectives to the table.

DAY 5 MORE TOOLS

Learn the principles of data visualization. Use excel to compare client metrics at the start and end of a program. Refine and share your evaluation plan.



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