



COMMUNITY FOOD SECURITY COALITION EVALUATION PROGRAM

presents

A Field Guide to Evaluation

This is a comprehensive workshop focused on outcome-based evaluation strategies, tools, analysis and results. Designed expressly for Community Food Project (CFP) grantees and other CFP practitioners.

Come enjoy the Crescent City while learning how to evaluate your programs' impacts!

Meals will include local Louisiana products!

**Monday, February 14th 4:00 PM to
Wednesday, February 16th 5:00 PM
New Orleans, Louisiana**

Workshop Sites

Monday Evening

Garden District Hotel
Tulane Conference Room
2203 St. Charles Avenue
New Orleans, LA 70140
(504) 566-1200

Tuesday & Wednesday

Audubon Nature Institute & Zoo
Dominion Learning Center
6500 Magazine Street
New Orleans, LA 70118
(504) 861-2537

*See important details on accommodations on the next page.

Workshop Hosts

☒ Community Food Security Coalition (CFSC)

The CFSC is a North American organization dedicated to building strong, sustainable, local and regional food systems that ensure access to affordable, nutritious, and culturally appropriate food for all people at all times. We provide a comprehensive blend of training, networking, evaluation support and advocacy to further the efforts of grassroots groups to create effective solutions from the ground up, and we are building a thriving national movement to advance community food security. Check us out at www.foodsecurity.org

Workshop Overview

☒ Whether you are new to the evaluation landscape or a seasoned practitioner, this workshop will benefit you.

You will gain practical strategies and tools for:

- *assessing how well your project is working,*
- *determining what is needed to make it better, and*
- *telling the story of what you have accomplished!*

Trainers will focus on all stages of developing, implementing and using your evaluation plan and results. Workshop components include:

- Creating an environment for evaluation
- Selecting program outcomes
- Exploring common CFP outcomes
- Mapping logic models
- Developing and customizing tools from the *Community Food Project Evaluation Toolkit*
- Developing an evaluation analysis plan
- Trekking through data analysis
- Using data results for program improvement
- Communicating results with stakeholders

There will be optional time for an Audubon Zoo tour, networking circles, or, a brief one-on-one consultation on your program's evaluation plan. We will also include a training for CFP Grantees on the Common Output Tracking Form requested by USDA for their grant reports.

**A copy of the *Community Food Project Evaluation Handbook and Toolkit* will be included with your full registration fee. These two documents include over 300 pages of practical information and sample tools designed especially for community food security projects.

Workshop Participants

☒ Community Food Security Practitioners

This workshop is open to anyone interested in program evaluation for their community food security type project.

Community Food Project grantees and organizations participating in the CFSC Regional Organizing Program are especially encouraged to attend. Please contact Jeanette Abi-Nader for more information at jeanette@foodsecurity.org or 985-892-7501.

Workshop Trainers

☒ National Research Center, Inc. (NRC)

NRC is one of the leading strategic planning and evaluation teams in the US, focusing on the information needs of the public sector, non-profits agencies, health-care providers and foundations. Trainers for this workshop are VP. Michelle Miller Kobayashi, MSPH, and Senior Research Associate Kerry Lupher, MSW. Check them out at www.nr-c.com

**Discounted Room Rate Deadline is January 14th, 2005
Registration Deadline is January 28th, 2005**

Logistics

✘ RECOMMENDED ACCOMMODATIONS

Garden District Hotel
2203 St. Charles Avenue, New Orleans, LA 70140
(504) 566-1200 or (800) 975-6652

The Garden District Hotel is located on the streetcar line, not far from the Central Business District and the French Quarter. Please visit their website at www.gardendistricthotel.com.

Single or Double rooms are available to workshop participants at the discounted rate of \$79/night plus tax & fees for February 14, 15 and 16, 2005.

To reserve your room, please be sure to ask for the "Front Desk of the Garden District Hotel" and mention you are with the group "Community Food Security".

Please contact local workshop coordinator, Kathy Parry, at cfscevalwkshp@bellsouth.net or 504-782-5284 if you run into any problems when reserving your room. Rooms must be reserved by January 14th to ensure this discounted rate!

For those who are in need of more modest accommodations, please contact Kathy for individual attention.

✘ COSTS

Registration: \$135/person includes:

- Workshop registration fee
- Meals (Monday evening appetizers, Tuesday & Wednesday Continental Breakfast and Lunch)
- Complimentary copy of the *Community Food Project Evaluation Handbook and Toolkit*

✘ MEALS

- The Monday evening session will include appetizers prepared by Chef Corbin Evans of Lulu's in the Garden. Corbin uses fruits and vegetables from the restaurant's newly acquired 12-acre organic farm in Mississippi, and fills in with local farmers' market produce. For more

information on how Corbin supports sustainable agriculture, log on to www.lulusinthegarden.com.

- A simple, nutritious Continental breakfast on both Tuesday and Wednesday will be provided at the Audubon Nature Institute.
- Lunch on Tuesday will be a special treat. Overlooking the Mississippi River, a catered lunch will be provided by Chef Don Boyd of Café Reconcile. Café Reconcile is a non-profit project providing at-risk teens and young adults with the skills they need to succeed in jobs in the hospitality industry. The restaurant also employs the Central City neighborhood's residents. For more information about Don and the programs at Café Reconcile, visit www.cafereconcile.com.
- Please remember to indicate any special diet requirements on your registration form.

✘ TRAVEL

The New Orleans International Airport (the Louis Armstrong Airport, MSY) is located about 20 miles from the Hotel. Shuttles are available at the airport near the baggage claim for around \$15. You do not need reservations. Shuttles leave the airport every 20-30 minutes. Taxi's are also available for under \$30/way.

✘ New Orleans in February

New Orleans is a beautiful place to be in February. With Mardi Gras festivities coming to a close just one week prior to this workshop, you will most likely find beads hanging from every tree along St. Charles Avenue. Feel free to grab some! The weather will be cool at night (light or medium jacket), and often warms during the day. You can probably expect at least one rain shower and the humidity in New Orleans is always high. The farmer's market, a few blocks away from the workshop site, should be full of great produce including, lettuce, beets, Brussels sprouts, cabbage, cauliflower, radishes, shallots, arugula, citrus and strawberries!

Discounted Room Rate Deadline is January 14th, 2005
Registration Deadline is January 28th, 2005

COMMUNITY FOOD SECURITY COALITION EVALUATION PROGRAM
A Field Guide to Evaluation Workshop
 Monday, February 14th 4:00 PM to Wednesday, February 16th 5:00 PM

REGISTRATION FORM

Please use a separate form for each workshop registrant. See following page for details.

Participant Name _____

Organization _____

Address _____

City _____ **State** _____ **Zip** _____

Phone _____ **Email** _____

Please indicate if you would like a _____ vegetarian or _____ non-vegetarian meal option.

Any other any special meal requests? _____

Registration (\$135.00/each)	
-------------------------------------	--

I would like an additional number of the <i>CFP Evaluation Handbook & Toolkit</i>. Please write the number you would like in the box on the left.	
Additional Handbooks to be picked up at the workshop (\$22/each)	

	Total Cost
	(minus) Amount Paid
	Balance

Credit Card Payment Information (or include check or money order with your registration)

Name on Credit Card
Credit Card Number
Signature
Exp Date

- Please print neatly and complete all sections of the registration form.
- Include your check or money order payment or complete the credit card information.
- Remember to bring the following items with you!
 - Your project goals and objectives
 - Your current evaluation plans and tools
 - A photo depicting the work of your organization

A confirmation letter will be sent to all registrants the last week in January. It will include your confirmation, your copy of the *CFP Evaluation Handbook & Toolkit*, a workshop schedule, directions and other pertinent information.

To register send this form and your payment to
 CFSC Evaluation Program Workshop Registration
 P.O. Box 209, Venice, CA 90294

or by email to maya@foodsecurity.org or fax to 310-822-1440

Questions? Contact Jeanette Abi-Nader @ 985-892-7501 or jeanette@foodsecurity.org