

Evaluation Management 201

Instructor: Tammy Kuiken, DNV GL

Monday, August 19 | 9:00 am – 5:00pm

\$165 | Includes 2 breaks and lunch

Description: This overview workshop is designed for professionals responsible for developing, overseeing or managing energy program evaluations. The key objectives are:

- Understand the key issues associated with energy program market, process and impact evaluation studies
- Develop evaluation research objectives and identify research methods to address these objectives
- Use best practices in evaluation processes to increase the likelihood of results being used
- Identify appropriate reporting for various stakeholder groups
- Access resources to further improve their understanding of energy program evaluation methodologies

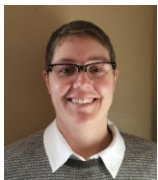
Topics covered in the workshop include:

- Overview of evaluation in the context of energy programs (process and impact)
- Key issues and concepts
- Impact evaluation – from tracked savings through net savings
- Process evaluation – from broad to targeted
- For process and impact and to a lesser extent - market research
 - Methods
 - Challenges
 - Best practices
 - Terminology
- Key research concepts
 - Precision and accuracy
 - Sampling
 - Types of errors
- Reporting for different audiences

Intended Audience: Entry-Level Learners (new to energy program evaluation)

Workshop Format: The workshop is a mixture of lecture followed with discussion, interactive teaching approaches and learner activities. Past learner activities have addressed identifying appropriate baselines, approaches to developing RFPs, and attribution.

About the Instructor:



Tammy Kuiken, P.E., DNV GL, has been working in energy efficiency for 17 years and program evaluation for 14. Based in lovely Wisconsin, she has evaluated programs in 50 states, 5 territories, one district, and 2 provinces, estimating program impacts for everything from high efficiency trees to LEDs and industrial motors. She has worked in all sectors, but her focus is on commercial and industrial programs. She has a B.S. and M.S in Mechanical Engineering from Iowa State University.