

STATE OFFICES OF RURAL HEALTH  
PRE-CONFERENCE - LEADERSHIP INSTITUTE  
CAPSTONE FACE TO FACE WORKSHOP

**TUESDAY, NOVEMBER 17, 2009**

***Making the Most of Evaluation/Advocacy Skills***

***Learning Objectives:***

- 1. Review types of evaluation*
- 2. Share the vocabulary of evaluation and measurement*
- 3. Discuss Program Logic Model approach to project planning and evaluation*
- 4. Explore the use of evaluation results in marketing, promotion and branding messages*
- 5. Review myths about rural communities*
- 6. Discuss 20 Clues to Rural Community Survival and applications in community settings*
- 7. Explore advocacy planning and strategies as a way to summarize citizen participation*

***Topics:*** Measurement tools, evaluation models, research about thriving small towns, citizen

*CAPSTONE INSTITUTE projects presented*

*Presented by:*

***Vicki Luther, Ph.D., Founder and Co-director***

***Milan Wall, Founder and Co-director***

*Nationally known for practical, innovative training for rural leaders*

***Heartland Center for Leadership Development***

8:00 – 8:30 AM	<b>BREAKFAST &amp; Registration Buffet</b>
8:30 – 9:30 AM	<b>Introductions – Welcome Capstone Institute Update</b>
9:30 – 11:30 AM	<b>Learning Session:</b> <ul style="list-style-type: none"><li>• Making the Most of Evaluation/Advocacy Skills <i>Vicki Luther, Ph.D. and Milan Wall</i></li></ul>
12:00 – 1:00 PM	<b>LUNCHEON</b>
1:00 – 2:00 PM	<b>Learning Session:</b> <ul style="list-style-type: none"><li>• Making the Most of Evaluation/Advocacy Skills - Discussion Continued <i>Vicki Luther, Ph.D. and Milan Wall</i></li></ul>
2:00 – 2:30 PM	<b>BREAK</b>
3:00 – 4:15 PM	<b>Capstone Project Presentations <i>Leadership Program Participants and Mentors</i></b>
4:15 - 4:30 PM	<b>WRAP-UP AND ADJOURN</b>
	<b>RECEPTION &amp; 6<sup>TH</sup> STREET STROLL</b>