

# **Measuring Conference Outcomes: Partnering with the UAB School of Education**

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Director, Education Core

**Education Core Directors Meeting  
NIA Centers Program**

**Salt Lake City, Utah  
September 19, 2008**

# Background

- ADRC Ed Core recognized need to expand outcome measurement capabilities in line with evolving role of Education Core in measuring outreach outcomes
- ADRC wished to host a consumer conference addressing issues related to AD in the African-American community
- Sought consultation from the Center for Educational Accountability (CEA) at the UAB School of Education

# Outline

- ADRC Conference Planning
- Basis for Collaboration with CEA
- CEA Meetings and Process
- Evaluation Tool
- CEA Outcomes Report for Conference
- Benefits and Costs of CEA Collaboration

# Conference Planning

- Planning committee
- Budget of \$14,000
- Half day conference
- Two keynote speakers
- Five additional invited speakers/panelists
- 465 pre-registered guests; 400 attendees

# Goals for 2007 ADRC Annual Conference

- Understand history of AD in the African American community and the role that stigma has played in creating health disparities
- Gain new skills to combat health disparities in the African American community
- Understand the role of advocacy in overcoming health disparities
- Gain understanding about common problems faced by dementia caregivers
- Understand legal issues caregivers face
- Gain understanding on medication and behavioral management and access to services

# 2007 ADRC Conference Agenda

- The UAB Alzheimer's Disease Research Center Offers Hope -  
*Daniel Marson, JD, PhD*
- Keynote 1: Stigma and Disparities: Alzheimer's in the African American Community- *Jennifer Manly, PhD*
- "Ask the Expert" Panel Presentation:
  - Legal Issues - *Ezra Jordan, JD*
  - Dementia Care & Medical Management -*Delois Guy, RN, DSN*  
& *Richard E. Powers, MD*
  - Community Services -*Natalie Washington, LCSW*
- Noon Luncheon -- Keynote 2: Advocacy & Legislative Update –  
*Congressman Artur Davis*
- Call to Action  
*Richard E. Powers, MD*
- Adjourn

**Alzheimer's Disease Center**

**2007 Fall Conference**

*Alzheimer's*  
*in the*



*African American*  
*Community*

**September 8, 2007**

**Harbert Center**

**2019 4th Ave. N. • Birmingham, AL**





# Dr. Jennifer Manly



# Congressman Artur Davis



# Basis for Collaboration with Center for Educational Accountability

- UAB ADRC wished to develop larger annual conference
- Ed Core wished to improve outcome measurement
- UAB Internal Advisory Committee in 2006 recommended collaboration with CEA to pursue these goals

# UAB Center for Educational Accountability

- UAB wide Center established in 1995
- Some key goals:
  - Evaluate effectiveness of programs designed to impact student achievement and provide responsive data-based recommendations.
  - Provide technical assistance to programs and agencies interested in conducting systematic internal evaluations to improve resources, policies, and practices supporting educational outcomes.
  - Perform basic research on measurement, assessment, evaluation, and dissemination methodologies that may lead to improvements in data-based educational reform.

# Meetings and Process

- Initial meetings at the CEA by Ms. Piggott and Dr. Marson
- Agreement to do initial project together on a no-cost basis
- Collaboration developed as a graduate school project by students in course entitled *Evaluation of Health Education Outcomes* in Fall 2007 (Professor Geiger)
- Miller received input from students and Dr. Geiger
- Evaluation method and instrument developed

# Meetings and Process

- Annual conference held in Birmingham in September 2007:  
*“Alzheimer’s Disease in the African-American Community”*
- CEA conference report received in December 2007 (see handout)
- After receipt of the report, Miller met with Dr. Geiger and entire class and discussed conference and outcomes

# Evaluation Tool

- Simple written evaluation instrument
- Likert type scaling [1= excellent, 2=very good etc]
- 20 typical objective response items:
  - Ratings for each session and speaker/panel
  - Knowledge gained regarding AD in African-Americans
  - Conference setting and logistics

# Outcomes Report For Conference

Comprehensive 15 page document with four sections:

- Description of the Conference
- Method to Evaluate the Conference
- Results:
  - Quantitative Data
  - Qualitative Data
- Conclusions and Recommendations



# Benefits and Costs of CEA Collaboration

## Benefits

- Contact with UAB professionals with outcome measurement experience and expertise
- Positive collaborative experience
- High quality conference outcomes report
- Informed ADRC approach to 2008 Annual Conference
- Partnership created to collaborate on future projects

## Costs

- Time delays
- Many outcome measurements doable “in house” ?
- Financial costs

