Behavior Program Evaluation 101
Alexandra Dunn, Research Into Action; Anne Dougherty, Illume Advising; and Miriam Goldberg, DNV GL

Sunday October 18
9:00 am - 5:00 pm
Offered at $225 *(includes 2 breaks and a box lunch)*
Workshop limited to 25 participants

In this interactive workshop, participants will learn how to incorporate true experiments, quasi experiments, and observational research into behavior program design, and they will gain an understanding of the benefits and limitations of each approach. They will also participate in exercises and discussions that teach strategies for designing evaluable behavior pilots/programs. Finally, participants will learn a practical vocabulary for conversing with evaluators about evaluation design and the statistical analysis of pilot/program results.

Workshop format: Lecture; highly interactive: attendees should come prepared to participate in the session and report out to the group--expect some interactive task at least once an hour.

Who should attend: Entry-level learners

About the instructors:

Alexandra Dunn, Ph.D. – Research Into Action
Dr. Dunn is a research and statistical analyst, cognitive psychologist, and linguist. She has conducted experimental and quasi-experimental research for more than six years, specializing in developing research designs to effectively assess behavioral interventions and planned program changes. Dr. Dunn's course leadership includes: Research Methods and Statistics at the University of California Santa Cruz; Training of Southern California Edison and Sempra staff on behavior principals in 2013; trainings with NYSERDA program staff about appropriate behavior intervention strategies in 2013.

Anne Dougherty, M.S. – Illume Advising
Anne brings a decade of experience in social science-driven research techniques to influence human energy behaviors. Anne is actively sought out to speak on her expertise in behavior-focused market research, pilot design, program evaluation, and customer-facing smart grid technologies and co-authored the CA-sponsored white paper *Paving the Way for Richer Mix of Residential Behavioral Programs.* Anne's recent speaking invitations include: the American Academies of Arts and Sciences keynote talk at a invite-only workshop on energy efficiency behavioral programs; the DOE's SEE Action Behavioral Webinar series on behavioral program design and planning; the Behavior Energy and Climate Change Conference's spotlight on big data; the IEPEC Training on Behavioral Program Evaluation; and the 2014 BECC Training on Behavior Program Evaluation.

Miriam Goldberg, Ph.D. – DNV GL - Energy
Dr. Goldberg is Director and Country Manager for Policy Analysis and Research for DNV GL - Energy. She received the *2009 International Energy Program Evaluation Conference (IEPEC) Lifetime Achievement Award* in recognition for contributions to energy-efficiency and demand response program evaluation. Much of Dr. Goldberg's work over the past 35 years has contributed to improving methods of measuring savings, to make demand-side resources more credible and reliable. She has conducted methodological assessments and authored guidance documents on a wide range of topics in this field. Her work on behavioral program evaluation has included technical leadership for impact evaluations of several types of behavioral programs, as well as methodological guidance roles.