



AEA Blogger Webinar

Dr. David Fetterman
Fetterman & Associates

<http://www.davidfetterman.com>



March 4, 2010

Demonstration

- The following screenshots walk you through the process of creating your own blog using Blogger, one of many blogging platforms (go to <http://www.blogger.com/>).
- It is free and user-friendly.
- It is a way of documenting evaluation activity in your project/program.
- It is a way of keeping the evaluation transparent.

Create A Blog

DashboardLanguage: English

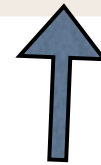
New! Email Notifications Get feature announcements and tips to get the most out of your blog. [Enable now!](#) ? ×

David Fetterman


[View Profile](#)
[Edit Profile](#)
[Edit Photo](#)
[Edit Notifications](#)

Manage Blogs (13 total)
  **Dr. Fetterman's Weblog** - [Hide](#)
8 Posts, last published on Feb 5, 2010 - [View Blog](#) 
[NEW POST](#) - [Edit Posts](#) - [Settings](#) - [Template](#) - [Monetize](#)

[Create a Blog](#) - [Help](#)



Come Up With a Name for the Blog

 **Blogger™**

Push-Button Publishing

1 CREATE ACCOUNT ▶

2 NAME BLOG ▶

3 CHOOSE TEMPLATE

2

Name your blog

Blog title

Your blog's title will appear on your published blog, on your dashboard and in your profile.


Blog address (URL)


http://.blogspot.com

[Check Availability](#)

The URL you select will be used by visitors to access your blog. [Learn more](#)


Word Verification






Type the characters you see in the picture.

CONTINUE



It will tell you if the name is available

 **Blogger™**

Push-Button Publishing

1 CREATE ACCOUNT

2 NAME BLOG

3 CHOOSE TEMPLATE

2

Name your blog

Blog title


AEA Coffee Break Webinar – Dr. Fette

Your blog's title will appear on your published blog, on your dashboard and in your profile.

Blog address (URL)

http://Dr.Fetterman'sCoffeeBreak.blogspot.com

[Check Availability](#)

 **Sorry, this blog address is not available**


Please consider one of the following:

- [david-fetterman](#)

The URL you select will be used by visitors to access your blog. [Learn more](#)

CONTINUE


Choose a Background and Template

 **Blogger**™

Push-Button Publishing

1 NAME BLOG ▶ 2 CHOOSE TEMPLATE

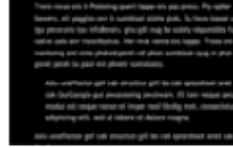
2 Choose a template



☐ Minima

Created by: Blogger


[preview template](#)



☐ Minima Black


Created by: Blogger

[preview template](#)



☐ Dots

Created by: Blogger

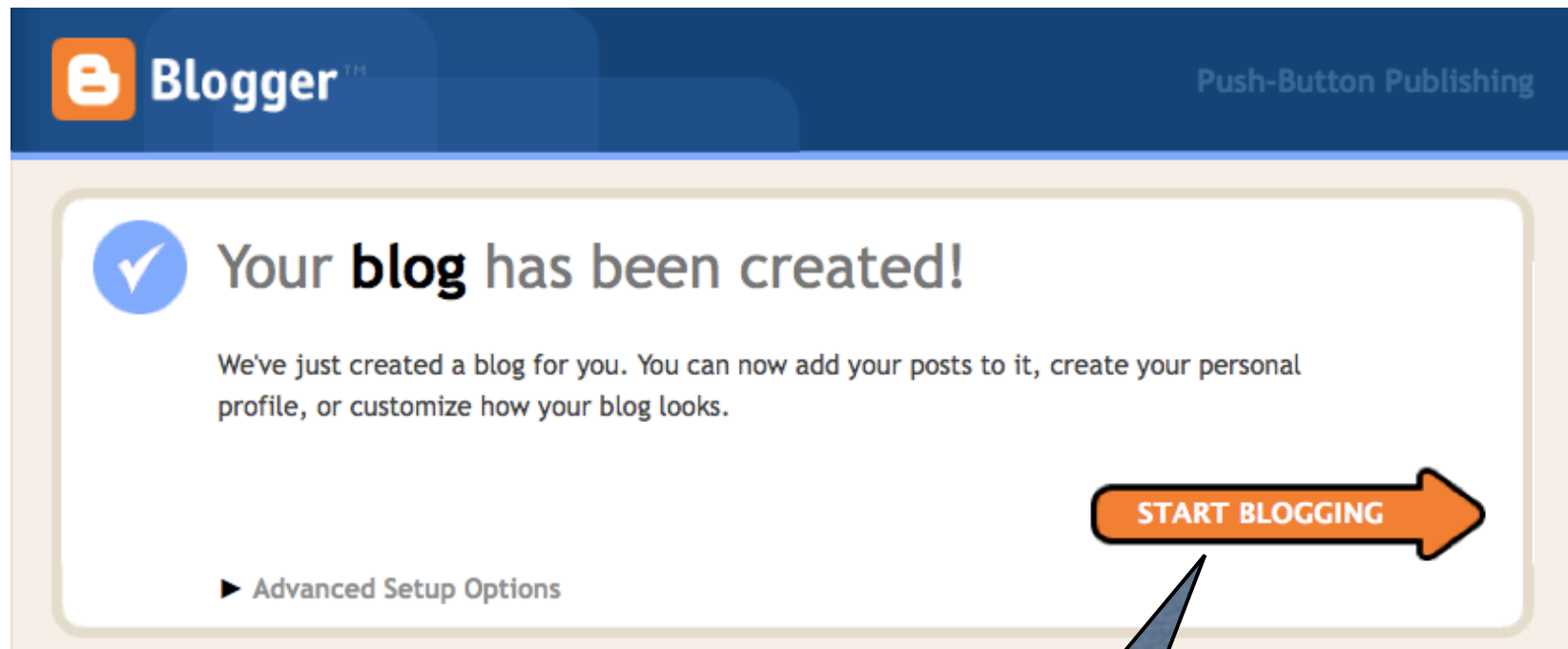


☒ Son of Moto

Created by: Blogger

change the template later, or even create your own custom template design once your blog is set up.

Done - You Created the Blog



NOW IT IS TIME TO START

Type your message like email or Word

AEA Coffee Break Webinar - Dr. Fetterman

[Posting](#) [Settings](#) [Layout](#) [Monetize](#) [View Blog](#)

[New Post](#) [Edit Posts](#) [Edit Pages](#) [Comment Moderation](#)

Title:

[Edit Html](#) [Compose](#)

Font **B** *I* U

[Preview](#)

Type in Text

Type in Title

[Post Options](#) Labels for this post: e.g. scooters, vacation, fall

Shortcuts: press *Ctrl* with: *B* = Bold, *I* = Italic, *P* = Publish, *S* = Save, *D* = Draft [more](#)

[PUBLISH POST](#) [SAVE NOW](#)

[Return to list of posts](#)

Type Text, Change Font Color, Hyperlink

The screenshot displays the WordPress-style editor for a blog post titled "AEA Coffee Break Webinar - Dr. Fetterman". The interface includes a top navigation bar with tabs for "Posting", "Settings", "Layout", "Monetize", and "View Blog". Below this is a secondary bar with "New Post", "Edit Posts", "Edit Pages", and "Comment Moderation". The main editing area features a "Title:" field, an "Edit Html" button, and a "Compose" button. A rich text toolbar is visible, containing icons for font selection, bold, italic, text color, background color, bulleted list, numbered list, link, unlink, and media. The text area contains the sample text: "This is like typing an email or Word document. You can add a picture, change the font or font color, and make hyperlinks too." At the bottom, there are "Post Options" (including a "Labels for this post" field), a "Shortcuts" section, and buttons for "PUBLISH POST" and "SAVE NOW". A status message at the very bottom indicates "Draft autosaved at 10:26 AM".

AEA Coffee Break Webinar - Dr. Fetterman

Posting Settings Layout Monetize View Blog

New Post Edit Posts Edit Pages Comment Moderation

Title:

Edit Html Compose

Font T **b** *i* T

This is like typing an email or Word document.
You can add a picture, change the font or font color, and make hyperlinks too.

Post Options Labels for this post:
e.g. scooters, vacation, fall

Shortcuts: press Ctrl with: B = Bold, I = Italic, P = Publish, S = Save, D = Draft [more](#)

PUBLISH POST SAVE NOW Draft autosaved at 10:26 AM

Select Layout and Add Image

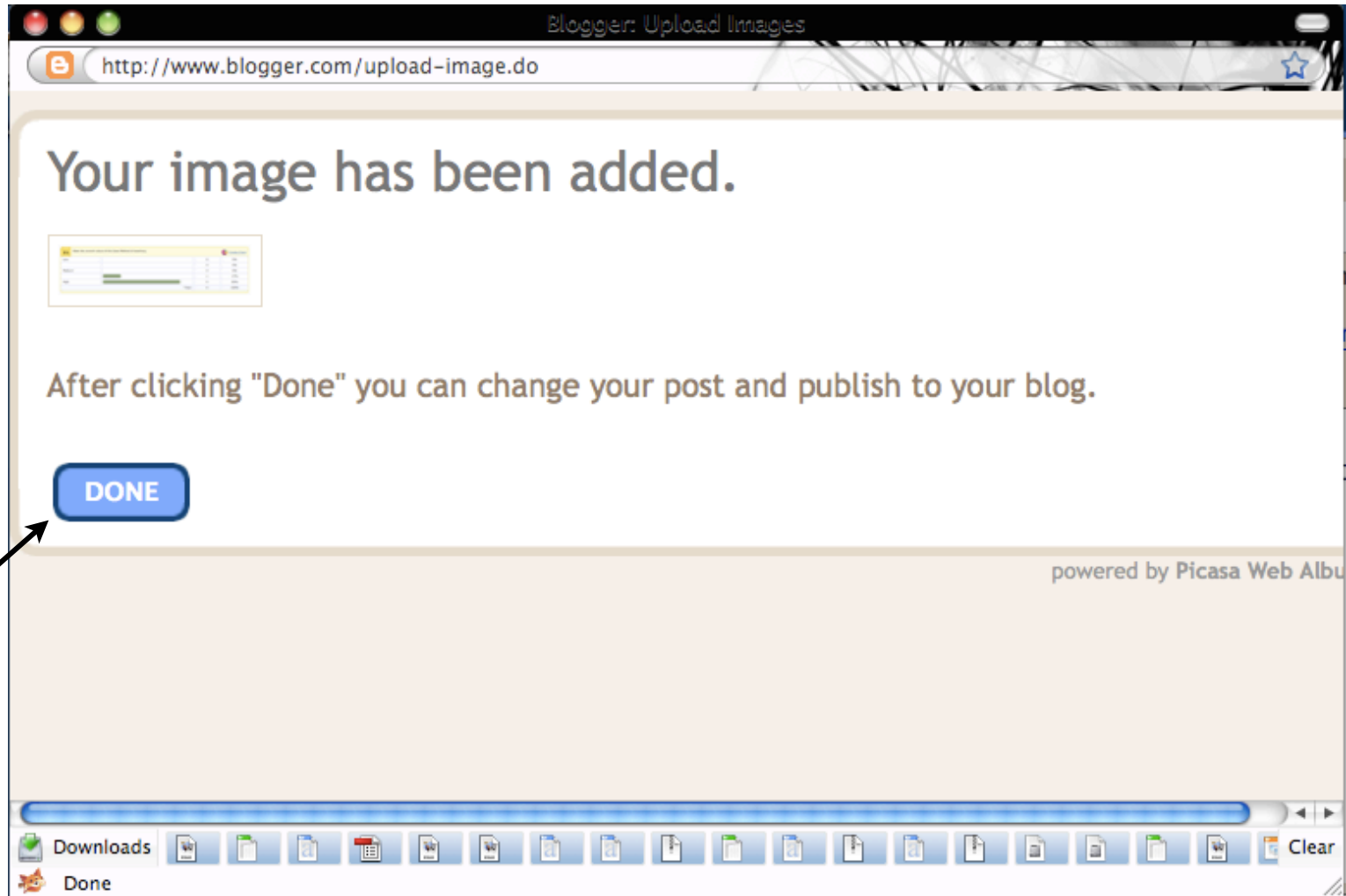
Select a picture from your computer

The screenshot shows the Blogger 'Upload Images' page. At the top, there are two main sections: 'Add an image from your computer' and 'Or add an image from the web'. The left section has a text input field, a 'Browse...' button, and a note: 'We accept jpg, gif, bmp and png images, 8 MB maximum size'. The right section has a 'URL' input field and a link 'Learn more about using web images'. Below these is a 'Choose a layout.' section with four radio button options: 'None', 'Left', 'Center', and 'Right'. Each option has a corresponding thumbnail. The 'Left' option is selected. To the right of the layout options is an 'Image size:' section with three radio button options: 'Small', 'Medium' (selected), and 'Large'. Below the size options is a checked checkbox 'Use this layout every time?'. At the bottom of the form are two buttons: 'CANCEL' and 'UPLOAD IMAGE'. A status bar at the very bottom shows 'You are currently using 937MB (0%) of your 205824MB'. A Windows taskbar is visible at the bottom of the browser window.


Callouts:

- A blue speech bubble points to the 'Browse...' button with the text: 'Select a picture from your computer'.
- A blue speech bubble points to the 'Left' layout option with the text: 'I often use the left corner to start'.
- A red text label with an arrow points to the 'UPLOAD IMAGE' button: 'Remember to Upload the Image'.

Click “Done” and It Will Be on Your Blog



Now Select “PUBLISH POST”


 **AEA Coffee Break Webinar - Dr. Fetterman**



















[Posting](#) [Settings](#) [Layout](#) [Monetize](#) [View Blog](#)

[New Post](#) [Edit Posts](#) [Edit Pages](#) [Comment Moderation](#)

Title:


[Edit Html](#) [Compose](#)

Font 

[Preview](#)

11. Rate the overall value of the Case Method of teaching.



Low	<div></div>	0	0%
Medium	<div></div>	0	0%
High	<div></div>	5	100%
Total		5	100%

This is like typing an email or Word document. You can add a picture, change the font or font **color**, and make hyperlinks too.

[Post Options](#)

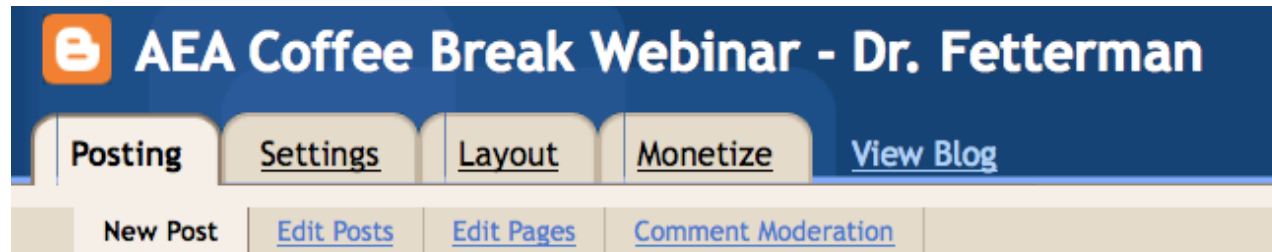
Labels for this post:
e.g. scooters, vacation, fall

Shortcuts: press *Ctrl* with: *B* = Bold, *I* = Italic, *P* = Publish, *S* = Save, *D* = Draft [more](#)

[PUBLISH POST](#) [SAVE NOW](#) Draft autosaved at 10:26 AM

[Return to list of posts](#)

You Have Successfully Posted Your Piece




Your blog post published successfully!

[View Post](#) 

Need to change it? [Edit post](#) | [Create a new post](#)

Select View Post
to See What it Looks
Like on the Web

Finished: This is It and You Did It!

 [Follow](#) [Share](#) [Report Abuse](#) [Next Blog»](#)

fettermanassociates@gmail.com

AEA Coffee Break Webinar - Dr. Fetterman

Friday, February 5, 2010

11. Rate the overall value of the Case Method of teaching.

Low		0	0%
Medium		0	0%
High		5	17%
		5	83%
Total		6	100%

This is like typing an email or Word document.

You can add a picture, change the font or font **color**, and make **hyperlinks** too.

Posted by Dr. David Fetterman at **10:25 AM**


0 COMMENTS:

POST A COMMENT

Comment as: Dr. David Fetterman (Google) [Sign out](#)

[Post Comment](#) [Preview](#) [Subscribe by email](#)

Followers

 **Follow**
with Google Friend Connect

There are no followers yet.
[Be the first!](#)

Already a member? [Sign in](#)


Blog Archive

▼ 2010 (1)

▼ February (1)

This is like typing an email or Word document. Yo...

About Me

 David Fetterman
Empowerment Evaluator
[View my complete profile](#)

Using a Blog to Document Evaluation Activities

<http://tobaccoprevention.blogspot.com/>

URL

Blog
Title

TOBACCO PREVENTION EVALUATION (MISRGO)

WEDNESDAY, FEBRUARY 3, 2010

MISRGO Evaluation - February 2010 Progress Report



MISRGO Evaluation Progress Report. The 2010 Progress Report has been issued. It is currently being reviewed by the MISRGO Advisory Board (February 3, 2010).

The report highlights MISRGO's and the grantees' efforts to launch a new evaluation monitoring and reporting system. Each grantee is now required to establish a baseline, specify program goals, and develop realistic benchmarks (to help guide and monitor program performance).

It represents a systematic approach to monitoring and evaluating grantee performance, building on the existing framework.

KEY FINDINGS include:

FETTERMAN & ASSOCIATES



DR. DAVID FETTERMAN
MENLO PARK, CALIFORNIA,
UNITED STATES

Empowerment Evaluator

[VIEW MY COMPLETE](#)

[PROFILE](#)



LIST OF MISRGO RELATED REPORTS
AND RESOURCES

[2008-2009 Annual MISRGO
Evaluation Report](#)

[2009 EMS Training Manual](#)

[2010 MISRGO Evaluation Progress
Report](#)

[Arkansas Evaluation Center](#)

[Arkansas Evaluation Center Progress
Report 2007](#)

Reports

Evaluation
Update

Additional Project Examples

KNIGHT DIGITAL MEDIA CENTER EVALUATION

TUESDAY, JULY 31, 2007

Knight Digital Media Center Board Meeting



Knight Digital Media Center. The Center is dedicated to helping good journalists and good journalism succeed in the 21st Century.

For additional details see the Knight Digital Media Center [webpage](#).

The Center is funded by the Knight Foundation and is guided by preeminent educational leaders, including Dean Ernie Wilson, USC Annenberg School of Communication and Dean Dianne Lynch, UC Berkeley Graduate School of Journalism. Vikki Porter is the Director of the Center. Paul Grabowicz is Assistant Dean and the Director of New Media Program at Berkeley.

KNIGHT DIGITAL MEDIA CENTER
BOARD MEETING JULY 30, 2007



Slide Show
of
Evaluation
Debriefing

New Posts

<http://knightdigitalmediacenter.blogspot.com/>

Evaluation
Reports

EVALUATION LINKS

[Evaluation Findings & Insights -
Presentation - July 30, 2007](#)

Volunteers of America Evaluation Group

Friday, May 25, 2007

Volunteers of America Evaluation Workshop ----- May 7, 2007



The Volunteers of America staff and affiliates participated in an empowerment evaluation workshop on May 7, 2007 in Los Angeles. Dr. David Fetterman, Stanford University, facilitated the workshop. (Click

[here](#) to download his slide presentation.)

Bob Pratt organized the workshop. Board members participated in the workshop and contributed to the dialogue. Participants shared their experience and expertise throughout the day.

(Double Click on the Volunteers of America picture above to display a brief [video](#) of the day.)

Useful Web Links

- ♦ May 18 Empowerment Evaluation Slide Presentation
- ♦ Volunteers of America

Fetterman & Associates

- ♦ Patti
- ♦ Connie McFall
- ♦ Dr. David Fetterman

Blog Archive

May (1)

<http://voaeval.blogspot.com/>

Documenting Stanford Medical Education Research & Evaluation Group Activities

The image shows a screenshot of a blog post titled "A Collaborative: The Stanford Medical Education Research Group". The blog is hosted on a platform with a blue header bar containing a search bar, navigation links ("Follow", "Report Abuse", "Next Blog»), and contact information ("fettermanassociates@gmail.com", "New Post", "Customize"). The main content area has a red background. A blue speech bubble labeled "Description of Group" points to the introductory text. Below the title, the date "Friday, March 21, 2008" is displayed. A blue speech bubble labeled "Pictures of Members in Discussion" points to a photograph of two people in a meeting. To the right of the photo is a list of contributors, with a blue speech bubble labeled "Members of the Group" pointing to it. At the bottom, a URL is provided, with a blue speech bubble labeled "URL" pointing to it.

A Collaborative: The Stanford Medical Education Research Group

Welcome to the School of Medicine's Medical Education Research & Evaluation Group Blog. Meetings are Thursdays from 10:15 to 11:45 a.m. This blog is used to announce agenda items, document research discussions, and share ideas and information about publications, presentations and conferences. This site is maintained by the Division of Evaluation. Questions? Contact Dr. Fetterman (davidf@stanford.edu). Assistance with postings? Contact Ms. Jennifer Berry (jenberry@stanford.edu)

Friday, March 21, 2008

Contributors

- ◆ Menraj Sachdev
- ◆ Hemmie Wang
- ◆ hooperkm
- ◆ erika schillinger
- ◆ John Grant
- ◆ Julianne Arnall
- ◆ Neil Gesundheit
- ◆ madichan
- ◆ Jenn Stringer
- ◆ CGabali
- ◆ Heather Davidson
- ◆ Elizabeth Stuart
- ◆ Clarence Braddock
- ◆ eshimahara
- ◆ Andrew Nevins
- ◆ Dr. David Fetterman

Dynamic,

exploratory, and emergent: That describes the productive session we had today. Sylvia requested feedback on her upcoming ethnographic presentation at the Society for Applied Anthropology. Clarence and David were in sync -

<http://www.divisionofevaluation.blogspot.com/>

Empowerment Evaluation Blog

Empowerment Evaluation

Welcome to the Empowerment Evaluation Blog. This is a place for exchanges and discussions about empowerment evaluation practice, theory, and current debates in the literature. You are encouraged to participate and engage in dialogue. Select the "New Post" phrase on the menu at the top of the screen to post your messages. Please contact Dr. David Fetterman, President & CEO of Fetterman & Associates, if you have any suggestions at fettermanassociates@gmail.com.

SATURDAY, FEBRUARY 06, 2010

➔ The Big Debate at Claremont is Now an Article - JMDE



Journal of MultiDisciplinary Evaluation. The big debate between Fetterman, Patton, and Scriven - about empowerment evaluation and utilization-focused evaluation - is now in print. It was announced on EVALTALK today:

Dear Colleagues,

We are pleased to announce the publication of Volume 6, Number 13 of the Journal of MultiDisciplinary Evaluation (JMDE). The current issue includes papers by Michael Scriven, Michael Patton, David Fetterman, Stewart Donaldson, Jane Davidson, and many, many others.

Vol 6, No 13 (2010)

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[Editorial](#)

About Me



Dr. David Fetterman

Empowerment Evaluator

➔ [View my complete profile](#)



Links

- ➔ [American Evaluation Association \(web page\)](#)
- ➔ [Collaborative, Participatory, and Empowerment Evaluation \(web page\)](#)
- ➔ [Collaborative, Participatory, and Empowerment Evaluation TIG Flier](#)
- ➔ [Collaborative, Participatory, and Empowerment Evaluation TIG Poster](#)

Recent Article

Useful Links
CP&EE TIG
Web Page

Poster

AEA Blog on Blogging

AEA365 | Hot Tips, Cool Tricks, and Rad Resources for Evaluators

[Home](#)[About](#)[Contribution Guidelines](#)[RSS](#)[A](#) [A+](#) [A++](#) [Toggle posts](#)

Jan/10
12

David Fetterman on Participation and Collaboration

 [4 Comments](#) | Posted by *John LaVelle* in [Uncategorized](#)

Comments
Posted

My name is **David Fetterman**, and I am President and CEO of Fetterman & Associates (with 25 years of experience at Stanford University). I work in many areas of evaluation including, as you may know – empowerment evaluation. One of my primary concerns is fostering collaboration in evaluation. I have presented a few FREE tools that I have found useful in fostering participation, collaboration, and empowerment below:

Cool Trick: Online Videoconferencing. Sometimes you just don't have the money to fly over to see your client. What can you do to maintain the rapport and relationship? Talk to them – better yet – talk to them and see them while they are looking at you. Use one of the many videoconferencing tools now available on the Internet such as:

- Skype: <http://www.skype.com/>

Useful
Links

Take Action

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Pages

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"All welcome - free AEA Coffee Break Demo Webinar on 2/4 - Submitting an AEA Conference Proposal <http://ow.ly/11Jdv>"

Contact Information

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