

GOODMAN RESEARCH GROUP, INC.

Program Evaluation • Consultation • Applied Research

Autumn 2018 Newsletter

Letter from the President



Greetings!

It's that time of year again here in New England when we're not sure whether we'll still see fall foliage or snow. We've already had one snowfall, the temperatures have dipped, and the wind sometimes howls. As we head into the home stretch of 2018, we are reflecting on how grateful we are at GRG to have a variety of interesting and meaningful projects, as well as delightful clients. We've been having a very busy autumn, with quite a bit of travel involving fielding surveys, observing events, and conducting intercept interviews, as well as conference attendance. Read on for highlights of some of GRG's evaluation activities from the past few months.

Cheers, **Irene**

Metropolitan Opera's HD Live in Schools

This fall marks GRG's fifth engagement as evaluator of the Met Opera's HD Live in Schools. Karen Gareis attended the 2018 Educator Conference, whose theme was *Teachers to the Stage Please: Embracing the Adventure of Opera Education*.

Periodically throughout the school year, participating students (and lucky evaluators!) get the chance to have a videoconference with someone who works onstage or behind the scenes at the Met Opera. Most recently, middle and high school students from classrooms across the country got to talk live with Elissa Iberti, the head of the costume shop, and they had terrific questions for her. The students were scheduled to see the HD Live broadcast of the opera *Marnie* the next day, and she assigned them to design a costume for the character they most relate to in that show. Later this fall, they'll get to have a critique session with Elissa on their costume designs! The Guardian did a great short video about Elissa and the costume shop that you can watch here: <http://bit.ly/MetCostume>



Our "Eval Gal" at American Evaluation Association

At this year's American Evaluation Association annual conference, Colleen Manning joined four other evaluators to present a panel entitled, *What Happens Afterwards? Ways to De-brief with Clients*. The panelists described strategies for debriefing with clients, shared tools, and considered the value of their approaches. Colleen shared a case of confronting a challenging client debrief and finding the rewards were worth the effort. She told her story using the "learning conversation" lens of the Harvard Negotiation Project. This approach involves decoding the structure of the debrief, including talking about what happened (or should have happened), expressing feelings, reflecting on what's at stake, and, ultimately, creating a learning conversation. You can read more about this strategy in the book **Difficult Conversations: How to Discuss What Matters Most**,

by Douglas Stone, Bruce Patton, and Sheila Heen.



Family Pictures USA Community Photo Sharing Events

Family Pictures USA is a television and transmedia project funded by Corporation for Public Broadcasting that is exploring neighborhoods and cities through the lens of the family photo album. The project, hosted by Thomas Allen Harris, is designed to enlarge our understanding of history, our diversity, and our shared values. This pilot series has invited folks in different communities to bring their photos and the stories behind them to share on camera and through social media. To get a feel for the events, imagine a mix of *Antiques Roadshow* and *Story Corps*.

As external evaluator of this pilot project, GRG is collecting data from participants in the community photo sharing events and is examining the collaborations developed through this project among the producers, two partnering local PBS stations (WGCU-TV in Southwest Florida and UNC-TV in North Carolina), other local and national partners, sponsors, and other stakeholders. Irene Goodman observed two of the four events -- one in Immokalee, FL and the other in Durham, NC. In summer 2019, there will be a local PBS special in those two states, as well as a national PBS special. For more information, visit <https://familypicturesusa.com/>

Intrepid Evaluators

Two of GRG's intrepid evaluators were at it again. For our client, Jet Propulsion Laboratory, Irene and Colleen spent the day at the Intrepid Museum Space and Science Festival in NYC. We intercepted over 200 people to find out whether they knew what an exoplanet is, and we surveyed visitors to JPL's booth at the festival. We're curious to know how many of our newsletter readers are familiar with exoplanets. [Click here to answer just one question to help us find out](#)



Colleen and Irene in front of one of JPL's Exoplanet Travel Bureau posters. Type caption text here.

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