



# 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

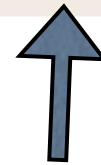
**Dashboard**Language: English

**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™**

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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

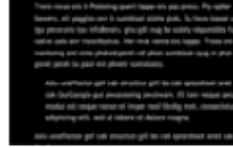
## 2 Choose a template



☐ Minima

Created by: Blogger


[preview template](#)



☐ Minima Black


Created by: Blogger

[preview template](#)



☐ Dots

Created by: Blogger

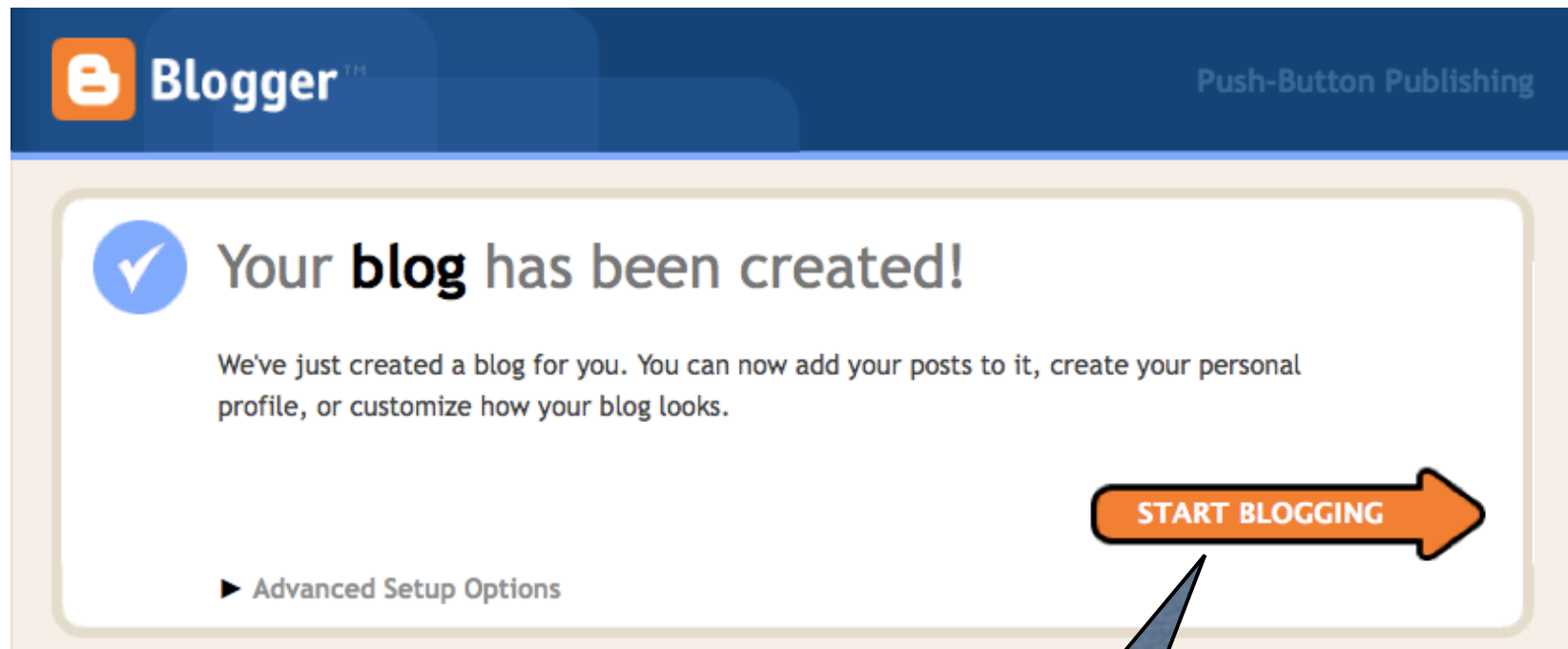


☒ Son of Moto

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 T T **b** *i* T Color Background Color Bulleted List Numbered List Indent Outdent Link Unlink Image

Preview

Type in Title

Type in Text

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 shows the WordPress post editor for "AEA Coffee Break Webinar - Dr. Fetterman". The top navigation bar includes "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 has a "Title:" field and a "Compose" button. A rich text toolbar is visible with icons for font selection, bold, italic, text color, background color, bulleted list, numbered list, link, unlink, and media. The text area contains the message: "This is like typing an email or Word document. You can add a picture, change the font or font color, and make hyperlinks too." Three black arrows point from the text to the toolbar: one to the font dropdown, one to the text color icon, and one to the link icon. At the bottom, there is a "Post Options" section with a "Labels for this post:" field containing "e.g. scooters, vacation, fall". A footer bar includes "PUBLISH POST", "SAVE NOW", and "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 T b i T [Color Picker] [Background Color] [List Icons] [Link Icon] [Media Icon]

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 options: 'None', 'Left', 'Center', and 'Right'. The 'Left' option is selected. To the right of the layout options is an 'Image size:' section with three radio buttons: 'Small', 'Medium' (selected), and 'Large'. Below the size options is a checkbox 'Use this layout every time?' which is checked. 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.

**Add an image from your computer**

[Add another image](#)

**Browse...**

We accept jpg, gif, bmp and png images, 8 MB maximum size

**Or add an image from the web**

[Add another image](#)

URL

[Learn more](#) about using web images

**Choose a layout.**

☐ None ☒ **Left** ☐ Center ☐ Right

**Image size:**

☐ Small ☒ **Medium** ☐ Large

☒ Use this layout every time?

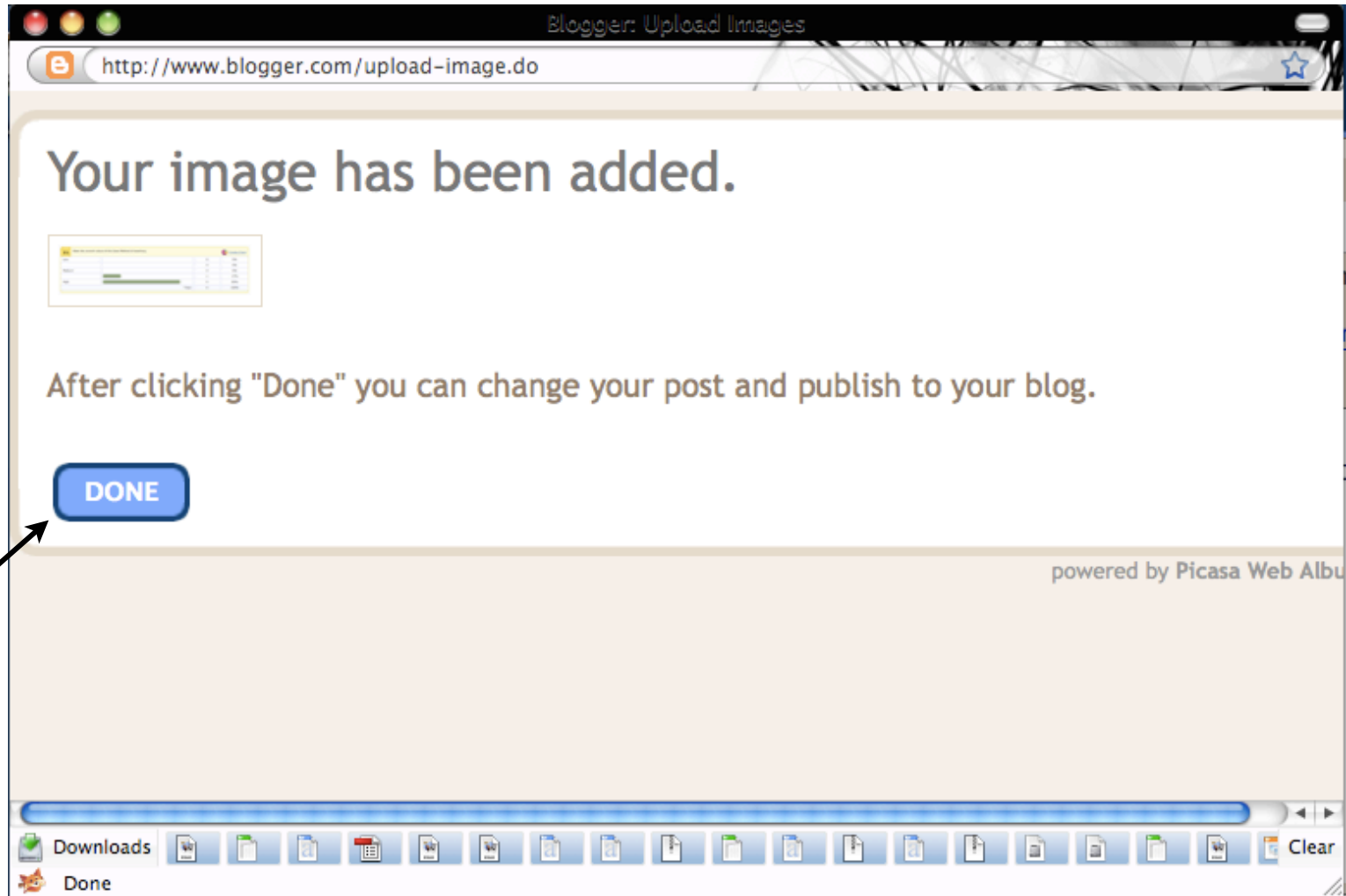
**CANCEL** **UPLOAD IMAGE**

You are currently using 937MB (0%) of your 205824MB


I often use the left corner to start

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		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.

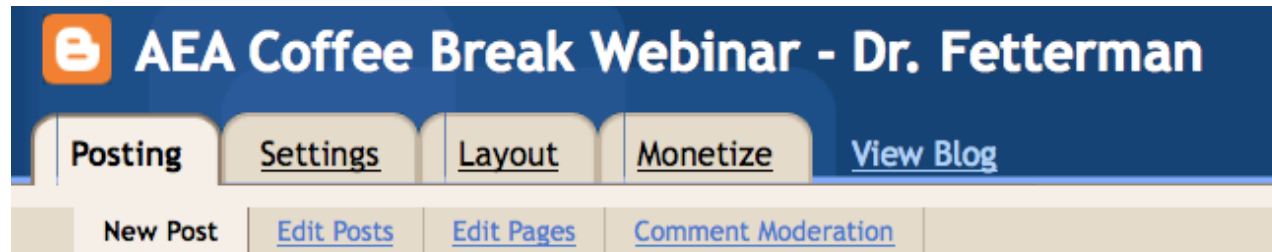
[Post Options](#) Labels for this post:  
e.g. scooters, vacation, fall

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

Follow Share Report Abuse Next Blog» fettermanassociates@gmail.com New Post Customize

## 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.)

3 Pages

### 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 callout bubble points to the title, labeled "Description of Group". Below the title is a welcome message. Another blue callout bubble points to a photograph of two people in a meeting, labeled "Pictures of Members in Discussion". To the right of the photo is a list of contributors, with a blue callout bubble pointing to it labeled "Members of the Group". At the bottom of the page is the URL "http://www.divisionofevaluation.blogspot.com/", with a blue callout bubble pointing to it labeled "URL".

**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

**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](mailto: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

[Go to AEA Home](#)[Subscribe via email](#)[Subscribe via RSS](#)

#### Pages

[About](#)[Contribution Guidelines](#)**aeaweb**

"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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