

## STACEY HUEFTLE STOCKDILL

### Founder and Chief Executive Officer -- EnSearch, Inc.

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### EDUCATION

- 2013 Pew Charitable Trust and Georgia Health Policy Center. Health Impact Assessments.
- 1981-1986 UNIVERSITY OF MINNESOTA. Ph.D. Educational Psychology. Special emphasis in program evaluation, measurement and statistics.
- 1979-1981 UNIVERSITY OF MINNESOTA. M.A. Speech Communication. Special emphasis in intercultural, small group, organizational and interpersonal communication; supporting areas in educational program development and evaluation.
- 1973-1977 UNIVERSITY OF NEBRASKA. B.A. Speech Communication. Supporting Area in Latin American Studies.

### SELECT ENSEARCH, INC. CONTRACTS

- 2017 to Present R5DC & SPROUT MARKETPLACE Co-created with staff the evaluation plan using [https://www.wealthworks.org/ framework](https://www.wealthworks.org/framework) and ArtPlace <https://www.artplaceamerica.org/> guiding principles.
- 2015 to Present HUNGER IMPACT PARTNERS, the child hunger legacy organization of the Hunger Free Minnesota Campaign. On retainer to conduct a Strategic Evaluation\* for this collective impact initiative.
- 2019 to Present REGION FIVE DEVELOPMENT COMMISSION Serving as Strategic Evaluator for the \$3.5 million Solar Schools project funded by Xcel Energy.
- 2019 to Present REGION FIVE DEVELOPMENT COMMISSION Serving as the Strategic Evaluator for the Prosperous Region project funded by the Northwest Area Foundation.
- 2011 to Present REGION FIVE DEVELOPMENT COMMISSION Assisted in the procurement of the 1.6-million-dollar planning grant (\$800,000 from HUD/DOT/EPA and \$800,000 local match) and in the leverage of an additional \$45 million in implementation funding from national, area and regional funders. Responsible for all Strategic Evaluation work: Designing, monitoring and using the data from outcome measures to guide strategic direction. Senior author for Building a Resilient Region <http://www.resilientregion.org/region-plan/index.html>, [www.resilientregion.org](http://www.resilientregion.org). Helped project receive the status of "high performing grantee."
- 2017-2018 BUSH FOUNDATION Co-created with foundation staff and grantees the Strategic Evaluation Plan and implemented that plan to determine the most significant outcomes and ways to improve the work of MN Compass, ND Compass, and the Black Hills Knowledge Network/SD Dashboard.
- 2016-2018 REGIONAL DEVELOPMENT INITIATIVE, Eugene, OR. Built a Strategic Evaluation Plan, designed data collection tools, developed an information management system, and trained staff in collecting, analyzing and using evaluation information to improve the initiatives and services of this multi-state organization.
- 2011-2015 HUNGER FREE MINNESOTA Served as the independent Strategic Evaluator for the state-wide campaign. Developed the dashboard and provided qualitative and impact data for the final report The Hunger-Free Minnesota Campaign: A Future Beyond Hunger, 2011-2014  
<http://20q52i29ktxt59x5rpy8lwdn.wengine.netdna-cdn.com/wp-content/uploads/2015/09/Campaign-Report-HFMN-2011-2014.pdf>

<sup>1</sup> *Strategic Evaluation* evolved from Dr. Stockdill's 30+ years of work with the public, private, philanthropic and nonprofit sectors. It is an approach that uses logic models, mission critical outcomes, qualitative and quantitative research/evaluation methods, harvesting and storytelling to provide useful, strategic, information for board members and staff so they can improve the impact, efficiencies and effectiveness of their organizations.

## SELECT AWARDS & SPECIAL RECOGNITION

**2016 CITY UNIVERSITY NEW YORK. IMPACT AWARD.** Rank #1 for project evaluation and implementation of the Hunger-Free Minnesota Campaign. (Projects reviewed were identified by Corporate Grant Funders such as Kellogg Foundation and Cargill Foundation. Hunger-Free Minnesota was offered for review as a high-impact grantee by the General Mills Foundation).

**2013 NATIONAL ASSOCIATION OF DEVELOPMENT ORGANIZATIONS (NADO) INNOVATION AWARD** presented to R5DC, EnSearch, Inc., Initiative Foundation, University of Minnesota, Resilient Living Council, and Central Minnesota Housing Partnership (CMHP) for creating a resilient region in central Minnesota.

**2009 NATIONAL TRANSITIONAL JOBS NETWORK** cited the EnSearch, Inc. study for Lifetrack Resources, funded by The Joyce Foundation, as the landmark study that became justification for \$600 Million for Transitional Jobs Programs.

**1997 AMERICAN EVALUATION ASSOCIATION, MYRDAL AWARD,** to recognize substantial contributions to the professional practice of evaluation.

**TECHNOLOGY FOR LITERACY CENTER FORMATIVE EVALUATION** conducted for The Saint Paul Foundation, F.R. Bigelow Foundation, Mardag Foundation, Cowles Media Foundation and Saint Paul Public Schools was a featured case study in the Council on Foundations book, *Evaluation for Foundations: Concepts, Cases, Guidelines, and Resources* (1993, Jossey-Bass) and in *Qualitative Evaluation & Research Methods* (1989) and *Utilization Focused Evaluation* (1997, 3<sup>rd</sup> ed. and 2008, 4<sup>th</sup> ed.) by Michael Q. Patton, Sage Publications.

## PUBLICATIONS, sample

Stockdill, S. J. (2016). *Healthy Start, Healthy State: CACFP and WIC summary. In Press.* The *Healthy Start Healthy State* study was funded by the Blue Cross and Blue Shield of Minnesota Center for Prevention. The study was directed by Dr. Marilyn S. "Susie" Nanney, University of Minnesota, Associate Professor Department of Family Medicine & Community Health and Founder of the Health Equity in Policy Initiative Program in Health Disparities Research.

Baizerman, M.; Compton, D.W.; & Hueftle Stockdill, S. (2005) Evaluation Capacity Building. In Mathison, S. *Encyclopedia of Evaluation.* Thousand Oaks, CA: Sage Publications.

Compton, D.W.; Baizerman, M.; & Hueftle Stockdill, S. eds. (Spring 2002). The Art, Craft and Science of Evaluation Capacity Building. *New Directions for Evaluation*, 93.

Grey, S.T., & Stockdill, S.J. (1995). *Evaluation with Power.* Washington, DC: Independent Sector.

Stockdill, S. J. (1993). *How to Evaluate Foundation Programs.* St. Paul, MN: The Saint Paul Foundation.

## COURSES, WORKHOPS & PRESENTATIONS, sample

1999 – present, PRESENTER, Education Minnesota Foundation for Excellence in Teaching and Learning, *Without Smoke and Mirrors -- Telling your story using outcomes and evaluation* and *We collected the data --So what now?!*

2000 – present, PRESENTER, University of Minnesota EdPA 5080 Minnesota Evaluation Studies Institute. *MESI: Pre-Session Workshop, Introduction to the Field of Program Evaluation (Finding the Magic in Evaluation).*

2010 COMMUNITY FACULTY, Metropolitan State University, Comm 103: *Introduction to Public Speaking.*

2009 GUEST LECTURER, Metropolitan State University, Comm 482: Applied Communication Research: *Finding the Magic in Statistics.*

## REFERENCES

Cheryl Lee Hills, Executive Director, Region Five Development Commission, 218-270-0188, [chills@regionfive.org](mailto:chills@regionfive.org)  
Bob McLean, Chief Executive Officer, Hunt Utilities Group, 218,851,2303, [robertm@hugllc.com](mailto:robertm@hugllc.com)  
Janelle R. Riley, Co-Owner and President, Syvantis Technologies, Inc., 218-828-9550, [Janelle.Riley@syvantis.com](mailto:Janelle.Riley@syvantis.com)  
Ellie Lucas, Chief Executive Officer, Hunger Impact Partners, 612-518-5492, [elucas@hungerimpactpartners.org](mailto:elucas@hungerimpactpartners.org)

## ENSEARCH, INC. CONTRACTS, continued

2015	LILLY YOUTH THEOLOGY NETWORK. Co-created a logic model with mission critical outcomes and online surveys that were relevant for the 34 programs across the country.
2015 – 2017	THE JEREMIAH PROGRAM. Serves as an external consultant regarding their enterprise level evaluation.
2015	BRAINERD LAKES AREA CHAMBER OF COMMERCE: BOARD OF DIRECTORS. Strategic interviews led to strengthening this membership-driven organization.
2014	INITIATIVE FOUNDATION. Developed the impact dashboard for this foundation serving Central Minnesota <a href="https://www.ifound.org/mission-critical-outcomes">https://www.ifound.org/mission-critical-outcomes</a>
2010	SYVANTIS TECHNOLOGIES. Beta tested and conducted market research of the newly launched product <i>SmarterWorkplace</i> .
2011	KEYSTONE COMMUNITY SERVICES. Used <i>Strategic Evaluation</i> strategies to obtain feedback from 1200 food shelf customers (80% response rate) and help staff improve efficiencies and effectiveness.
2010	BRAINERD LAKES AREA DEVELOPMENT CORPORATION. Obtained feedback from key stakeholders and supporters of this economic development organization - used by the board of directors to determine BLADC's strategic direction.
2010	BROOKLYN CENTER COMMUNITY SCHOOLS. Wrote the evaluation plan in support of their federal Full-Service Community Schools application.
2010	PEOPLE INCORPORATED. Provided training and support to middle managers in their development of outcome statements and measures for programs designed to serve their clients -- people with brain disorders and other mental illnesses.
2010	COMUNIDADES LATINAS UNIDAS EN SERVICIO (CLUES). Provided board and staff training in strategic outcome evaluation to help further their mission: <i>to enhance the quality of life of the Latino community in Minnesota.</i>
2009	CTC WHITE PAPER TO SUPPORT FEDERAL STIMULUS GRANT APPLICATION. Researched and helped establish the need and benefit of building a wireless broadband network in the six-county region of southern Cass, Crow Wring, Morrison, Aitkin, Carlton, and northern Mille Lacs Counties.
2009	COMMUNITY ACTION OF MINNEAPOLIS. Documented outcomes and impact of the CA Mpls Self-Sufficiency Program. Funded by federal stimulus dollars.

1999 - Present EDUCATION MINNESOTA FOUNDATION FOR EXCELLENCE IN TEACHING AND LEARNING, St. Paul, MN. Assisted foundation staff with developing evaluation systems for their grantmaking program.

2005 - Dec. 2008 NORTHWEST AREA FOUNDATION. In partnership with QED, evaluated the Connections and Horizons programs.

2007-2008 NORTHWEST AREA FOUNDATION. Provided evaluation capacity building training to Ventures staff and grantees.

1995 - 2008 GREATER TWIN CITIES UNITED WAY. Conducted workshops on outcome evaluation ("How to Develop an Outcome Evaluation Plan," "How to Analyze Data" and "Putting It All Together -- Writing Evaluation Reports"); provided feedback to more than 70 agencies on their evaluation plans and data collection tools; consulted with GTCUW staff on ongoing basis regarding outcomes and evaluation; provided training for GTCUW volunteers.

2006 EUSTIS, NEBRASKA KITCHEN INCUBATOR PROJECT. Feasibility study of the potential for the development of a food processing plant or use of a kitchen incubator to enhance community economic development and sustainability (funded by the Nebraska Department of Agriculture: Agricultural Innovation and Value-Added Agriculture Partnership Act). EnSearch, Inc. served as grant-implementation evaluator.

2005 EAST METRO WOMENS COUNCIL. Assisted EMWC with developing outcome statements and evaluation systems.

2005 ARC HENNEPIN/CARVER AND ARC GREAT RIVERS. Assisted metro area Arcs with developing evaluation tools to measure the outcomes and value of their systems advocacy work.

1990 - 2005 LAO FAMILY COMMUNITY OF MINNESOTA. Evaluated Lao Family's English Education Programs and pregnancy prevention programs.

2000 - 2004 LIFETRACK RESOURCES. Conducted evaluations of their Advancement Plus program (funded by The Joyce Foundation) and Frogtown Family Connections program (funded by The McKnight Foundation, F. R. Bigelow Foundation, Ecolab Foundation, John S. and James L. Knight Foundation, The Saint Paul Foundation, The Sheltering Arms Foundation, and 3M Foundation). Reports available at <http://www.lifetrackresources.org/Administration/research.htm>.

1997 - 2000 US WEST/NEA MINNESOTA TEACHER NETWORK PROJECT. Designed and implemented an evaluation of this \$1.6 million state-wide initiative designed to teach 5,000 Minnesota teachers how to utilize the Internet and other electronic information sources.

1997 - 1999 MINNESOTA FUTURES FUND (MFF). Worked with the evaluation firm QED to design and implement an evaluation of MFF (a project co-sponsored by the Minnesota Council of Nonprofits, the Minnesota Council of Churches and the Minnesota Council on Foundations, and

supported by contributions from Minnesota foundations, corporations and United Ways) which distributed more than \$1.8 million in grants to nonprofits preparing for the challenges and opportunities of devolution and welfare reform.

- 1990 - 1998 SCHOOL DISTRICT 623, ROSEVILLE AREA SCHOOLS. Provided technical assistance in the areas of evaluation, organizational development and grant development.
- 1984 - 1998 THE SAINT PAUL FOUNDATION. Contracted to evaluate such programs as Minority Student Education Program, Highland Park Chinese Language and Culture Project, Twin Cities Institute for Gifted and Talented Youth, Technology for Literacy Project, United Way of America Literacy Project and Ronald M. Hubbs Center for Life Long Learning.
- 1992 - 1998 UNIVERSITY OF MINNESOTA. Evaluated the Common Ground Consortium (funded by the Bush Foundation), Project LEEDS and Careers on Line (funded by federal grants); taught introductory evaluation classes.
- 1995 THE SAINT PAUL COMPANIES. Worked with the evaluation firm Multicultural Issues to evaluate The Saint Paul Companies educational grantmaking.
- 1995 KAUFFMAN FOUNDATION and the CENTER FOR NONPROFIT LEADERSHIP DEVELOPMENT, KANSAS CITY, MO. Trained staff of nonprofit agencies on *How to Evaluate Foundation Programs*.
- 1995 INDEPENDENT SECTOR, WASHINGTON, DC. Co-authored *Evaluation with Power*, a handbook to accompany *A Vision of Evaluation*.
- 1995 M-COMM LTD. Developed protocol for interviews with cooperative bank managers in Poland for Agricultural Cooperative Development International.
- 1994-1996 TECHNOLOGY AND EDUCATIONAL SERVICES. Evaluated the Teacher On-line Project (funded by Annenberg Foundation/ Corporation for Public Broadcasting Math and Science Project).
- 1994 ST. PAUL BANK FOR COOPERATIVES. Evaluated the effectiveness of its internal and external communication strategies and assisted with organizational development issues.
- 1994-1995 THE BAKKEN. Evaluated The Bakken Summer Institute (funded by the National Science Foundation).
- 1994 CERIDIAN CORPORATION. Trained corporate staff and provided technical assistance in evaluating training programs.
- 1994 THE INSTITUTE FOR EDUCATION AND ADVOCACY. Developed an English/vocational literacy curriculum for Limited English Proficient

students enrolled in the Study Connections and Gateway programs (funded by the Bush Foundation).

- 1993-1995 TWO-OR-MORE. Developed and implemented evaluation plans for YouthBuild, Operation Face Lift and Youth Leadership programs (funded by state, federal and Northwest Area Foundation grants).
- 1993-1994 UNIVERSITY OF ST. THOMAS. Served as Adjunct Faculty, taught Educational Program Evaluation and Research course and acted as faculty advisor for master's candidates.
- 1993 - 1994 MORTENSEN MATH. Evaluated the effectiveness of the Mortensen Math curriculum at Chelsea Elementary School.
- 1992 - 1993 UNITED WAY OF THE ST. PAUL AREA. Evaluated Empowering Learner's Phase II (funded by The F. R. Bigelow Foundation, The Knight Foundation and The Saint Paul Foundation).
- 1990- 1992 MAYO FOUNDATION, ROCHESTER, MN, AND SCOTTSDALE, AZ. Developed an evaluation plan for the Management Development Program and provided 10 evaluation workshops for Mayo Clinic managers.
- 1991 - 1992 GENERAL MILLS FOUNDATION. Evaluated a sample of the 1990-1992 grant recipients.
- 1990 - 1991 UNIVERSITY OF MINNESOTA, INSTITUTE ON COMMUNITY INTEGRATION. Acted as senior evaluator for Way to Grow project and the Minneapolis United Way's Success by 6 program.
- 1990 - 1992 THE SAINT PAUL PUBLIC LIBRARY. Evaluated the Launch a Young Reader Project.
- 1986 - 1991 W. K. KELLOGG FOUNDATION, BATTLE CREEK, MI. Worked with the evaluation firm QED in the evaluation of the University of Minnesota's Telecommunications Development Center.
- 1989 - 1991 MINNESOTA LITERACY COUNCIL, INC. Provided technical assistance on the development of a comprehensive organizational development plan and evaluated program services.
- 1989 - 1990 BLOCK NURSE PROGRAM, INC. Developed a summative evaluation plan for the Block Nurse Program (funded by the U. S. Department of Health and Human Services and the W. K. Kellogg Foundation).
- 1988 - 1991 THE MINNESOTA ADULT LITERACY CAMPAIGN. Evaluated and developed recommendations for program improvements.
- 1988 - 1990 CHASKA SCHOOL DISTRICT 112. Provided technical assistance in the areas of evaluation and grant writing.

- 1988 - 1989 PEOPLE RESPONDING IN SOCIAL MINISTRY. Worked with staff to develop evaluation plans and data collection instruments for a grant funded by the McKnight Foundation.
- 1988 SCHOOL DISTRICT 625, ST. PAUL PUBLIC SCHOOLS. Worked with the evaluation firm QED to evaluate the Magnet Schools (funded by the U.S. Department of Education).
- 1988 FRIENDS OF THE SAINT PAUL PUBLIC LIBRARY. Compiled case histories of 12 successful Library Friends organizations.
- 1987 THE SAINT PAUL AREA CHAMBER OF COMMERCE. Evaluated the work of the Chamber of Commerce Child Care Task Force.
- 1987 FRIENDS OF THE SAINT PAUL PUBLIC LIBRARY. Evaluated the Town Square and West Seventh Libraries (funded by the F. R. Bigelow Foundation).
- 1984 - 1985 THE SAINT PAUL FOUNDATION and the NORTHWEST AREA FOUNDATION. Evaluated the Minnesota Independent School Fund organization.

#### **RELATED WORK EXPERIENCE**

- 1984 EVALUATION CONSULTANT, The Minnesota State Department of Education. Conducted case studies of three state-funded Technology Demonstration Sites.
- 1984 EVALUATION CONSULTANT, The F. R. Bigelow Foundation. Designed and conducted an evaluation of the University of Minnesota's Agricultural Enterprise for New Americans program.
- 1983 EVALUATION CONSULTANT, Veteran's Administration North Central Regional Medical Education Center (RMEC). Conducted an evaluation of RMEC's Centralized Workshop.
- 1981-1984 PROJECT ASSISTANT, Psychological Foundations of Education, University of Minnesota. Implemented evaluations for various educational programs. Major evaluation projects were contracted by the Minnesota Computer Consortium and the Bush Foundation. Also responsible for analyzing and reporting the results of the 1981-1982 National Assessment of Educational Progress (NAEP) science study.
- 1981 EVALUATION CONSULTANT, Federal Intermediate Credit Banks of Saint Paul and the Saint Paul Bank for Cooperatives. Designed evaluation instrument for educational conferences.
- 1980 - 1981 EVALUATION CONSULTANT, Minnesota Independent School Fund, Inc. Evaluated the MENTOR program for gifted and talented high school students.
- 1980 - 1981 GRADUATE ASSISTANT, 4-H Youth Development, International Programs, Agricultural Extension Service, University of Minnesota. Planned, conducted and evaluated various phases of the International Exchange and Junior Leadership programs.

## TEACHING/ADVISING EXPERIENCE

1985- 2018

UNIVERSITY OF MINNESOTA, Educational Psychology (EdPsy) and Educational Policy and Administration (EdPA).

Presenter (2000 – present). EdPA 5080 Minnesota Evaluation Studies Institute. *MESI: Pre-Session Workshop, Introduction to the Field of Program Evaluation (Finding the Magic in Evaluation)*.

Instructor (Winter 1998). EdPsy 5243, Instruments and Procedures for Evaluation.

Interim Coordinator (1996-1997). Evaluation Studies Program, Department of Educational Policy and Administration and Educational Psychology.

Instructor (Spring 1997). EdPsy 5240 and EdPA 5285, Principles and Methods of Evaluation.

Instructor (Spring 1997). EdPA 8273 Field Study.

Instructor (Spring 1997). EdPsy 5220, Educational Measurement in the Classroom.

Guest Lecturer (1991-1997), PdPsy 5246, Evaluation Colloquium.

Presenter (1996), "Attending to Human Detail -- Evaluation and Culture," University of Minnesota Evaluation Studies Institute, 1996, Minneapolis, MN.

Presenter (1996), "An Introduction to Program Evaluation for Nonprofit Organizations," University of Minnesota Evaluation Studies Institute, 1996, Minneapolis, MN.

1993, 2007, 2009 to 2015

METROPOLITAN STATE UNIVERSITY.

Community Faculty (2010 to 2015). Comm 103: *Introduction to Public Speaking*.

Guest Lecturer (2009). Comm 482: Applied Communication Research. *Finding the Magic in Statistics*.

Presenter (2007), "Without Smoke and Mirrors – an Introduction to Finding the Magic in Outcomes and Evaluation" as part of conference created by Metro State University for Hennepin County staff and Contractors.

Internship Advisor for Ph.D. student (1993).



- 2008, 2009 UNIVERSITY OF KANSAS, for the Missouri State Department of Education. Presenter, "Without Smoke and Mirrors -Finding the Magic in Outcomes and Evaluation"
- 1999 THE UNION INSTITUTE, Cincinnati, OH. Adjunct Faculty for Ph.D. student.
- 1997 - 2003 UNIVERSITY OF ST. THOMAS, College of Business, Center for Nonprofit Management.
- Adjunct Faculty. Mini-MBA for Nonprofit Managers (1997-2003). *Smoke and Mirrors: Telling Your Story Using Outcomes.*
- Adjunct Faculty. MBA for Nonprofit Managers. MBNP 705-21 (Fall 1997) *Program Design and Evaluation.*
- 1996 ST. MARY'S UNIVERSITY OF MINNESOTA, The Graduate Center, Counseling Psychology Program, Minneapolis, MN. Externship Advisor for MA student.
- 1990 HAMLIN UNIVERSITY, St. Paul, MN. Field Faculty for MA student.
- 1983 GODDARD GRADUATE PROGRAM, Vermont College of Norwich University, Norwich, VA. Field Faculty for MA student.
- 1975 UNIVERSITY OF MARANHÃO, SÃO LUÍS, BRAZIL. Taught English language classes for university students and the community.

#### **WORKSHOPS/CONFERENCE PRESENTATIONS/KEYNOTES/LECTURES**

- 1999 - 2018 PRESENTER, "Smoke and Mirrors -- Telling your story using outcomes and evaluation" and "Smoke and Mirrors - We collected the data -- So what now?!" Education Minnesota Foundation for Excellence in Teaching and Learning, St. Paul, MN.
- 2000 - 2018 EdPA 5080 Minnesota Evaluation Studies Institute. "MESI: Pre-Session Workshop, Introduction to the Field of Program Evaluation (Finding the Magic in Evaluation)."
- 2013 PRESENTER, "Without Smoke & Mirrors: Finding the Right Tool for the Job! United Way of Freeborn County.
- 2013 PRESENTER, "2013 Learning UNITED Series: Making Sense of Your Data." United Way of Cass-Clay.
- 2012 PRESENTER, "Without Smoke & Mirrors: Finding the magic in logic models and performance measurement." Sustainable Communities Grantee Meeting in Omaha, NE
- 2011 PRESENTER, "Engaging Marginalized Populations in Strategic Planning" Sustainable Communities Grantee Meeting in Washington, DC.

- 2011 PRESENTER, "Without Smoke and Mirrors: The Magical Ways to Obtain Honest Feedback from Your Customers." Brainerd Lakes Area Chamber of Commerce, Business Owners/Executives Round Table (BOERT).
- 2010 PRESENTER, "Finding the Magic in Strategic Evaluation." Northwest Minnesota Foundation and United Way of Bemidji, MN.
- 2010 PRESENTER, "Clearing the Fog: A map to successfully navigate the MIM across 4+ years." Missouri Department of Special Education and Kansas University. (Workshop designed to help grantees of this 10 million dollar project develop effective outcome evaluation plans and tools.)
- 2010 PRESENTER, "Clearing the Fog: Developing an Evaluation Framework." Kansas Department of Special Education and Kansas University.
- 2008 PRESENTER, "Without Smoke and Mirrors - an Introduction to Finding the Magic in Outcomes and Evaluation" as part of conference created by Greater Twin Cities United Way for grantees in Washington County.
- 2008 PRESENTER, "Without Smoke and Mirrors -Finding the Magic in Outcomes and Evaluation" as part of staff development workshop created by Greater Twin Cities United Way for fund distribution staff.
- 2007 PRESENTER, "Without Smoke and Mirrors -Finding the Magic in Outcomes and Evaluation." Medica Foundation for grantees.
- 2007 PRESENTER, "Without Smoke and Mirrors - Telling your Story Using Outcomes and Evaluation" workshops and one-on-one consultation for Catholic Charities programs and services.
- 2006 PRESENTER, "The Role of Evaluation in Grant making. Finding the Magic in Evaluation" as part of a ½ day conference created by the Minnesota Council on Foundations for the Thrivent Foundation.
- 2005 PRESENTER, "Smoke and Mirrors -- Telling your story using outcomes and evaluation." Southwest Minnesota Foundation, The Otto Bremer Foundation, Fundraising Professionals of Southwest Minnesota, Redwood Falls, MN.
- 2004, 2005 PRESENTER, "Smoke and Mirrors -- Telling your story using outcomes and evaluation." Park Nicollet Foundation and Hopkins School District, Redwood Falls, MN.
- 2005 PRESENTER, "Smoke and Mirrors -- Telling your story using outcomes and evaluation." Medica Foundation Evaluation Committee, Minneapolis, MN.
- 2005 PRESENTER, "Smoke and Mirrors -- Telling your story using outcomes and evaluation" as part of a ½ day conference created by the Minnesota Council on Foundations for the Medica Foundation Board of Directors, Minneapolis, MN.

- 2004 PRESENTER, "Smoke and Mirrors -- Telling your story using outcomes and evaluation" as part of a full-day conference created by the Minnesota Council on Foundations for the Medica Foundation Grantmaking Committees, Minneapolis, MN.
- 2004 PRESENTER, "Smoke and Mirrors -- Telling your story using outcomes and evaluation." Central Minnesota Council on Aging, St. Cloud, MN.
- 2004 PRESENTER, "Smoke and Mirrors -- Telling your story using outcomes and evaluation." The Otto Bremer Foundation and Initiative Foundation, St. Cloud, MN.
- 2003 PRESENTER, "Smoke and Mirrors -- Telling your story using outcomes and evaluation." The Otto Bremer Foundation and Initiative Foundation, Brainerd, MN.
- 1999, 2000, 2001 PRESENTER, "Evaluation: Your Best Management Tool." Institute for New Program Staff. Council on Foundations, Washington, DC.
- 1999 PRESENTER, "Smoke and Mirrors -- Telling your story using outcomes." Cargill Foundation.
- 1999 PRESENTER, "Starting a Local AEA Affiliate." 1999 American Evaluation Association Annual Conference, Orlando, FL.
- 1999 PRESENTER, "The Next Evaluation Frontier -- The Internet." Minnesota Chapter of the American Evaluation Association, Chapter Meeting.
- 1998 PRESENTER, "Creating a Plan to Document Your Work for the Next Century," 1998 Fall Conference for Minnesota Council of Nonprofits, Minneapolis, MN.
- 1998 PRESENTER, "Measures for Success -- Going Beyond Assets, Gift and Grant Amounts," 1998 Fall Conference for Community Foundations, National Council of Foundations, Miami, FL.
- 1998 PRESENTER, "Finding Value in Evaluation," Workshop for the National Council of Foundations, 1998 Institute for New Staff, Washington, DC.
- 1997 - 2008 PRESENTER, "How to Analyze Data" and "Putting It All Together -- Data Analysis and Reporting," Workshop for the United Way of the Minneapolis Area.
- 1997 KEYNOTE, "Finding the Value in Evaluation," Practical Approaches and Ideas for Prevention Program Evaluation conference, sponsored by Minnesota Prevention Resource Center, Minnesota Department of Human Services, Minnesota Star of the North Prevention Coalition, Anoka, MN.
- 1997 PRESENTER, "Finding the Value in Evaluation in Multicultural Settings," Workshop for Refugee and Immigrant Services Section (RISS) Grantees, Minnesota Department of Human Services.

- 1997 KEYNOTE, "Finding the Value in Outcome Evaluation," grantee meeting sponsored by the Office of Drug Policy and Violence Prevention, Minnesota State Department of Children, Families and Learning, St. Paul, MN.
- 1996 PRESENTER, "Evaluation of Collaborations," American Evaluation Association 1996 Annual Conference, Atlanta, GA.
- 1996 PANEL, "The Next Evaluation Frontier -- The Internet," American Evaluation Association 1996 Annual Conference, Atlanta, GA.
- 1996 SESSION CHAIR, "Use and Role of Evaluation in Philanthropic Decision Making," American Evaluation Association 1996 Annual Conference, Atlanta, GA.
- 1996 PRESENTER, "The Teacher On-Line Project," Annenberg Foundation/Corporation for Public Broadcasting Math and Science Project 1996 Annual Meeting, Washington, DC.
- 1996 PRESENTER, "The Cultural Dimensions of Outcome Evaluation," Minnesota Chapter of the American Evaluation Association Conference, 1996, Minneapolis, MN.
- 1996 PRESENTER, "Outcome Evaluation Is Not Benign," Minnesota Chapter of the American Evaluation Association Conference, 1996, Minneapolis, MN.
- 1995 PRESENTER, "Evaluation and Culture," American Evaluation Association 1995 International Evaluation Conference, Vancouver, BC, Canada.
- 1995 PAPER, "Public Disclosure in Private Situations -- Evaluator and Client Beware Lest the Castle Fall Upon You," American Evaluation Association 1995 International Evaluation Conference, Vancouver, BC, Canada.
- 1995 PRESENTER, "The Teacher On-Line Project," Annenberg Foundation/Corporate for Public Broadcasting Math and Science Project 1995 Annual Meeting, Washington, DC.
- 1995 PRESENTER, "Analyzing and Using Information," Roseville Area Schools Principals' Planning Conference, Roseville, MN.
- 1995 PRESENTER, "How-to Tools," Holding Ourselves Accountable: A Fresh Look at Evaluation Conference, sponsored by Clearinghouse for Mid-Continent Foundations and the Ewing Marion Kauffman Foundation, Kansas City, MO.
- 1989 - 1995 PRESENTER, "Evaluation Principles," The Saint Paul Foundation, St. Paul, MN.
- 1994 PAPER, "Can and should program participants walk a mile in evaluators' moccasins?" American Evaluation Association 1994 Annual Conference, Boston, MA.

- 1994 PRESENTER, "Evaluation Made Easy," The National Hemophilia Foundation's 1994 Chapter Outreach Demonstration Project Training Workshop, Minneapolis, MN.
- 1994 PRESENTER, "Planning for Evaluation," The Saint Paul Foundation's Bicultural Training Partnership Evaluation Workshop, St. Paul, MN.
- 1993 PRESENTER, "Grant Evaluation: One Foundation's Model," Minnesota Council on Foundations, Minneapolis, MN.
- 1992 PRESENTER, "Finding Value in Evaluation," United Way of the Greater Toledo Area, Toledo, OH.
- 1990 PRESENTER, "Finding the Value in Evaluation," The National Adult Literacy and Technology Conference, Minneapolis, MN.
- 1988 PRESENTER, "Measuring the Impact of Interstate and International Exchange Programs," National 4-H Agents Conference, Minneapolis, MN.
- 1988 PAPER, "Micro-computers in Adult Education: Results on the Cost-effectiveness of TLC and PALS," Meeting of the American Educational Research Association, New Orleans, LA.
- 1988 PRESENTER, "Making Program Evaluation Work for You," Community Action for Suburban Hennepin, Minneapolis, MN.
- 1988 PRESENTER, "Evaluating Literacy Programs," National Conference on Urban Literacy, Washington, DC.
- 1984 PRESENTER, "Evaluation Standards: A Study of their Appropriateness in Business and Education," American Educational Research Association, Washington, DC.
- 1984 PAPER, "The Appropriateness of Evaluation Standards for Internal Business Evaluations," Joint Meeting of the Evaluation Network and Evaluation Research Society, San Francisco, CA.
- 1983 PAPER, "Current Images of Science: Results of the 1981-1982 National Assessment," 31st National Convention, National Science Teachers Association, Dallas, TX.
- 1983 PAPER, "Use of a Focused Case Study to Evaluate Continuing Professional Education," Joint Meeting of the Evaluation Network and Evaluation Research Society, Chicago, IL.
- 1983 GUEST LECTURER, "The Roles of Statistics and Measurement in Social Science Research," Goddard Graduate Programs, Minneapolis, MN.
- 1982 GUEST LECTURER, "Case Studies: The Pros and Cons of their Use in Evaluating Extension Programs," Agricultural Extension Service Evaluation Colloquium, St. Paul, MN.

## PUBLICATIONS

Stockdill, S. J. (2016). *Healthy Start, Healthy State: CACFP and WIC summary*. In Press. The *Healthy Start Healthy State* study was funded by the Blue Cross and Blue Shield of Minnesota Center for Prevention. The study was directed by Dr. Marilyn S. "Susie" Nanney, University of Minnesota, Associate Professor Department of Family Medicine & Community Health and Founder & Director of Health Equity in Policy Initiative Program in Health Disparities Research.

Baizerman, M.; Compton, D.W.; & Hueftle Stockdill, S. (2005) Evaluation Capacity Building. In Mathison, S. *Encyclopedia of Evaluation*. Thousand Oaks, CA: Sage Publications.

Compton, D.W.; Baizerman, M.; & Hueftle Stockdill, S. eds. (Spring 2002). The Art, Craft and Science of Evaluation Capacity Building. *New Directions for Evaluation*, 93.

Stockdill, S. J. (1996). "Case Example 5.12, Using Posters with an Oral Presentation." In Torres, R. T., Preskill, H. S. and Pointek, M. E. *Evaluation Strategies for Communicating and Reporting*. Thousand Oaks, CA: Sage Publications.

Grey, S.T., & Stockdill, S.J. (1995). *Evaluation with Power*. Washington, DC: Independent Sector.

Stockdill, S. J. (1993). *How to Evaluate Foundation Programs*. St. Paul, MN: The Saint Paul Foundation.

Stockdill, S. J. (1993). *Developing an Evaluation Plan: A Step At A Time*. St. Paul, MN: The Saint Paul Foundation.

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Stockdill, S. J., & Morehouse, D. L. (1989). "Case Study Evaluations of Three Technology Projects: Keys to Technology Selection and Project Success." *TDC Research Report No. 8*. St. Paul, MN: University of Minnesota Extension Service.

Morehouse, D. L., & Stockdill, S. J. (1989). "Understanding the Influence of a Change Agent Organization on Technology Use by University Faculty and Staff." *TDC Research Report No. 7*. St. Paul, MN: University of Minnesota Extension Service.

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Stockdill, S. J. (1988). *The Technology for Literacy Project Evaluation Report*. (Report prepared for the TLC Project Donor Review Board). Available through ERIC.

Patton, M. Q., & Stockdill, S. J. (1987). "The Technology for Literacy Project Evaluation." In M. Q. Patton (1989). *Qualitative Evaluation & Research Methods*. Newbury Park, California: Sage Publications Inc.

Turner, T. C., & Stockdill, S. J. (Eds.) (1987). *The Technology for Literacy Project Evaluation*. (Report for the TLC Project Donor Review Board). St. Paul: The Saint Paul Foundation.

Rakow, S. J., Welch, W. W., & Hueftle, S. J. (1984). "Student achievement in science: A comparison of national assessment results." *Science Education*. 68 (5): 571-578.

Hueftle, S. J. (Ed.) (1984). *The Utilization of Evaluation: Proceedings of the 1983 Minnesota Evaluation Conference*. Minnesota Research and Evaluation Center, Minneapolis, MN.

Hueftle, S. J., Rakow, S. J., & Welch, W. W. (1983). *Images of Science; A Summary of the Results from the 1981-1982 National Assessment in Science*, Minnesota Research and Evaluation Center, Minneapolis, MN, (funded by the National Science Foundation).

## **AWARDS AND HONORS**

**CITY UNIVERSITY NEW YORK.** (2016). Impact Award. Rank #1 for project evaluation and implementation of the Hunger-Free Minnesota Campaign. (Projects reviewed were identified by Corporate Grant Funders such as Kellogg Foundation and Cargill Foundation. Hunger-Free Minnesota was offered for review as a high-impact grantee by the General Mills Foundation).

**REGION FIVE DEVELOPMENT COMMISSION.** (2013). Outstanding Service Provider.

**NATIONAL ASSOCIATION OF DEVELOPMENT ORGANIZATIONS (NADO),** (2013). Innovation Award presented to R5DC, EnSearch, Inc., Initiative Foundation, University of Minnesota, Resilient Living Council, and Central Minnesota Housing Partnership (CMHP) for creating a resilient region in central Minnesota.

**AMERICAN EVALUATION ASSOCIATION.** (1997). Myrdal Award for Evaluation Practice.

### **UNIVERSITY OF MINNESOTA (1979 - 1986)**

Dean's List.

Graduate School Tuition Scholarship.

Pi Lambda Theta National Honor and Professional Association in Education.

### **UNIVERSITY OF NEBRASKA (1973 - 1977)**

Regent's Scholarship

Alpha Lambda Delta

Mortar Board

Finalist, Fulbright Scholarship.

**HALLMARK CARDS.** (1977). Scholarship to work at the National 4-H Center to

Develop an Intercultural Curriculum for the Citizenship Short-Course program.

**AKSARBEN.** (1977) One of 16 rural Nebraska/Southwest Iowa women honored for academic achievement and community service.

*I Dare You Award.* (1973).

**FARMLAND SERVICES.** (1972). Scholarship to Farmland Services Youth Leadership Development Conference.

## **SPECIAL RECOGNITION**

According to the National Transitional Jobs Network the study conducted for Lifetrack Resources was used as justification for the allocation by the US Department of Corrections of \$600 Million to support transitional jobs programs.

*Evaluation with Power* cited in *Program Evaluation Alternative Approaches and Practical Guidelines* (1997) by Blaine R. Worthen, James R. Sanders and Jody L. Fitzpatrick; Longman Publishers USA and in *New Directions for Evaluation "Nonprofits and Evaluation"* by Joanne Carman and Kimberly Fredericks (Fall 2008), Sage Publications.

Work with United Way of America cited in *New Directions for Evaluation "Nonprofits and Evaluation"* by Joanne Carman and Kimberly Fredericks (Fall 2008), Sage Publications

Language from the *2002 Update* produced by EnSearch for Lifetrack Resources regarding the barriers TANF recipients face included in the Chance to Succeed Act, a U.S. Senate bill introduced by MN Senator Paul Wellstone.

Technology for Literacy Center formative evaluation conducted for The Saint Paul Foundation, F.R. Bigelow Foundation, Mardag Foundation, Cowles Media Foundation and Saint Paul Public Schools was a featured case study in the Council on Foundations book, *Evaluation for Foundations: Concepts, Cases, Guidelines, and Resources* (1993, Jossey-Bass) and in *Qualitative Evaluation & Research Methods* (1989) and *Utilization Focused Evaluation* (1997, 3<sup>rd</sup> ed. and 2008, 4<sup>th</sup> ed.) by Michael Q. Patton, Sage Publications.

Portions of the book *Evaluating Foundation Programs and Projects* were featured in *The Foundation Center's Guide to Proposal Writing* (1993) The Foundation Center: New York.

TASK FORCE MEMBER, University of Minnesota's Task Force on Evaluation Studies.

PLANNING COMMITTEE MEMBER, American Evaluation Association Annual Conference (1999 - 2003).

PROGRAM CHAIR, AEA Poster Sessions and AEA Round Tables, American Evaluation Association Annual Conference (1994 - 2003).

CO-CHAIR, Minnesota Chapter of the American Evaluation Association (1997 - 1999).