

**Michigan Educational Research
Association, Inc. (MERA)**
(www.merainc.org)

MERA Mission:

The mission of The Michigan Educational Research Association, Inc. is to promote accurate, high quality, appropriate and ethical use of research, assessment, and evaluation practices that improve teaching and learning in education.

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Michigan Educational Research Association, Inc.
c/o Macomb Intermediate School District
44001 Garfield Road,
Clinton Township, Michigan 48038

Michigan Educational
Research Association, Inc.
(MERA)

Presents

Making Data
Meaningful



(www.merainc.org)

Fall 2014 Conference
November 24-25, 2014
Frankenmuth, Michigan

Program Information

It seems that everyone is using data for a variety of educational purposes such as: teacher evaluation, accountability, MTSS, student placements, assessment, school improvement, Professional Learning Communities (PLC), etc. Not only are educators using it across the board, but at high rates and, in some cases, leaning heavily on the data to support making impactful student /program decisions. Unfortunately, the data received is not always understandable to those who are viewing it. It is shared, but it is confusing and holds little contextual meaning. On the flip side, data that is presented visually, clearly and meaningfully can spark us to action. How data is presented to educators can make a difference. If done effectively, it can be a tipping point that will cause individuals and/or groups (i.e. PLCs) to gain the kind of momentum that can move educators to take that next action step that will have a positive impact on their learning organization. MERA is hopeful that this two-day conference gives you the data presentation skills and knowledge to move your respective learning organization forward—with data.

Monday, November 24, 2014



Dr. Stephanie Evergreen is sure to offer an engaging and insightful day around the topic of data and ways it can be presented effectively. Educators who rely on data to spark deep conversations with adults will learn how crystal clear slides and graphs are valuable and can save an audience's mental energies, keep a reader engaged, and make any facilitator, look smart.

In this workshop, attendees will learn the science behind presenting data effectively and will leave with direct, pointed changes that can be immediately administered to significantly increase impact. The workshop will address principles of data visualization and slideshow design that support legibility, comprehension, and retention of our data in the minds of our clients. Together we will focus on how to make visual sense of data and distribute it in a way that readers will love. Grounded in visual processing theory, the principles will enhance attendees' ability to communicate more effectively with peers, colleagues, and clients through a focus on the proper use of color, arrangement, graphics, and text.

Dr. Evergreen has worked with a number of organizations and at multiple levels of education (e.g. schools, districts, ISDs, etc.) while operating her own business—Evergreen Data. She has authored several books titled: *Presenting Data Effectively: Communicating Your Findings for Maximum Impact* and two evaluation books titled: *Data Visualization: Part 1 and Part 2, New Directions for Evaluation*. Over the last six months she has presented at conferences in New Zealand, Australia, New York, Massachusetts, Oregon and Colorado.

Tuesday, November 25, 2014

On conference day two, a number of quality Michigan leaders will build on day one data connections as they provide topical updates, information and insights that will inspire your thinking.

Conference Information

Dates/Times:

Monday, November 24, 2014

9:00 a.m. — 4:00 p.m.

Continental breakfast and lunch (annual meeting)

Dr. Stephanie Evergreen—Presenting Data Effectively

Tuesday, November 25, 2014

8:45 a.m. — 3:45 p.m.

Continental breakfast and lunch

Ann McMaster Lapointe— Understanding Effect Size
Can Key Higher Impact Interventions

Dr. Jim Gullen—Progressing Toward a More Mature
Discussion About Student Growth

Kathy Fandale and Kristina Martin—Macomb's
Approach to Early Warning - Helping All Students

Paul Bielawski—CEPI Update

David Judd and Andrew Middlestead—
"Michigan Student Assessment, where we're at, and where
we're going"

Dr. Michael Lance—Towards a Typology of Reports for
Educators

Dr. David Treder—Analyses of Selected Accountability
Metrics

An agenda for days one and two will be distributed to participants as we get closer to the conference dates.

Conference Location:

Frankenmuth Bavarian Inn Lodge
One Covered Bridge Road
Frankenmuth MI. 48734

•Please make lodging arrangements directly with the Frankenmuth Bavarian Inn Lodge (989) 652-7200 which has special rates for MERA attendees.

•Conference Questions/Information: David Treder (810) 591-4971 or dtreder@geneseeisid.org

Registration Information

Directions for On-line Registration:

1. Go to www.misd.net
2. Click on Course Offerings
3. Click on View by Category
4. Select the "MERA" category from the scroll-down menu. Click "Go"
5. Select "MERA Fall Conference"
6. Follow the registration instructions to complete your registration! (If you would like SCECHs and/or a vegetarian meal, please indicate that in the "Special Needs/Comments/Requests" field.)
7. A confirmation of registration will be sent via email
8. If you have any questions regarding registrations, please contact Jim Gullen at jgullen@misd.net or at 586.228.3459
9. Please register by Wednesday, Nov. 19, 2014.

**Advanced on-line registration is encouraged, but day of registrations, at the conference, will be accepted.*

Cost: (Select one during online registration)

- \$110.00 One Day Registration Fee (check one below)
 - November 24, 2014
 - November 25, 2014
- \$165.00 Two Day Registration Fee
- \$75.00 Two Day Retired or Student Registration
- \$15.00 2014 member/no conference attendance