



## Program Evaluation

January 14, 2010  
9:00 a.m. – 3:30 p.m.

MOCA Board Room  
*The Museum of Contemporary Art, Los Angeles*  
250 South Grand Ave.  
Los Angeles, CA 90012

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9:00 a.m. – 9:30 a.m.	Breakfast and coffee
9:30 a.m. – 9:40 a.m.	Welcome and Introductions
9:40 a.m. – 10:55 a.m.	Evaluation 101
10:55 a.m. – 11:05 a.m.	BREAK
11:05 a.m. – 11:30 a.m.	Accountability and Advocacy: Two sides of the same coin
11:30 a.m. – 12:00 p.m.	Reliability, Validity, and Utility in Evaluation
12:00 p.m. – 1:00 p.m.	LUNCH (and complete Arts Coordinator survey)
1:00 p.m. – 1:30 p.m.	Program Improvement
1:30 p.m. – 3:15 p.m.	Writing Meaningful Benchmarks
3:15 p.m. – 3:30 p.m.	Reflection and Closing
3:30 p.m. – 5:00 p.m.	[OPTIONAL] Arts Coordinator Happy Hour
5:00 p.m. – 7:30 p.m.	[OPTIONAL] Arts Ed Roundtable <i>Quality Arts Education in Los Angeles w/ Steve Seidel &amp; Lynn Waldorf</i>

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**For more information about this session or series, please contact:**

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