

Principles of Research and Evaluation

AESP's 2 day course *Principles of Research & Evaluation* is ideal for those new to evaluating, monitoring or tracking energy efficiency program results. This course delves into the importance of research and evaluation, describes different evaluation methodologies and when to use them, and helps you develop an effective evaluation plan. The course is loaded with exercises, case studies and best practices and includes extensive information on net-to-gross ratios, what they mean and how they impact your programs.

- ▶ Learn how to conduct baseline studies, develop effective data collection methods and perform sampling strategies
- ▶ Understand the importance of using logic models and how they can be applied to your programs
- ▶ Discover the differences between process evaluations, impact evaluations and market transformation
- ▶ Collaborate with your peers and colleagues to develop your own sample evaluation program



Who should attend?

Individuals in evaluation, measurement and verification, researchers, implementers, program managers, energy efficiency staff, and anyone who needs information on new trends, methodologies and regulatory requirements in EM&V.

Training Options

2 Day Regional – delivered on a regional basis and is an exceptional opportunity to meet industry peers and share experiences

2 Day On-Site – provided at your facility and is ideal for your employees to learn as a group

Visit www.aesp.org for the training schedule.



2 Day Training Course Overview

Importance of Evaluation

- Is your program reaching energy efficiency goals?
- Optimize energy and non-energy benefits
- Learn valuable info for operations
- Understanding net-to-gross ratios

Process Evaluation

- Key factors that produce an effective process evaluation
- Differences between good/bad process evaluations
- Understanding interaction between process evaluation and other methods

Baseline Research and Market Studies

- Data required
- Purpose
- Terminology

Market Transformation

- Characterize longer-term energy savings
- Understanding market assessment and transformation

Data Collection

- Types of data
- Docs and tools required
- Industry standards

Impact Evaluation

- Purpose and key terminology
- Identifying key impact approaches
- Types of data collection required

Sampling Strategies

- Differences
- Challenges

Measurement & Verification

- Understand different methodologies to measure and verify savings
- Which approaches are best
- Key terminology

Understanding Programs

- Importance of logic models
- Theory-based approach

Evaluation Plan

- Necessary elements
- Formulate research questions
- Complete boilerplate plan



Listen to Attendees

- ▶ “The training was valuable in providing a level-set to our employees on Evaluations. It got all the players who are or will be involved in evaluations on the same page and engaged in the process. The trainers were very knowledgeable on this topic and were invaluable to making the training truly worthwhile and relevant to our needs. The materials provided enough detail to help you understand, but were not overwhelming. The training also fostered some great discussion in our team as to how to make our evaluations better. I would recommend this training to anyone who is going to become involved in evaluations.”
- Market Research Manager from large IOU
- ▶ “This course was very clearly laid out and overall an excellent session. Ideal overview of what the components of EM&V are and how the components should interact. The clarification of terms, glossary and the time the presenters took to explain more complex concepts was great for me.”
- Research Analyst from an IOU
- ▶ “The exercises were especially helpful in identifying areas where we need to increase our evaluation efforts. I appreciated the clear descriptions and examples given of each evaluation process and, most importantly, when and where to use those specific methodologies.”
- Residential Program Manager

“The trainers were very knowledgeable on this topic and were invaluable to making the training truly worthwhile and relevant to our needs.”

Your Training Team

AESP trainers are industry professionals with decades of experience in Research and Evaluation. Each instructor brings in-depth knowledge to this training course and is well-versed in how to engage an audience for an optimum learning experience. Contact AESP if you would like a complete trainer profile. Below is a partial listing of our training team.

Lark Lee - *Managing Consultant, PA Consulting Group*
Laura Schauer - *Principal Consultant, PA Consulting Group*
M. Sami Khawaja - *Vice President, The Cadmus Group*
Carol Mulholland - *Principal, The Cadmus Group*
Jane Peters - *President, Research into Action*
Nick Hall - *Owner/President, Tec Market Works*

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