

## **2 Day workshop - Understanding Complex Information 'at a glance' – The Concept Mapping Method**

**June 18-19, 2009**

**An Initiative of the Swiss Evaluation Society – organized in  
collaboration with University of Fribourg, Dept of Continuing  
Education.**

### **Target Group:**

Experienced evaluators, evaluation commissioners, programme managers, policy developers

### **Content**

The concept systems method guides action plan development, strategic planning, implementation, evaluation and other activities in which group input is valued. Concept mapping takes the ideas of individuals and combines them to form unique visual representations called Concept Maps. Opinions or views can then be compared and contrasted. The process is participative, inductive, structured, simple and intuitive and visual. The resulting framework and images help an organization to understand how its stakeholders view a specific topic from many perspectives. It provides the framework for a well-informed, group-oriented, decision-making process.

Participants will focus on the political and practical considerations for concept mapping, its place in the evaluation of large initiatives, and its usefulness for identifying and engaging communities and populations of diverse values and interests.

Participants will be expected to take part in a concept mapping brainstorming activity, via internet, prior to the workshop.

### **Course Directors**

Prof. Marc-Henry Soulet, Chair, Department of Social Work and Social Policy, Univ. Fribourg  
Dr Marlène M. Läubli Loud, Lecturer, Department of Social Work and Social Policy, University of Fribourg; Head of Evaluation and Research, Federal Office of Public Health and member of the Swiss Evaluation Society (SEVAL) Executive Committee

### **Course Facilitators**

Prof. William Trochim, Cornell University  
Mary Kane, President, Concept Systems

### **Date and Time**

Thursday 18th and Friday 19th June 2009, University of Fribourg

### **Registration Costs**

Frs.650 for SEVAL members  
Frs 700 for others

### **Registration and Further Information**

Service/Centre de formation continue, Université de Fribourg  
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### ***A WORD ABOUT THE FACILITATORS***

**William M.K. Trochim** is a Professor in the Department of Policy Analysis and Management at Cornell University. He has taught both the undergraduate and graduate required courses in applied social research methods since joining the faculty at Cornell in 1980. He received his Ph.D. in 1980 from the program in Methodology and Evaluation Research of the Department of Psychology at Northwestern University. His research interests include the theory and practice of research, conceptualization methods (including concept mapping and pattern matching), strategic and operational planning methods, performance management and measurement, and change management.

Dr. Trochim is the originator and developer of the Concept Mapping and Pattern Matching (CM/PM) model and programmed the Concept System® as a tool to help accomplish the process in a number of research fields including health, social policy, mental health, business, education, and human service administration.

He is the developer of The Concept System® and founder of Concept Systems Inc (see more at [www.conceptsystems.com](http://www.conceptsystems.com) )

**Mary Kane** is the President of Concept Systems Incorporated. Ms. Kane has helped to standardize the CS methodology and process to ensure meaningful, measurable and useful outcomes for CSI's clients. Consulting experience includes strategic operational planning, product and program development, education and training design, and program needs identification. With Professor William Trochim, she is the author of several articles on the applications of Concept Mapping and Pattern Matching in organizational decision-making and strategic planning.

Ms. Kane has developed process and group consulting for federal, state and county agencies, health and mental health organizations, private corporations, not-for-profit agencies and school districts. She has facilitated with groups ranging from small boards of directors to organizations represented by thousands of stakeholders.

Ms. Kane holds a Master's degree from Columbia University.