The American Evaluation Association is a professional association of evaluators devoted to the application and exploration of program evaluation, personnel evaluation, technology, and many other forms of evaluation. Evaluation involves assessing the strengths and weaknesses of programs, policies, personnel, products, and organizations to improve their effectiveness.

**ANNUAL IN-PERSON EVENTS**
AEA’s annual conference includes hundreds of sessions and several opportunities to connect with other evaluator colleagues. Summer Institute includes topics ranging from Qualitative and Quantitative Analyses; to Project Management, Logic Modeling, Reporting, Theory to Practice, Cultural Competence, and more.

**CONNECT WITH A NETWORK OF EVALUATION PROFESSIONALS**
Membership includes participation in up to five of AEA’s 50+ Topical Interest Groups (TIGs), access to affiliate organizations nationwide, regular electronic updates on progress happening in the field, access and listing in the AEA Online Membership Directory to find a fellow evaluator. Members also have access to the Career Center to find valuable positions in the field.

**YEAR-ROUND EDUCATION AT YOUR FINGERTIPS**
AEA is committed both to providing outstanding professional development opportunities, such as, Coffee Break Webinars (real-time and recorded) focused on topics like Designing Data Visualization and more, as well as AEA’s journals, The American Journal of Evaluation and New Directions for Evaluation.

“It has been a pleasure throughout my career to be a member of AEA, undoubtedly the most abiding resource in the development of my practice. The many mentors, colleagues and friends I have gained through AEA have inspired me to achieve much more than I ever dreamed. It is to them, as well as to my nominators, that I say, Thank you!”

– Dr. Gail Gailallance Barrington, President, Barrington Research Group, Inc., 2016 AEA Alva and Gunnar Myrdal Evaluation Practice Award, and Washington Evaluators Member
AEA's management and Board are envisioning how the association can build the organization for the future. AEA is focused on following six areas to improve evaluation practice.

**PROFESSIONAL DEVELOPMENT**
AEA plans to maximize the use of technology as well as in-person opportunities to reach a wider audience with evaluation concepts at all levels and within a wide variety of disciplines. Including:

- Expanding topics and delivery methods for additional learning opportunities
- Expanding existing internships
- Exploring the development of a Technology Center and Speakers Bureau
- Developing portable curricula based on the draft AEA competencies
- Expanding both in-person and online training

**FINANCIAL CONTRIBUTIONS**
AEA is looking for opportunities to bring in new revenue in order to financially support the staffing and infrastructure that is needed to expand programs and achieve the Ends Goals. AEA currently receives some program-related contributions (i.e., conference funding) and some small grants, and the association is looking at the possibility of sponsorships and/or a legacy contribution program.

**COMMUNITIES OF PRACTICE**
AEA seeks to strengthen its existing communities of practice — such as the topical interest groups, or TIGs — by finding ways to encourage cross-TIG collaboration and by developing resources for incoming TIG leaders. AEA members are given the option of joining up to five topical interest groups, but not all members take advantage of this opportunity. AEA is exploring ways to promote TIG membership, especially for those members who have not yet taken advantage of this membership benefit.

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**POLICY/FIELD DEFINITION**
AEA seeks to continue the (mostly) Federal-level policy work being done by the Evaluation Policy Task Force. In coming years, AEA will seek to expand its state-level and international-level policy work. AEA will also strive to continue the reach and impact of its public statements related to the field of evaluation, such as the existing Guiding Principles for Evaluators, Cultural Competence Statement, and the Roadmap.

**EVALUATION USERS**
AEA will create resources for evaluation users in the near future. Including:

- Developing sample Request for Proposals (RFPs)
- Leading trainings for evaluation users
- Developing “What Is Evaluation?” tools to help explain how evaluation is used to improve society and enhance the social good
- Writing articles that explain what evaluation is
- Designing an Evaluation Marketplace—a collaborative website where evaluators and evaluation users can share resources and work on projects together

**RESEARCH AND PUBLICATIONS**
AEA plans to expand its role in conducting research and creating engaging publications. Including:

- Developing newsletter templates so that Topical Interest Groups can more easily communicate internally with their members
- Producing an annual report and a member survey on a regular basis
- Developing a searchable Research Database
- Conducting research on the effectiveness of evaluation and making those publications available to evaluation users