



NEWS

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For Immediate Release

Boundless Readers™ Presents at American Evaluation Association's 'Evaluation 2010' *Literacy-based professional development organization distinguishes itself as a successful model for incorporating data-driven approaches into its programs*

CHICAGO (December 6, 2010) – [Boundless Readers](#), the leading provider of literacy-based professional development resources and programs to Chicago Public Schools (CPS), recently attended the [American Evaluation Association](#) (AEA) *Evaluation 2010* conference, held Nov. 10-13, 2010 in San Antonio, TX, where it was invited to present a case on how it successfully integrates evaluation into its programming.

Boundless Readers' presenting team included Dr. Jennifer Iriti, evaluation consultant to *Boundless Readers*; Nancy Plaskett, former Program Director at *Boundless Readers* and now Associate Vice President for Community, Student and Educator Programs at the Chicago Children's Museum; and Regina Dixon-Reeves, Ph.D., Program Officer with the Lloyd A. Fry Foundation, a core funder of *Boundless Readers* since 1990.

According to Dr. Iriti, who served as the *Boundless Readers* session chair, it's especially challenging for educational not-for-profits to evaluate the effectiveness of their programs. It can be expensive and resources are often limited. "Many organizations work on gut instinct, personal experiences, or the use of broader education resources," says Dr. Iriti. "Most will measure teacher attitudes, skills, and knowledge as a result of professional development, and then assume that because they engaged teachers the desired impact on students will just happen. So it's rare to see an organization like *Boundless Readers* measure all the way to student impact, and then embrace, adopt and incorporate evaluation into all aspects of program design and implementation," she says.

"Ours was a highly successful AEA session because *Boundless Readers* demonstrates precisely what evaluators long to see...an organization that internalizes evaluation in how they think, identify outcomes, track their results, and make tweaks and adjustments to their programs along the way," she adds. "Evaluation has become a vital tool for *Boundless Readers* to continuously improve its programs in an effort to achieve its mission: to transform students into passionate lifelong readers, learners, and thinkers."

At the urging of session attendees, a case study on how *Boundless Readers* integrates evaluation into its work is being written and will be submitted to both an evaluative journal and an education non-profit journal for publishing.

About AEA

AEA is an international professional association of evaluators devoted to the application and exploration of program evaluation, personnel evaluation, technology, and many other forms of evaluation. Each year, the organization selects panelists to present at its annual conference. *Boundless Readers* was selected based on its proposal to conduct a panel discussion titled: *From compliance to reliance: Critical moments in integrating evaluation into an organization's work*.

About Boundless Readers

Chicago-based *Boundless Readers*, formerly called the Rochelle Lee Fund, is a 501(c)3 nonprofit organization. For more than 20 years, *Boundless Readers* has dedicated itself to unleashing the power of reading in children. By building the capacity of Chicago public schools and teachers through its professional development programs and resources, *Boundless Readers* transforms students into passionate lifelong readers, learners, and thinkers. For more information about *Boundless Readers*, visit www.boundlessreaders.org.

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