



**Title of Design Lab:**

**Research and Evaluation Business Development Collaborative Design Lab**

**Topic Champion(s):**

- Nikki Rider, NNPHI
- Mary Davis, North Carolina Institute for Public Health (NCIPHI)

**Short Summary of session:**

The purpose of the Design Lab is to start a conversation about NNPHI's strategic planning process for their Research & Evaluation division, looking at NNPHI's growing capacity, their membership's capacity, and ways for NNPHI to continue to effectively engage their members in evaluation projects. Sample questions NNPHI may seek to answer in this strategic planning process are:

- What is the current state of research and evaluation practice among NNPHI and PHIs, including types of projects, methods, partners and funders, and dissemination activities?
- What resources, capacity building assistance, and processes and policies are needed to guide future collaborative work?

NNPHI will apply a number of different methods to answer some of these questions, including surveys and focus groups. They will continue to engage members as they solidify their strategic planning process and goals.

**Key Takeaway points:**

1. NNPHI wishes to use a strategic planning process to better serve themselves and their members in research and evaluation
2. NNPHI may consider what is going on external to their members in the field of evaluation (that may be potential arenas for partnership)
3. Strategic planning may use its utility if they don't result in real, actionable goals and ways forward
4. Consider how members define their own evaluation teams
5. NNPHI may consider a simple check list for members as to how they go about engaging members in evaluation projects

**Action Steps:**

1. NNPHI will continue to engage members as they begin the strategic planning process—both in how to conduct the strategic plan and as participants in strategic planning processes
2. NNPHI is asking members to consider the ways in which NNPHI can better serve their research and evaluation efforts