

Quarter 3 Sustaining Member: Molly Fraiser, LMSW, CP



You can follow Molly on Facebook and Instagram @mollyhfraiser

Background

Where did you go to undergraduate and/or graduate school? What did you study?

Mississippi College for undergrad- Bachelor's degree in Social Work, Georgia State University for grad school- Master's degree in Social Work

How did you become an evaluator? How long have you worked in evaluation?

In grad school, my social work program focused on community partnerships with some classes that involved evaluation. I really enjoyed those classes, especially learning how to create logic models and surveys. We had several projects where we had to evaluate specific programs, and I saw the value in measuring the impact of any type of project to see change but to also improve it for the future. I am not strictly an evaluator, but I use evaluation in my work every day. I help manage several grants at GUIDE, and we have to evaluate everything we do. I help collect and track all of our data and analyze and share it on a monthly and yearly basis with our partners and grantors. I have worked in evaluation for the past six years since I started in grad school at Georgia State University in 2012.

Life and Work in the ATL

Where do you currently work? What is your job title? How long have you worked there?

Please describe your work.

I work at GUIDE, Inc., and I am the Director of Prevention Initiatives. I have been there for 3 years and 7 months. I oversee and coordinate substance abuse prevention grants at GUIDE, which includes planning, implementing and evaluating evidence-based strategies to prevent

underage drinking in the community. My favorite part about my job is working closely with local partners and government officials to collaborate and address the underage drinking issues in our community together. You can follow GUIDE at @guidegti for Facebook, Twitter and Instagram.

How long have you lived in Atlanta? What do you like best about the city?

I have lived in Atlanta for five years. The thing I like best is the diversity, outdoor activities available and amazing food!

How long have you been a member of AaEA? Why did you become a member?

I have been a member for a total of two years. I became a member because I wanted to learn more about evaluation and incorporate new skills at my job to help improve the way we conduct and share our evaluation results. Last year, I was awarded one of the non-profit scholarships, which allowed me to have a membership for a year and attend the American Evaluation Association Conference in Atlanta. It was an amazing experience to meet evaluators from all over the country and learn about evaluation techniques I had never heard before.

Fun Facts and Aspirations

What is your favorite thing about being an evaluator?

My favorite thing about being an evaluator is identifying successes and challenges of a specific project and learning how it made a positive impact. I also enjoy creating graphics to visualize the data in an easy, attractive way.

What do you think the field of evaluation will look like in 10 years?

I think it will be even more technologically advanced, and I also think it will be more streamlined because so many businesses, organizations and individuals incorporate evaluation in their work. With that, it will be a very important time for evaluators themselves because we have core values and guidelines that we follow that will not need to be lost as evaluation becomes more of a way of life.

What are your professional goals over the next 5 years?

I am actually moving to Colorado in November, where I would like to work in the public health arena as a program coordinator or director of wellness initiatives and continue collaborating with key stakeholders in the community to create positive change. I would also like to become a member of a city council once I become more established in the community.

In one word, complete the sentence: “Evaluators are like _____.” Detectives.