



Photo by: Riley Hostetter

# Philliber

RESEARCH & EVALUATION

## 2023 Annual Report

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**Fidgets on our conference table to promote focus during meetings**  
Photo by: Susan Morse

Dear friends,

For 36 years, Philliber Research & Evaluation has been living up to our mission *to help you help others*. We believe strongly that evaluation can help not only our clients but the amazing communities they serve.

2023 was a great year – we have continued some extremely longstanding relationships, and we are also happy to welcome brand new clients. I continue to be proud of how we work as an organization, valuing every voice on our team and truly working collectively. We problem solve together. We hold strong values of equity and collaboration, which translates into strong employee retention as well as longstanding partnerships.

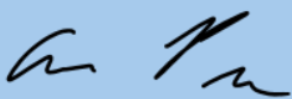
While inclusive research has become a hot topic across the field, we truly believe we are walking the walk. Over the past few years, Philliber has had regular discussions on equity, inclusive research, and culturally competent practices. We share the unique resources we have found with each other and, informed by them, have developed our own best practices for this work. These best practices continue to evolve as we learn. We especially have focused on including the voices of the actual people served by the programs we evaluate, including these diverse identities throughout the projects – from instrument design through the final reporting. We don't just talk about being inclusive; *we actually include*.

To further this work, we were thrilled this year to promote Dr. Randi Burlew (she/her) to our new Director of Research & Equity. Randi brings her extensive expertise on diversity, equity, and inclusion (DEI) focused research to projects at Philliber and provides consultation on how our clients can strengthen their DEI work. Randi works to ensure all our evaluations are built on DEI and trauma-informed best practices. She also leads internal trainings, continuing our development and pushing us to be better every day.

We were also pleased to welcome Dr. Emma Kaywin (they/them) and Dr. Cam Bullock (he/him) to our team this year. Emma joins us as our new Director of Development, offering grant writing services to clients who are working on applications that include Philliber as the evaluation team. They are also a Senior Qualitative Analyst, focusing on finding ways to highlight community voices and tell the stories of these amazing programs. Cam joins us as a new Senior Research Associate, heading up our California office. He has over 20 years in the field of program evaluation and has worked on evaluation topics that have included juvenile and adult justice, tobacco cessation, mentoring and tutoring, school counseling, afterschool programming, school-based emergency response, LGBTQ+ empowerment, and Indigenous evaluation. These new staff members join a team of seasoned professionals, many of whom have been with us for over 20 years and who continue to be committed to delivering high quality evaluations to our clients.

We are looking forward to working together in the coming year and promise we will continue to do so with a focus on equity, inclusion, and teamwork. We will strive to always provide clear and useful reports and tools that can lead to future change. Above all, we will work to provide you with the tools you need to truly tell your story, do so in an inclusive way, and ultimately continue the important work of helping you help others.

With our gratitude,



Ash Philliber, PhD  
Managing Director  
Philliber Research & Evaluation



## 2023 Client Types

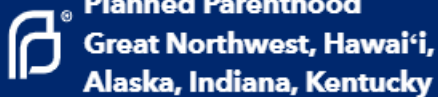
In 2023, we worked with a total of 31 clients. Our work was diverse and spanned the following topics, among others:

- \* Early childhood mental health
- \* Teen pregnancy prevention
- \* Tobacco education
- \* Conflict management skills
- \* Film, TV, and media
- \* College advising
- \* Home visiting
- \* Access to justice
- \* Prenatal and maternal health
- \* Equitable education and career pathways
- \* Girls in sports
- \* Sexual health educator skills
- \* Journalism

## A Few 2023 Federal Funders

- \* Office of Population Affairs
- \* Substance Abuse and Mental Health Services
- \* Administration for Children & Families
- \* Sexual Risk Avoidance Education
- \* Department of Education
- \* National Institutes of Health

## Introducing Partners Old and New



We are proud to say that we have worked with Planned Parenthood Great Northwest, Hawai'i, Alaska, Indiana, Kentucky (PPGNHAIK) for fifteen years, supporting their critical work improving sexual health. We have worked together on many innovative projects including three randomized control trials (RCTs). Past collaborations have included the following programs:

**Teen Council**, a peer education program focusing on sex education, advocacy, and social justice. These trained teens educate their peers through in class presentations, community projects, and advocacy work.

**IN•cluded: Inclusive Healthcare – Youth and Providers Empowered**, an LGBTQ-centered program that focuses on reducing sexual health disparities by providing LGBTQ-focused sexual education to youth and training healthcare providers in inclusive practices.

**Linking Families and Teens (LiFT)**, a family strengthening program that increases family connectedness and youth self-efficacy, knowledge, and skills for families in rural communities.

**Stronger Together**, a teen pregnancy prevention program that delivers capacity building help to youth-serving organizations that are replicating evidence-based programs.

**Improving the Lives of Teens**, a program that delivered evidence-based programs across many settings to impact teen birth rates and disparities, addressing the unique needs in each community.

We are currently evaluating **Kalihi Youth Sexual Health**, a program funded by the Office of Population Affairs that will deliver evidence-based programs to Native Hawaiian, Pacific Islander, and LGBTQ+ communities in public schools and local community-based organizations.



## Lake County Tribal Health

We continue to work with tribal communities. This year, we renewed our contract with Lake County Tribal Health to continue as their evaluation partner for the Gouk-Gumu Xolpelema Tribal Home Visiting Program. This community-driven program provides an array of supportive services for Tribal families with young children living in Lake County, California. We are excited to be continuing our work with the Lake County community alongside Tribal Health staff, Tribal leadership, and the broader community.



Starting in 2020, we partnered with Fact Forward to support their OPA-funded work developing teen pregnancy prevention solutions for their community in South Carolina. In response to a robust community needs inquiry that included community surveys, waiting room surveys, and a media aware program, Fact Forward created two innovative programs targeting high-needs communities in the area:

**emPOWERing KINGS** is a sex education program specifically created for young Black men. Its strong mentoring component bolsters its classroom curriculum to support young men in their journey from boys to kings who act as leaders in their community and participate in consent-driven, health-focused sexual activity.

**emPOWERing Conversations** is a workshop for parents, caregivers, and other trusted adults to increase their communication skills about sexual health with the teens and young adults in their lives.



We are pleased to be working with dfusion, a unique organization that uses science and technology to create digital innovations for health and wellness. In 2023, we worked together on two NIH-funded RCT projects and we look forward to continuing this work in 2024!

**SkillFlix for Sex Educators** is a website that provides a library of brief microskill videos to build the skills of sexual health educators. This project has been a combination of mock classrooms and real-life school-based programming. We are currently measuring the impacts on educators and the youth they serve.

**SkillFlix for Parents of Youth on the Autism Spectrum** is now in the design stages! This program will provide support to parents of adolescents on the spectrum through brief microskill videos and prompts to build communication skills, particularly around discussing sexual health and healthy relationships with their teens.

## Evidence-Based Programs

As of 2023, Philliber has rigorously evaluated four teen pregnancy prevention programs that have received the designation of “evidence-based” from the U.S. Department of Health and Human Services. Through RCTs, we were the first evaluators of:

**Children’s Aid Society – Carrera Program**, a seven-year program focusing on a holistic approach.

**Teen Outreach Program**, a program combining adult support, group-based discussions, and community service learning.

**IN•cluded: Inclusive Healthcare – Youth & Providers Empowered**, a dual-approach program pairing an LGBTQ-focused sexual health education program for youth with a workshop for health care providers.

**Linking Families and Teens (LiFT)**, a family-based program that promotes communication about sexual health and relationships between teens and supportive adults.

## Spotlighting Speaking Engagements & Publications

In November, Randi was invited to lead a panel for the Fairfield County Community Foundation’s Building Tomorrow’s Workforce event, which focused on supporting youth through business, education, and nonprofit collaboration.

This work is published in a white paper entitled “[Building Tomorrow’s Workforce](#)” which can also be found on Fairfield County’s website.



## Walking the Walk



### Reintroducing Randi, Our New Director of Research & Equity

Dr. Randi Burlew (she/her) has conducted research with Philliber for 20 years, and in 2023 she became Philliber's first Director of Research & Equity. Her filling of this role is part of Philliber's continued commitment to truly walking the walk when it comes to equity – both internally, through ongoing collective learning about how we can always do better, and externally as we lead equity-focused evaluations and work with clients to orient their work to an equity focus. Read more about her commitment to equity and how she sees equity within the broader conversation of evaluation on our website [here](#).

## Expanding Our Team

### Welcoming Cam, Our Newest Senior Research Associate

At the close of 2023, we welcomed a member to our senior staff team. The new leader of our California office, Dr. Campbell (Cam) Bullock (he/him) has an extensive background in evaluation with over twenty years of experience, and is also a seasoned research methods educator. His topic interests span juvenile and adult criminal justice, education, and social justice as he connects this with so much sociologically (poverty, homelessness, marginalization, etc.). Cam is already leading a portfolio of projects, and we look forward to introducing him to clients old and new in 2024! To learn more about Cam's ideas about and orientation to evaluation, check out the interview with him on our website [here](#).

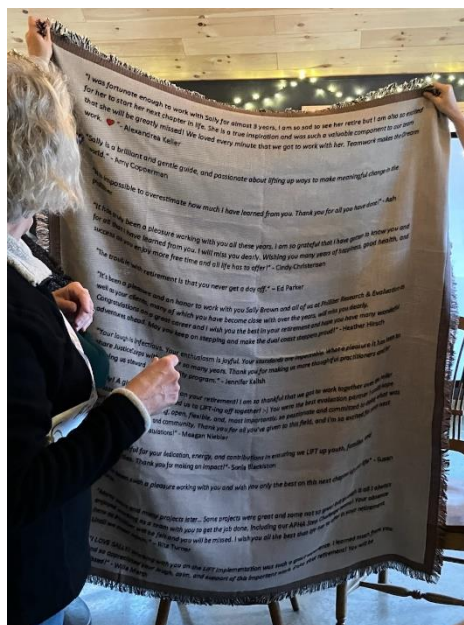


### Introducing Emma, Our Director of Development & Senior Qualitative Analyst

Dr. Emma Kaywin (they/them) also joined Philliber in 2023 after collaborating with us as a grant writer for multiple years. They now write the lion's share of Philliber's evaluation proposals and are also available to work with clients to put together grant applications. They bring a strong qualitative research background to Philliber's otherwise very quantitative-focused team of data analysts, and will be leading much of our qualitative data collection and analysis alongside our other senior staff members in the future.

## Saying Goodbye

After over 30 years of working with Philliber, Dr. Sally Brown officially retired in December of 2023 – although she will be staying on in an advisory capacity for certain projects where her expertise is irreplaceable. Sally leaves us with a legacy of forming deep, lasting, and strong relationships with clients, many of whom sent along well wishes at her retirement party (see the image of some of these statements on the blanket below).



Photos by: Violet Machado

## Honoring Our Founders

If you have worked with us for a while, you may remember the great phrases one of our founders, Susan Philliber, would likely have said to you. These memorable, catchy sayings, such as “you don’t have to bring all your pumpkins to the fair” and “reports should be written so that your mother can understand them” continue to guide us in our work. We lovingly call these “Susanisms,” and this year we celebrated them and all the work Susan has done by memorializing them in a Susanisms book!



Susan holding her “Susanisms” book, with Heather (left) and Cindy (right)

Photo by: Ash Philliber



## Our Community Support

At Philliber, we believe in giving back. In 2023, we provided financial support to the following causes, among others:

- \* Rondout Valley High School Scholarship Fund
- \* Hudson Valley Little League
- \* Amnesty International
- \* Town of Rochester Recreational Department
- \* Little Ones Learning Center
- \* Build Your Own Computer Club
- \* Kingston Land Trust (our Juneteenth donation)

## Volunteerism

In our lives outside of Philliber, we work on causes that are important to us. That's part of what makes Philliber so special. In 2023, our staff volunteered for the following projects and communities, among others:

- \* The Hamilton County Commission on Women & Girls
- \* New York Ryan White Planning Council
- \* City of Cincinnati Human Services Advisory Council
- \* Sexual Health Includes Pleasure (SHIP)
- \* Hamilton County Elderly Services Advisory Council
- \* Volunteer grant writing for BIPOC artists
- \* Hamilton County Economic Inclusion Advisory Council
- \* Build Your Own Computer Club
- \* American Evaluation Association Topical Interest Group "Queer Disruptors"

## Staff Highlights

A few of us participate in APHA's Keep it Moving Challenge, which takes place from January through April. Our team, the Dual Coast Steppers, usually is one of the top teams! It motivates us to keep moving during the winter months. – Heather

In 2023, my job title was redefined to Project Support Manager and identified my role as part of Philliber's Cornerstone staff. I also won the "Clients' Favorite" award! – Violet

This year, I am particularly proud of the work I have been able to do in my community. I served as a member of the Hamilton County Commission on Women and Girls, the Hamilton County Elderly Services Advisory Council, and the City of Cincinnati Human Services Advisory Council. I have also continued my role as a Board Member for Build Your Own Computer Club. – Randi

My 2023 highlight is becoming an official part of the Philliber team! I love working on a variety of projects that all help people in different ways. On a personal level, being part of a diverse leadership team is incredible and unfortunately unusual. – Emma

Much of my work involves copy editing proposals and final reports, so not only do I get to be a part of a project from its inception, but I get the opportunity to see the final results and understand the importance of our work and the impact the programs we evaluate make on people's lives. – Cindy