

Compelling, engaging evaluation

COMMUNITY FOUNDATION OF NORTHEAST IOWA

HELLO
MY NAME IS

evaluator





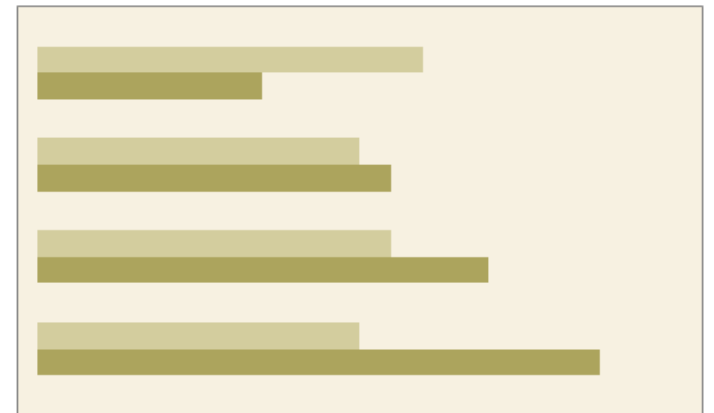
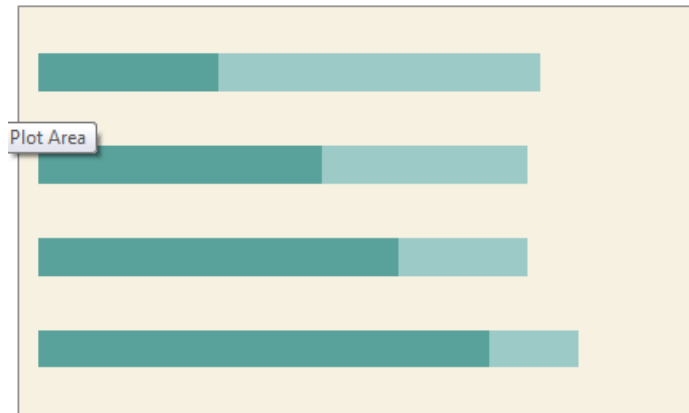
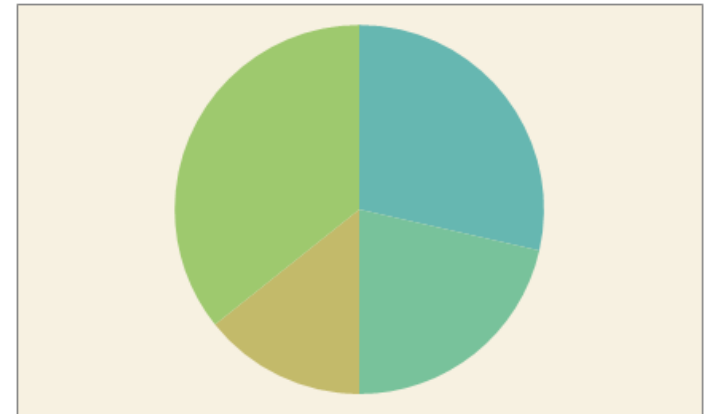
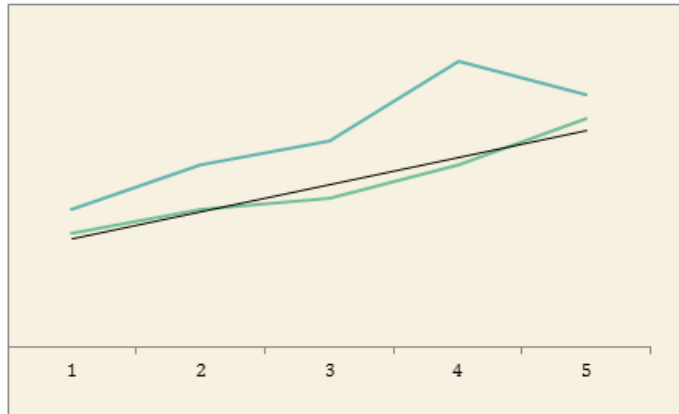
Photo by Mickey JT

why evaluate?

What
purpose does
evaluation
serve?

“I find that the ‘real world’ process and results don’t always align with our best intentions of what our evaluations can truly find out about our programs and ways to improve our work moving forward.”

Demonstrate Results



Reflect

The **Improve** Group



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Create a
learning
community



The **Improve** Group

Influence others

The **Improve** Group



Photo by woodleywonderworks 2011 <https://flic.kr/p9esZtm>

Build support



KOREA.net
Gateway to Korea

The **Improve** Group

Plan for sustainability

The **Improve** Group





Quick huddle in groups of 3

- Interviewer
- Interviewee
- Note-taker

2 questions

- How will/do you use evaluation?
- How will having a clear purpose help you?

So... why?



The **Improve** Group

why engage?

Remember...

***These Come
From Trees***

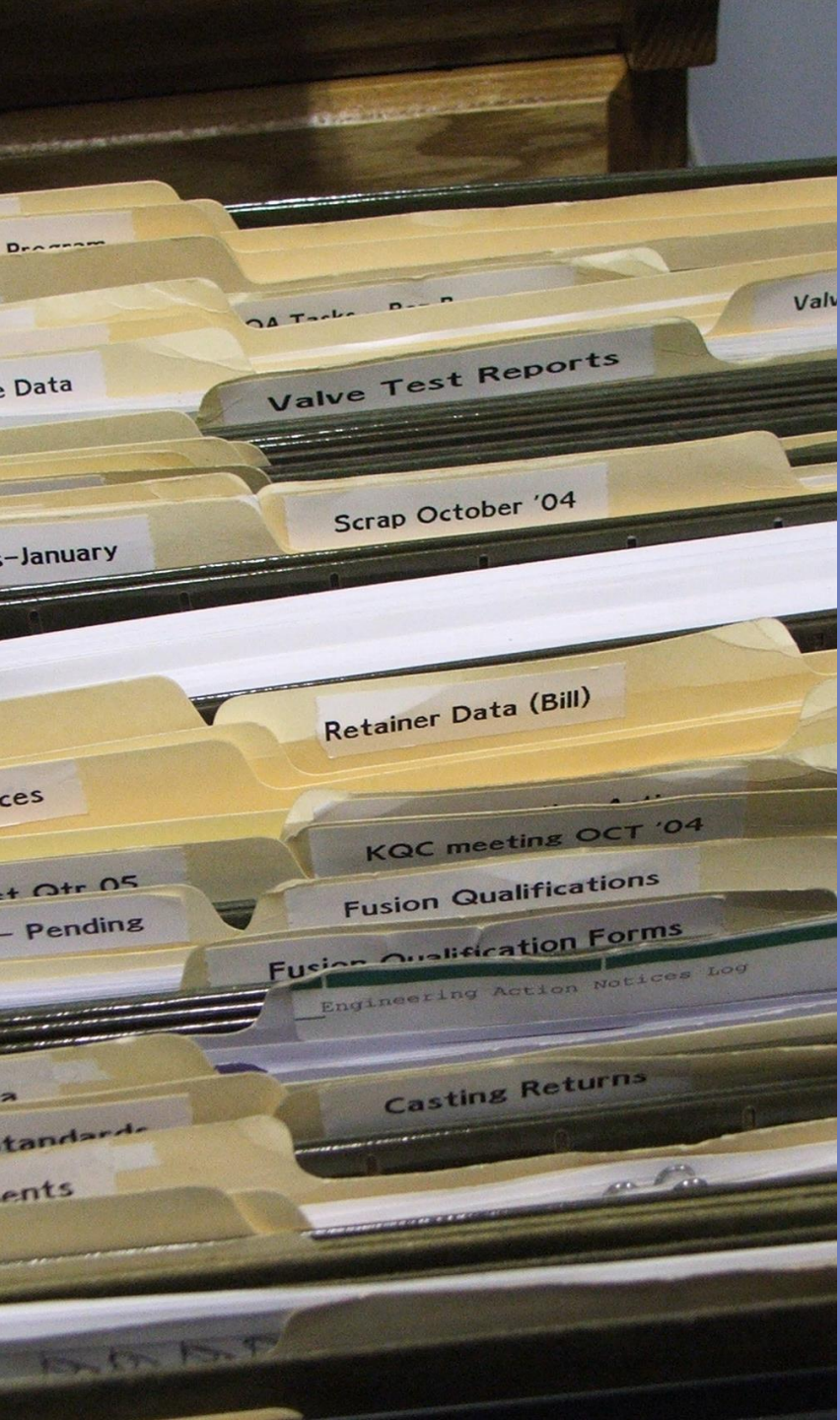
This sticker will save up to 1%.
Help spread the word. Get yours at: [The](#)



Launch workshop



Pre-interviews



Scoping process (from engineering)

Why are people important?









Photo by Jay Williams <https://flic.kr/p/bmAXUS>



How can
people hurt
or help your
work?

“Information from
previous survey wasn’t
used, so lack of buy-in”

“I had a couple of
respondents who were
not so happy about
responding to the paper
copy.”



Stand up...

We are going to do our own social network analysis.

Arrange yourselves in a way that you can stand by all the people you knew before you got here.

Meanwhile, they will be doing the same.

What does our network look like?

tailoring evaluation questions to people

Questions should be simple & easy to answer


Mithra Sellamah

CHANGI
airport singapore

Good Morning
Please rate our toilet


Excellent


Good


Average


Poor


Very Poor

Structure questions so that they are easy to answer and easy to analyze

- Avoid double-barreled questions, using jargon, or vague questions
- Match response options carefully to questions
- Use parameters to avoid difficult responses--sometimes
- Keep question format as consistent as possible
- Be sensitive!

Solution-focused questions

From the American Evaluation Association, <http://bit.ly/1J89FZI>

Traditional

- What improvements can we make to this program?

Solution-focused

- If I were to give this program \$100K, what would you recommend managers do with the money?

We're going to fix questions!

- Groups of 4
- Everyone plays a role from an imaginary social service organization... staff, leadership, participant, community member
- In what ways does this question work for you? How should it be improved?

“What does this organization need to improve?”

Stories have...

Purpose

Momentum

Characters

Setting

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Stories + data

The danger in scorning the anecdotal is that science gets too far removed from the actual experience of life, that it loses sight of the fact that mathematical averages and other such measures are always abstractions.
(Carr, 2014)

The **Improve** Group



Photo by US CPSB 2012 <http://bit.ly/1CVsufp>

We were the people who were not in the papers. We lived in the blank white spaces at the edges of print. It gave us more freedom.

We lived in the gaps between the stories.

—Margaret Atwood, *The Handmaid's Tale*

emotional

real

authentic

honest

frank

fair



Photo: Martin Terber 2012 <https://flic.kr/p/bxFrkR>

Find the story



What?

- What?
- So what?
- Now what?



Imagine if

- A goal is met
- A big change



Journey

- From here to there

let's create a story

4-person groups:

- Volunteer share data about their organization or program
- Others play role of funder, participant, community member
- How do you want that data conveyed? What's interesting about that data to you? What story does it tell you?

Resources

CDC: <http://1.usa.gov/1JjRHnA>

Online tools: <http://50ways.wikispaces.com/StoryTools>

AEA: <http://bit.ly/1H442i4>

TED: https://www.ted.com/playlists/62/how_to_tell_a_story

Michael Patton: <http://bit.ly/1yqhdSA>

Interesting article on the formula of storytelling: <http://theatln.tc/1wqz5ev>