

# Compelling, engaging evaluation

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COMMUNITY FOUNDATION OF NORTHEAST IOWA

HELLO  
MY NAME IS

evaluator





Photo by Mickey JT

# why evaluate?

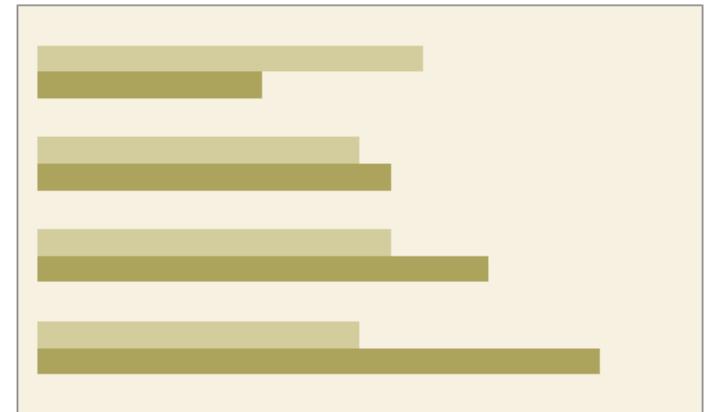
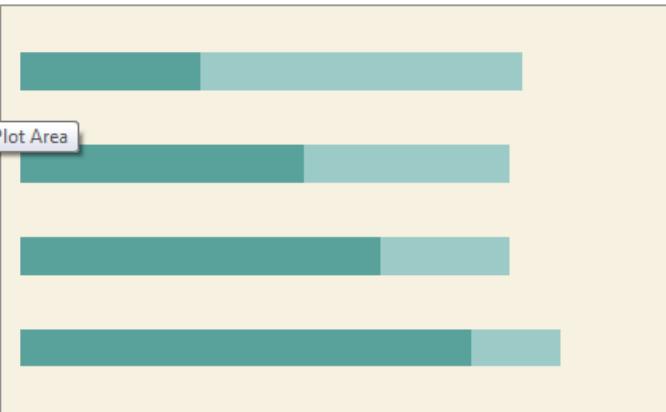
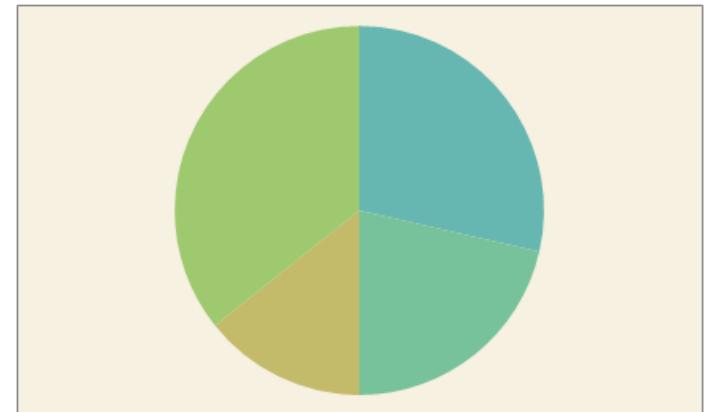
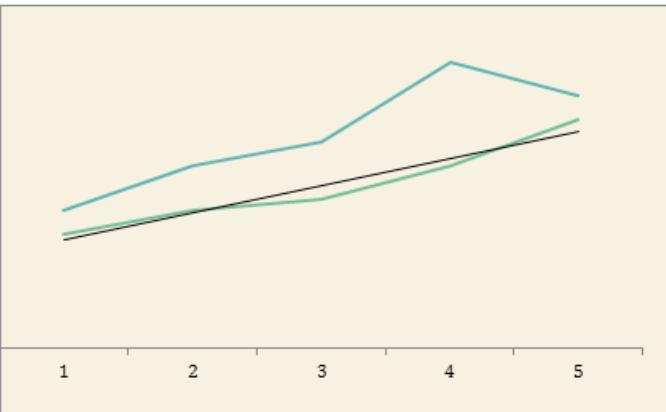
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# What purpose does evaluation serve?

“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

The **Improve** Group



# Reflect

The **Improve** Group



# Create a learning community

The **Improve** Group



# Influence others

The **Improve** Group



Photo by woodleywonderworks 2011 <https://flic.kr/p/9esZtm>

# Build support

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?

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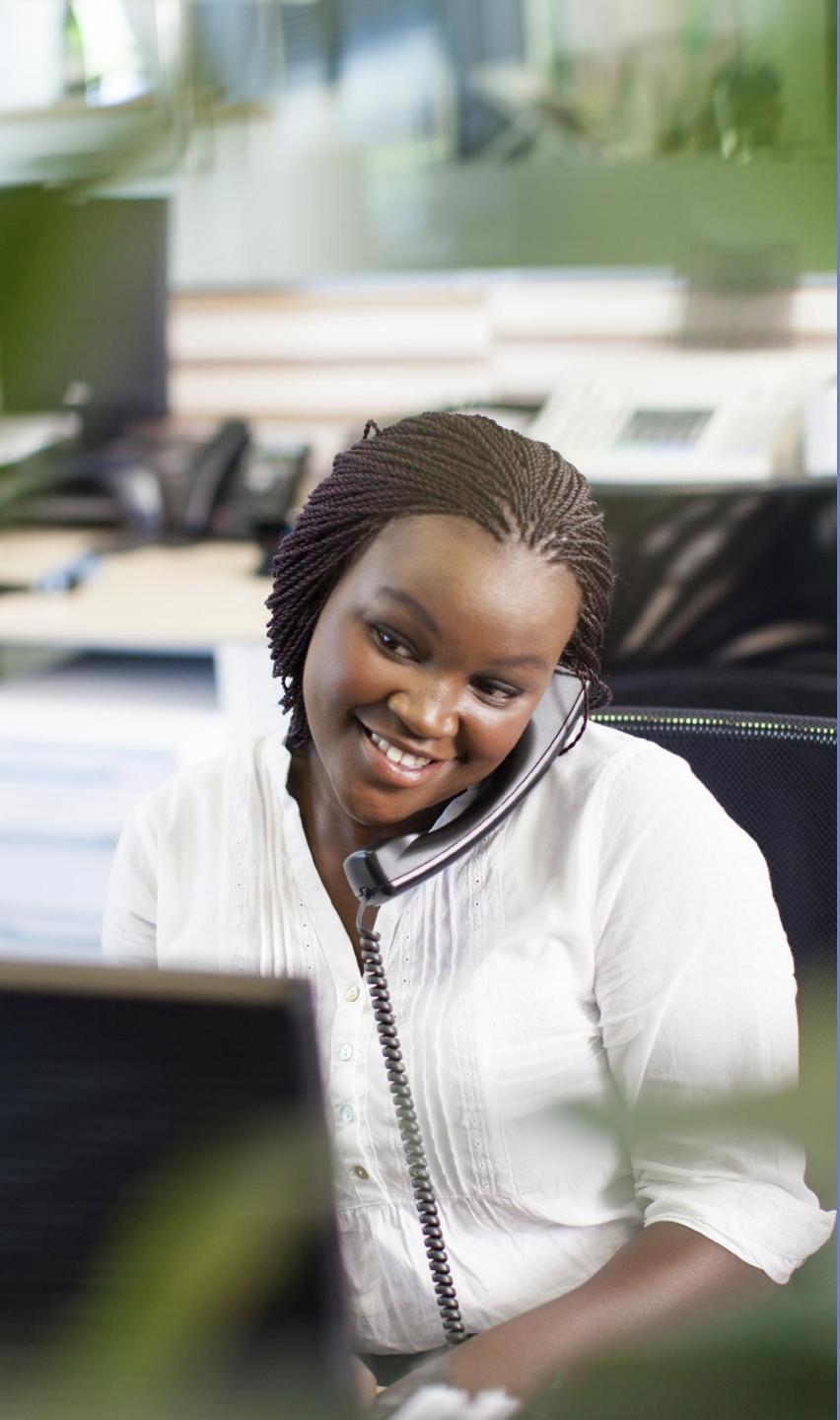
Remember...

These Come  
From Trees

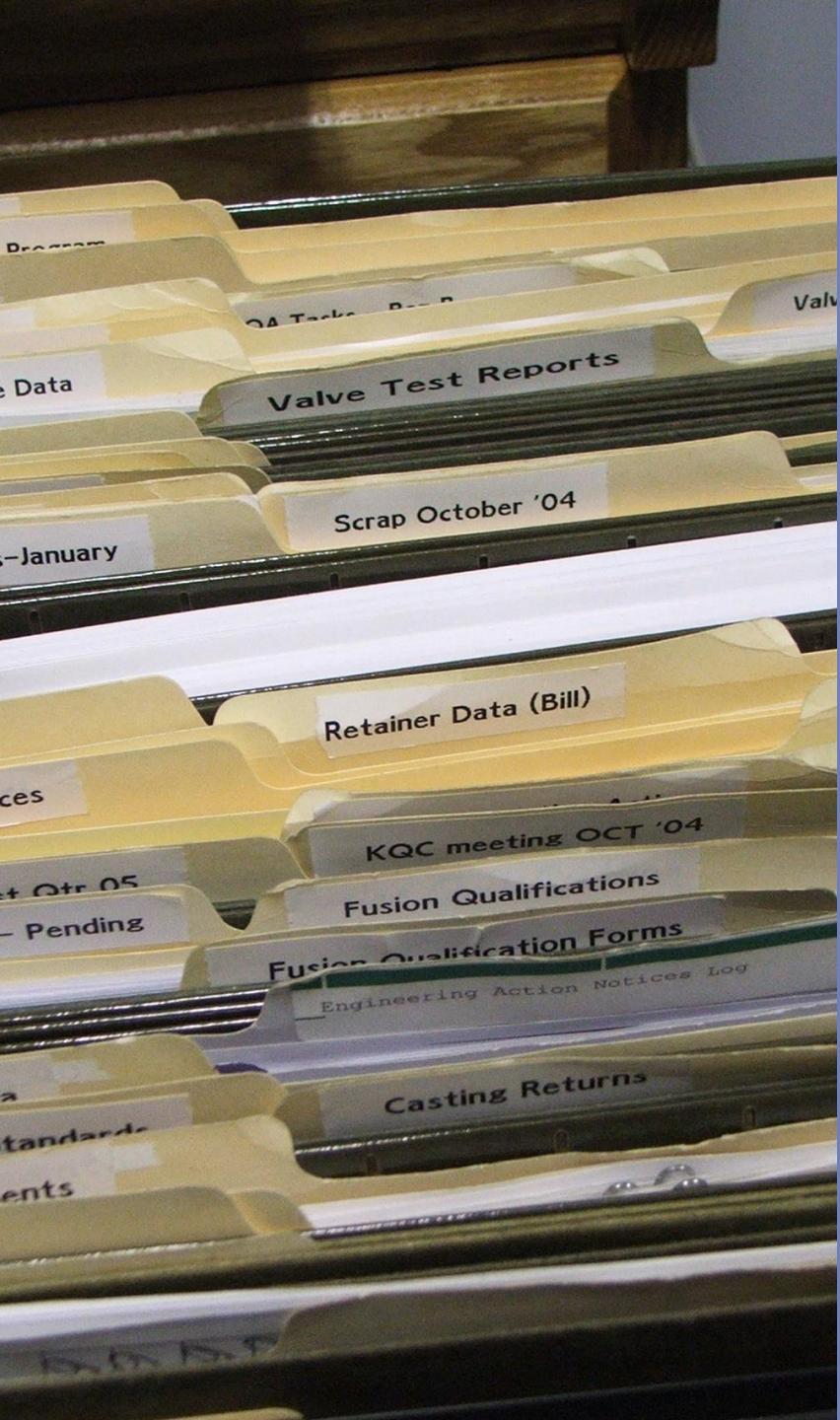
This sticker will save up to 1.  
Help spread the word. Get yours at: [DontWasteTheTree.com](http://DontWasteTheTree.com)



# Launch workshop



# Pre-interviews



# Scoping process (from engineering)

# Why are people important?

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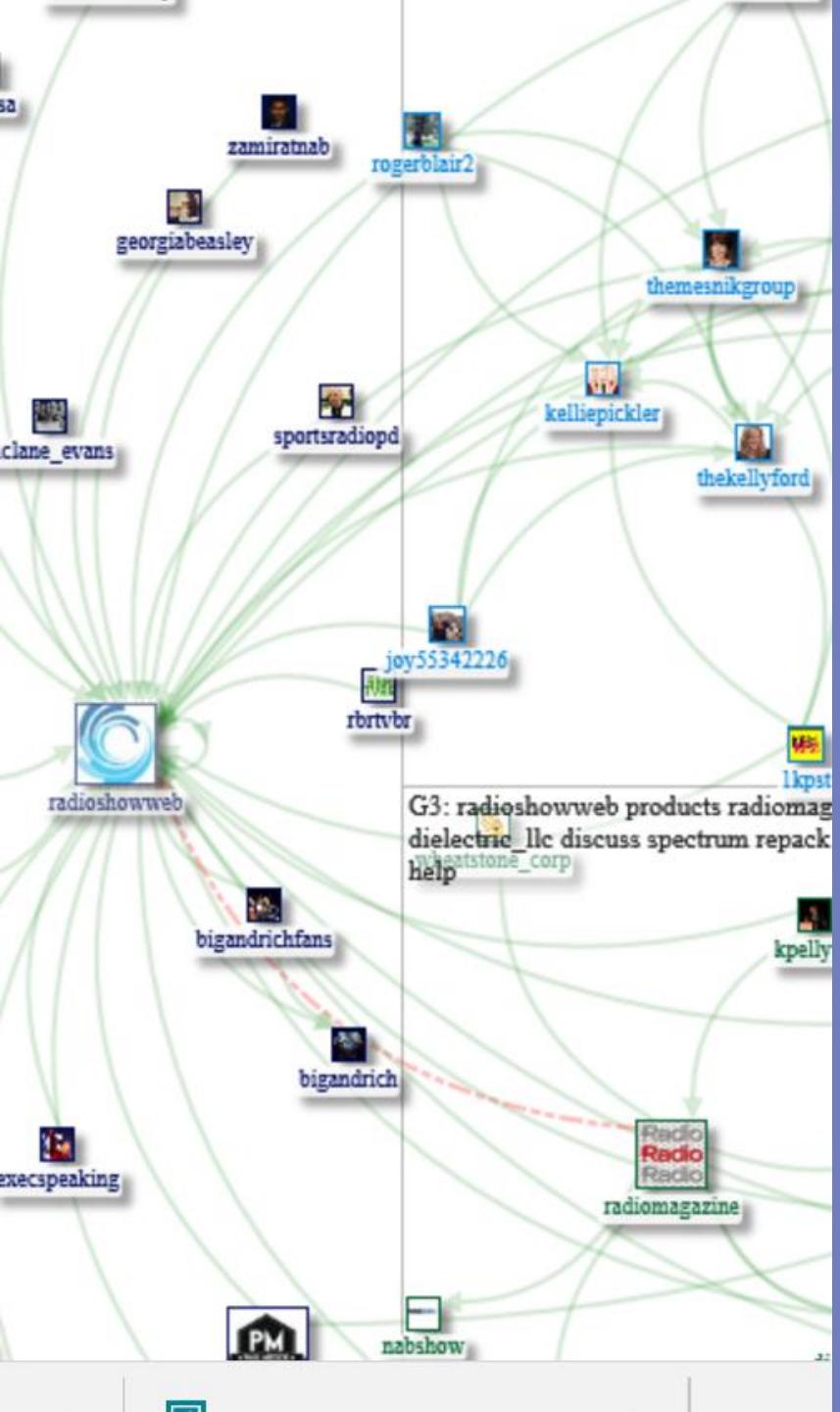
Photo by Jay Williams <https://flic.kr/p/bmAXUS>



# 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

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# Questions should be simple & easy to answer



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

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- 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!

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- 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

The **Improve** Group



# 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*

*fair*

**frank**



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

# Find the story

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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

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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

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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](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://theatl.tc/1wqz5ev>