evaluation AS social justice: a guided discussion

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Evaluation

“E-val-u-a-tion ... involves not only collecting descriptive information about a program, product, or other entity but also using something called "values" to (a) determine what information should be collected and (b) draw explicitly evaluative inferences from the data, that is, inferences that say something about the quality, value or importance of something.”

- Jane Davidson, 2005
Evaluation

“...assessing the merit, worth, and significance of a strategy through the systematic collection of information.”

- Centers for Disease Control
means to an end...

Program Action – Logic Model

INPUTS
- Participants
- Activities
- Direct Products

OUTPUTS
- Who we reach
- What we do
- What we create

OUTCOMES - IMPACT
- Short term
- Intermediate
- Long-term

- Results in terms of Learning
- Results in terms of changing Action
- Results in terms of change to the Conditions

ASSUMPTIONS
- Evaluation
  - Identification
  - Design
  - Implementation
  - Completion/Follow-up

EXTERNAL FACTORS

- Situation
  - Needs and Assets
  - Problems
  - Stakeholders

- Mission
- Vision
- Values
- Mandates
- Resources
- Local dynamics
- Collaborators

- Priorities
- Knowledge base
- Expertise
- Materials
- Equipment
- Space
- Technology
- Partners

- Staff Time
- Volunteer hours
- Planning Time
- Money

- Existing Contributors
- New Contributors
- Clients
- Educators
- GLAMs
- Decision-makers
- Consumers

- Develop products, curriculum, resources
- Deliver content and services
- Conduct workshops, and meetings
- Train
- Counsel/Advise
- Facilitate
- Partner
- Disseminate/Work with media

- Plans
- Event Documents
- Topic Areas
- Pages
- Articles
- Templates
- Satisfaction
- Fun
- Community Networks

- Behavior (i.e., participation, retention)
- Practice/Contributions (i.e., articles, pictures, bytes, edits, etc.)
- Decision-making (i.e., program planning, gap analysis, next steps)
- Policies
- Social Action

- Social (i.e., Reach, Participation, Diversity)
- Economic (i.e., more funding for programs, more cost effective programs)
- Civic (i.e., Reach, Community engagement)
- Environmental (i.e., Article and Photo Quality, Expanse of Content)

At the logic model repair shop ...

So, I'm guessing this is for a comprehensive program-level intervention
means as part of the ends

**Bahay Kubo** is a children's song about a 'nipa hut' – a small cube-shaped building constructed from nipa (palm) leaves and bamboo. The words describe the wide variety of foods which are traditionally grown in the earth surrounding the hut.

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process
as important as
product
Social Justice

“...concepts such as social justice, liberation and oppression are central categories for analyzing, investigating, evaluating and transforming interlocking systems of discriminatory institutional structures and cultural practices and social behavior.”

- Adams, Bell & Griffin, 2007
Critiquing “the knowledge” of the movement

• Who’s knowledge is valued and celebrated?
• Who’s presentation of the knowledge is given credence?
• Who is compensated for the knowledge?
• Was “it” the right thing?
• How were issues of power addressed in the evaluation.
evaluation is a political activity

Seigart & Brisolara, 2002
knowledge should be a resource of and for the people who create, hold, and share it

Seigart & Brisolara, 2002
knowledge and values are culturally, socially, and temporally contingent

Seigart & Brisolara, 2002
there are multiple ways of knowing; some ways are privileged over others

Seigart & Brisolara, 2002
What does this look like?
Defining by contrast:

I don’t know, but this is what it’s not.
Please find other words for:

- Stakeholders
- Empowerment
- Community Engagement
- Community Outreach
- “At-risk”
- “moving the needle”
What criteria or principles would you want to see in your evaluation practices?
What criteria or principles would you want to see in your evaluation practices?

- Leadership/Agency-wide
- Intervention/Survivor Services
- Prevention/Community Education
Leadership/Agency Wide
Intervention/Survivor Services
Prevention/Community Ed
What questions can we ask to guide us?

- Evaluation is for the benefit of whom?
- How is power distributed when it comes to data?
- How is power distributed when it comes to analysis?
- How is power distributed when it comes to conclusions and recommendations?
- Who does the reporting? To whom?
What is our criteria for conducting evaluations as social justice?

- Evaluation planning
- Data Collection
- Analysis
- Reporting
Evaluation Planning
Data Collection
Analysis
Reporting
Opposing Viewpoints

What is one programmatic/organizational practice you’re considering changing or instituting?
Starting Points for integrating this into practice

- Participatory Action Research
- Participatory evaluation
- Empowerment evaluation
- Feminist Evaluation
- Developmental Evaluation
Influences, Resources and Citations


Lysy, C. *Fresh Spectrum*. http://freshspectrum.com/blog/


