Special thanks to our event partners

Evaluating Community Impact

Welcome

Evaluating Community

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Acknowledging the Land

Source: https://www.tripadvisor.ca/LocationPhotoDirectLink-g155043-i77423292-Saskatoon_Saskatchewan.html

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Aligning knowledge and practice to build a connected force of leaders engaging in community change.

We focus on **five big ideas** for making significant community change.

| Collective Impact | Community Engagement | Collaborative Leadership | Community Development | Evaluating Community Impact |

Turning theory into practice is critical for community change. We work deeply in **two practice areas** to get to impact.

vibrantcommunities CANADA
CITIES·REDUCING·POVERTY

Deepening Community

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Your Facilitation Team

Liz Weaver, Vice President
Tamarack – An Institute for Community Engagement

Mark Cabaj
Principal, Here to There Consulting
Associate and Tamarack Thought Leader

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The Tamarack Team

Heather Keam

Stephanie Murray

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Tamarack's Approach to Learning

- Building a Community
- Generative Learning
- Turning Answers into Questions

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Rapid Roundtable (2 minutes each)

- What is your name, organization and community?
- Why did you choose to come to this three day event rather that go somewhere else?

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At the ECI Saskatoon Workshop

You will not….	You will ….
• Became an evaluation expert • Find a recipe that will work in any context and change initiative.	• Affirm what you know – and learn from others • Explore emerging concepts, principles and methods suitable to evaluating community impact • Engage with tools and techniques that you can use in your community change efforts • Build a supportive community

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Our Learning Tools

- Curriculum Content, Workbook, Tools and Resources
- Guest speakers and videos
- Table discussions and learning from each other
- Learning Wall
- Social Media – website, twitter, etc
- On-going Learning Community Engagement

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Previous ECIs - Burning Questions

- **Defining**: *What do we mean by community impact measurement? What is the same and different about evaluating community impact vs. evaluating program/ service impact?*

- **Tools**:*What tools and approaches to evaluation are most effective for a small shop with limited human/financial resources? What options are there for collaboration in evaluation? Is it possible for multiple groups tackling similar problems through varying approaches, but working with the same population in a close geographic area, to coordinate evaluation efforts and improve overall measurement/efficiency?*

- **Analysis**: *How to best understand the impact of our work? How to evaluate long term impact? How to evaluate intangible outcomes? (not based on numbers)*

- **Engagement**: *How to engage overload people in participatory evaluation process when evaluation is not their primary focus, when they see evaluation as an additional task on their long list of things to do.*

- **Diverse Populations and Outcomes***: rural communities, youth serving agencies, community wellness, Aboriginal Communities, population health outcomes*
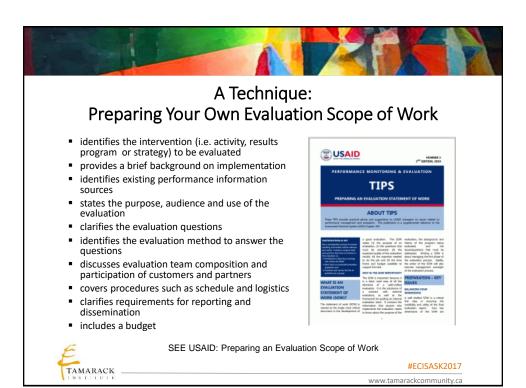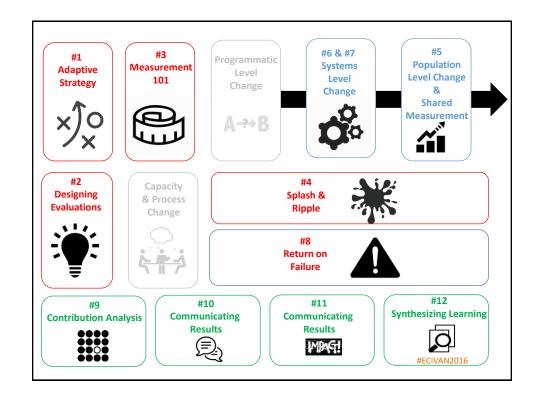
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Evaluation Resources

geo	Evaluating Community Change: A Framework for Grantmakers www.geofunders.org/resource-library/all
Center for Evaluation Innovation	Center for Evaluation Innovation www.evaluationinnovation.org/
FSG	FSG Social Impact Consultants www.fsg.org/OurApproach/StrategicEvaluation.aspx

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Evaluation Resources

	Better Evaluation.org (Contribution Analysis)
Utilization-Focused Evaluation	Utilization-Focused Evaluation (Michael Quinn Patton)
AMERICAN EVALUATION ASSOCIATION	Evaluation Associations — Canadian Evaluation Society

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What 'outcomes' are we capturing?

Proposed Roles

	Core Task	Social Innovators	Evaluators
1.	Conceptualizing the Intervention: describing the challenge the group is trying to address, how they would like to address it, and they outcomes they anticipate producing.	Develop as clear a description of the intervention as they are able.	Work with social innovators to tighten up the description in a way that is usable for evaluation.
2.	Scoping: confirming the intervention, clarifying purpose and audience, developing questions and constraints (timelines and budget).	"Flush out" the initial elements of the scope of work.	Work with social innovators to "flesh out" the details of the scope.
3.	Design: developing the method, metrics, and logistics of the evaluation design.	Provide input on the preferred methods and metrics; be willing to 'test' evaluation designs proposed by the evaluator.	Provide technical leadership on all aspects of design, drawing on experience and adhering to principles and standards, and offering options for social innovators.
4.	Implementation: gathering, analyzing, summarizing data.	Depends on the evaluation design.	Depends on the evaluation design.
5.	Sense-Making & Use: interpreting, drawing conclusions, making judgements and decisions on next steps.	Commit to taking seriously and embedding in decision-making.	Facilitating the process wherever and however possible.

A Technique:
Preparing Your Own Evaluation Scope of Work

- identifies the intervention (i.e. activity, results program or strategy) to be evaluated
- provides a brief background on implementation
- identifies existing performance information sources
- states the purpose, audience and use of the evaluation
- clarifies the evaluation questions
- identifies the evaluation method to answer the questions
- discusses evaluation team composition and participation of customers and partners
- covers procedures such as schedule and logistics
- clarifies requirements for reporting and dissemination
- includes a budget

SEE USAID: Preparing an Evaluation Scope of Work

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#1 Adaptive Strategy	#3 Measurement 101	Programmatic Level Change A⇢B	#6 & #7 Systems Level Change	#5 Population Level Change & Shared Measurement

#2 Designing Evaluations	Capacity & Process Change	#4 Splash & Ripple

#8 Return on Failure

#9 Contribution Analysis	#10 Communicating Results	#11 Communicating Results	#12 Synthesizing Learning

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Splash and Ripple Sessions

Session	Room
Outcomes Diary *Liz Weaver*	Saskatchewan & Kelsey Room *Conference Level*
Outcomes Harvesting *Mark Cabaj*	Battleford Ballroom
Most Significant Change *Brian Hoessler*	Salon Batoche *Conference Level*

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Our Learning Community – Group Resume

- Home province or state
- Total number of years of experience
- Primary work: Government, NGO, Funder, Independent
- Abba or Boney M (but not the Christmas Album)
- Comfort level with evaluating community change

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Social Media

- *Tweeting*: #ECISASK2017 @Tamarack_Inst

- *Learning Community*:
  www.tamarackcommunity.ca

- All Power Points are posted on
- www.tamarackcommunity.ca but will only be available for 1 month post workshop

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Tamarack Tools

- Evaluation Community of Practice – sign up at www.tamarackcommunity.ca/events

- Evaluation Tools and Blogs:
  www.tamarackcommunity.ca

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Building a connected force for community change.

- Online Learning Communities
- Communities of Practice
- Monthly online seminars
- A monthly online journal – Engage! magazine
- Face to face learning events

To learn more email: **tamarack@tamarackcommunity.ca**

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