

Fundamentals of Program Evaluation: foundations for clear-thinking & well-managed practice

Ian C. Davies, CE

Professional
Development
Workshop
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EVALMENA

The Middle East and North Africa Evaluation Network

Overview of the workshop

Introductions

- Goal of the workshop
- Presentations & expectations

Setting the stage: evaluation as valuing

Two distinct & inter-related components of an evaluation

Evaluation process – PART 1

Evaluation management – PART 2

Setting the stage (1)

Evaluation as valuing

- **Characteristics of evaluation compared to other kinds of assessments and studies**

e.g. reviews, research, audits, studies, etc.

- **Professionalism in evaluation**

explicit theoretical and value foundations, principles, conceptual frame of reference, terminology, knowledge, skills and abilities; that are nurtured and evolve continuously through study, learning and reflective practice.

Setting the stage (2)

Evaluation as valuing

- Evaluation recognises and **celebrates different world views** and contributes to a better world for all living species.
- Evaluation as an **activist process** for sustainability, freedom and justice.
- Evaluation as a conscious, informed and willing **political process**.

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Part 1 – Evaluation Process

1.1 Framing

- ✓ **Purpose**
the value that the evaluation will create
- ✓ **Objective**
the overall question the evaluation seeks to address
- ✓ **Evaluand**
what will be evaluated
- ✓ **Scope**
boundaries, what's in, what's out

1.1 Framing

- ✓ **Approach**
the valuing frame that evaluative judgment will consider
- ✓ **Methodology**
how the evaluation proposes to fulfill its purpose, provide an evaluative judgment and address the overall question, considering time, resources and context.

1.2 Methodology

- ✓ Design
- ✓ Specific questions or objectives
- ✓ Data collection methods
- ✓ Sources and types of data
- ✓ Analytical framework
- ✓ Findings of fact, i.e. evidence
- ✓ Evaluative reasoning
- ✓ Conclusions

1.3 Knowledge, communication, use & action

- ✓ Surfacing knowledge from the program
- ✓ Drawing knowledge through and from the evaluation
- ✓ Generating recommendations
- ✓ Communicating
- ✓ Supporting use & action

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Part 2 – Evaluation management

2.1 Resources & relationships

- ✓ Timeline, resources, budget
- ✓ Contract management relationship
- ✓ Governance (of the evaluation) relationship
e.g. steering committee
- ✓ Technical relationship
e.g. with evaluation “manager” for the commissioner

2.2 Quality & standards

- ✓ Quality control
- ✓ Quality assurance
- ✓ Evaluation principles, norms and standards including ethics & professional limitations

2.3 Risks, confidentiality, protection of information

- ✓ Risk assessment and management
- ✓ Consent, non-disclosure
- ✓ Protection and safeguarding of data and information
- ✓ Intellectual property rights
- ✓ Professional insurance

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THANK YOU

idavies@capacity.ca