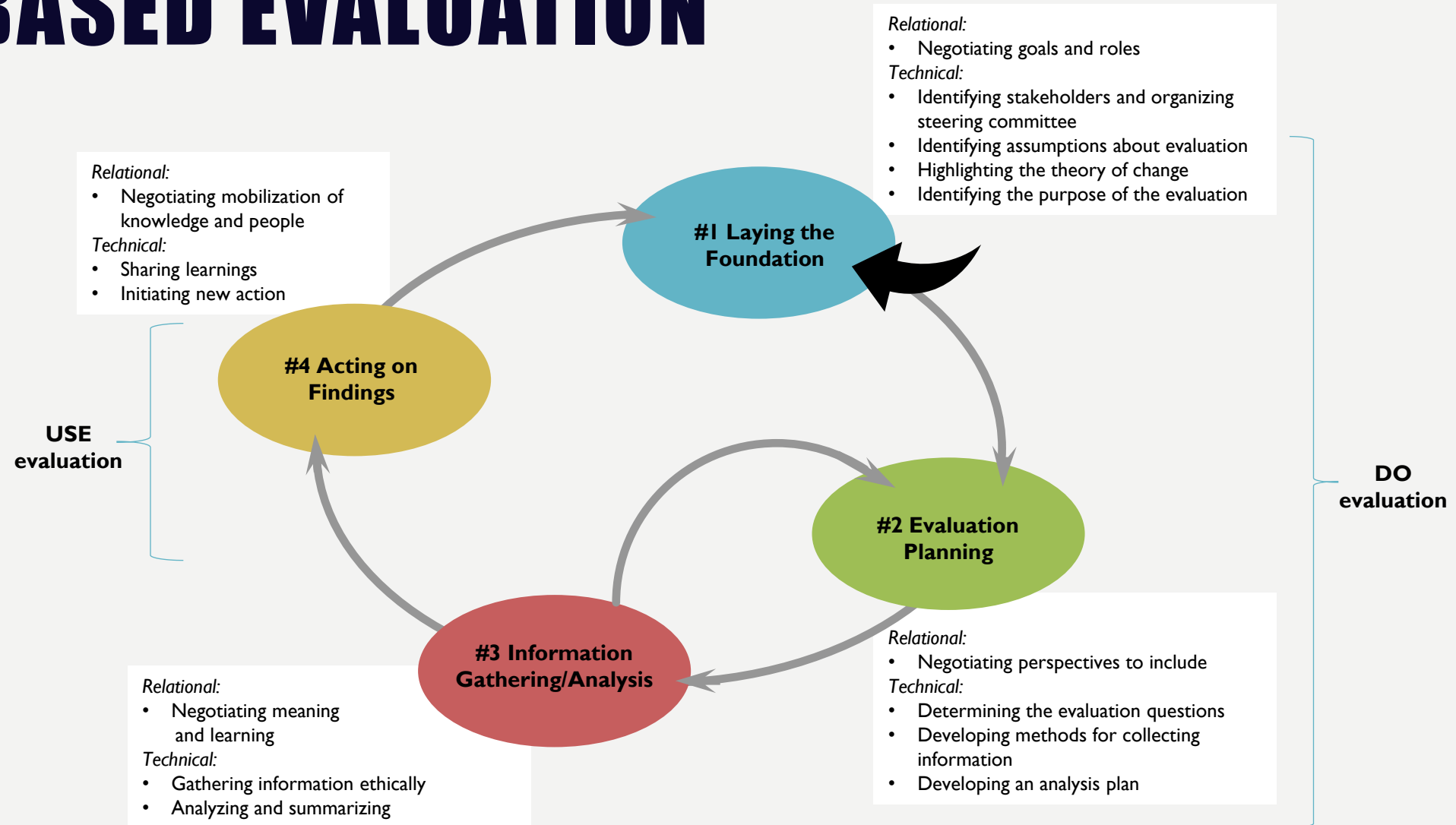


LAYING THE FOUNDATION

PHASE I OF COMMUNITY-BASED EVALUATION

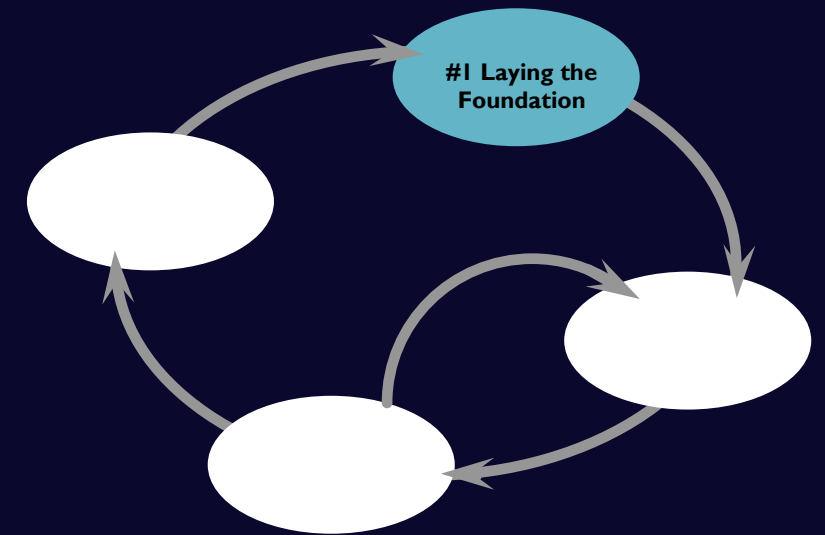
Funded by:

THE FOUR PHASES OF COMMUNITY-BASED EVALUATION



#1 LAYING THE FOUNDATION

- ✓ Identify **stakeholders** and organize your steering committee
- ✓ Identify **assumptions** about evaluation
- ✓ Highlight the **theory of change**
- ✓ Identify the **purpose** of the evaluation



STAKEHOLDERS

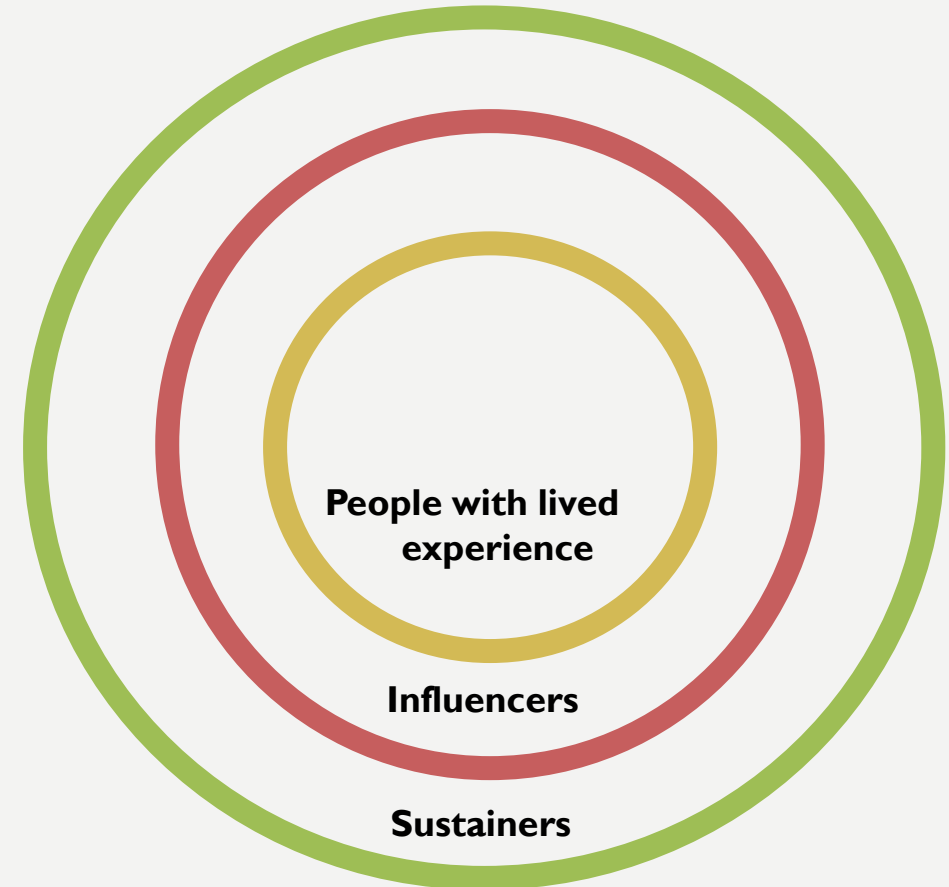
WHO IS A STAKEHOLDER?

- **Lived experience**
 - People who have direct experience living with the issue
- **Influencers**
 - People who impact the lives of those who live with the issue
- **Sustainers**
 - People who have the power and resources to make lasting change to improve people's lives

WAYS TO INVOLVE STAKEHOLDERS?

- Steering Committee (guiders)
- Evaluation Team (doers)
- Evaluation Participants
- Feedback Sessions
- Implementing Recommendations

STAKEHOLDER MAP



STEERING COMMITTEE

The steering committee is made up of the various stakeholders of the program

- A stakeholder map helps to inform who is on the steering committee
- They guide the evaluation through each step of the process
- The steering committee meets regularly throughout the evaluation
- Involving stakeholders on a steering committee makes it more likely the evaluation results will be used



ASSUMPTIONS ABOUT EVALUATION

WHAT DO STAKEHOLDERS THINK ABOUT EVALUATION?

- Common assumptions and understandings of what evaluation is
- Buy-in for adopting a community-based approach
- Different goals or expectations of the evaluation
- Mismatched expectations regarding time, finances & commitments



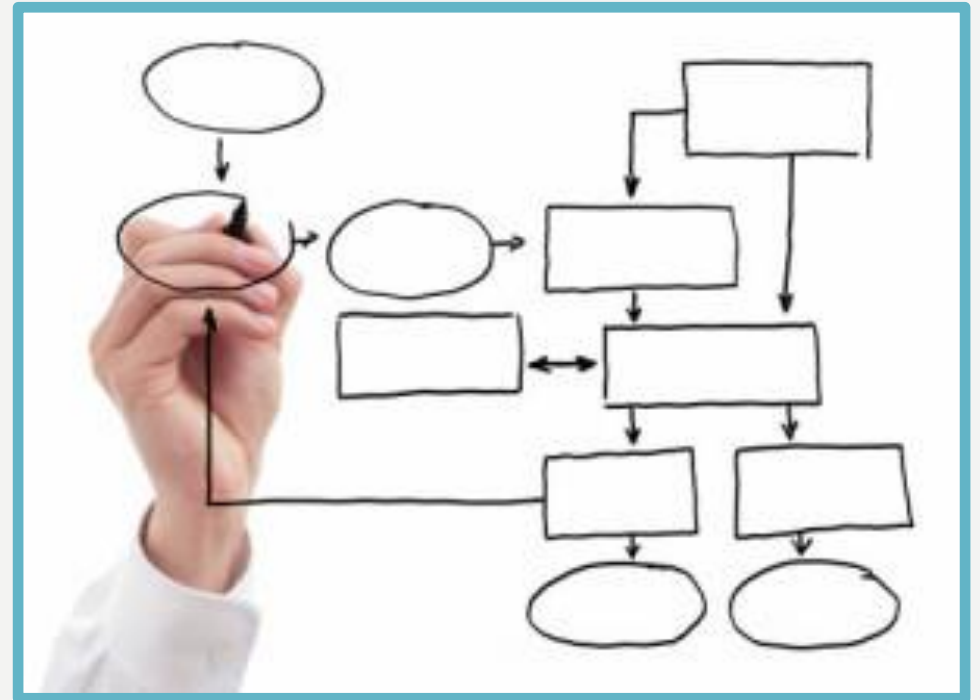
THEORY OF CHANGE

THEORY OF CHANGE

- Explains what a program does (activities) and the results that are expected because of those activities (outcomes/impact)
- Activities and outcomes can be at the individual and/or community level

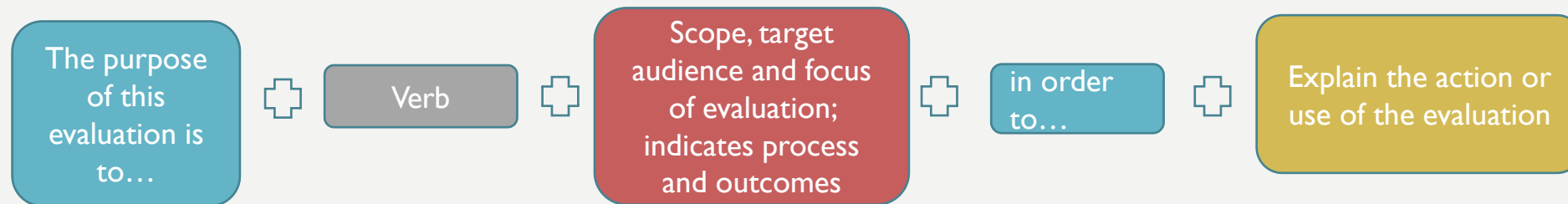
LOGIC MODEL

- Visualises the theory of change



EVALUATION PURPOSE STATEMENT

- A statement that was collaboratively developed to clarify what will be done
- Reflects the interests of all stakeholder groups
- Is clearly worded in 1-2 sentences



A good purpose statement will clarify if and how your evaluation is focused on:

- Process/implementation (assessing the activities in your logic model)
- Outcomes/impacts (assessing the outcomes in your logic model)
- Future directions (determining/changing your logic model)

Different Evaluation Purposes

There are different types of evaluation each with a different purpose

Knowing these evaluation types can help you when creating your unique purpose statement

Summative Evaluation

Usually serves an accountability function.

At the end of the program, a summative evaluation is completed to describe the overall successes of the initiative and to determine whether it should be continued.

Potential verbs: determine, assess, describe, demonstrate, explain, show, outline, measure etc.

Formative Evaluation

Used for the improvement of an ongoing refugee community sponsorship initiative.

Based on the outcome(s) of the formative evaluation, the initiative can be modified to improve on problems or difficulties.

Potential verbs: understand, inform, analyze, revise, modify, change etc.

Developmental Evaluation

Used for the development of new initiatives or in contexts which require responsiveness to complex influences to remain innovative.

Potential verbs: explore, identify, design, define, create etc.

WANT MORE?

CHECK OUT OUR VIDEO TOOLKIT, WEBINARS & ADDITIONAL
RESOURCES AT WWW.EVAL4REFUGEE.CA

NEED HELP?

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CONTACT CCBR AT GENERAL@COMMUNITYBASEDRESEARCH.CA