



# Demystifying Evaluation for Grant Professionals

Grant Professionals Association

Lunch & Learn

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## Evaluation Basics

### Why evaluate?

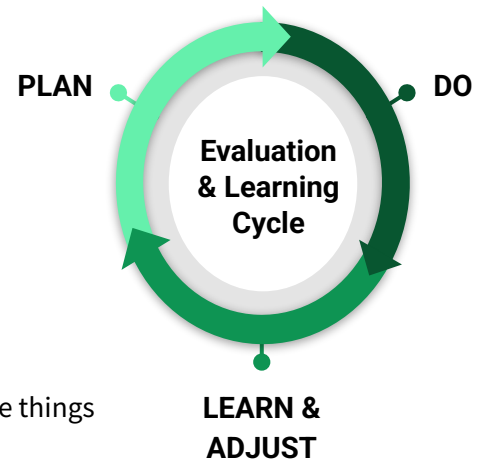
- Compliance - to meet requirements
- Illustration - to describe
- Proof of change - to assess success
- Learning & improvement

### How do we evaluate?

Plan → Do → Learn & Adjust, Repeat

### What do we evaluate?

- Process - What is happening and why? How are things going?
- Reach - Are we engaging the people, organizations or systems we intend to?
- Impact - What are the outcomes, benefits or consequences of the program? Were we successful?



## Key Terms

### Types of evaluation / Evaluation approaches

- Formative or process evaluation - focuses on what is happening or happened, and how
- Summative or impact evaluation - looks back at what happened, often to determine whether goals were met, or identify impacts
- Developmental evaluation - follows alongside something (usually something new) as it develops, integrating feedback loops, reflection and supporting application of learning
- Participatory evaluation - engages program participants or other community members in the evaluation more directly; not just as sources of information but as decision makers, information gatherers, and analysts
- Culturally responsive and equitable evaluation - integrates diversity, inclusion and equity into all phases of evaluation (Expanding the Bench)

### Common evaluation vocabulary

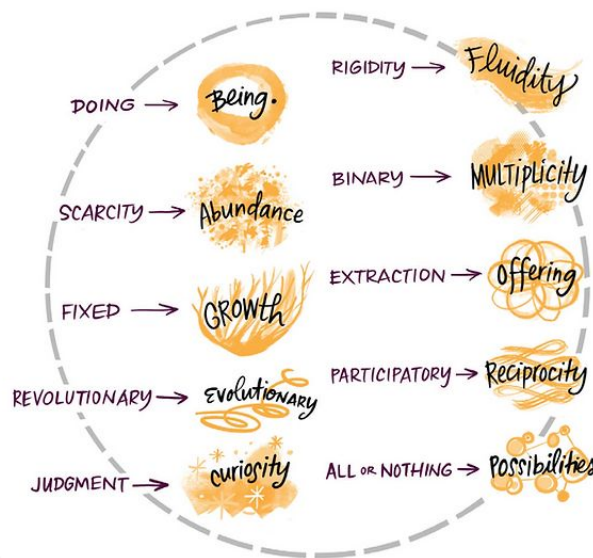
- Data - any information, whether qualitative or quantitative (e.g., interview or survey data)
- Evidence - knowledge that results from information gathered for the purpose of evaluation, often to understand whether an expected impact occurs
- Fidelity - the degree to which a program follows its intended model
- Impact - the result of something, usually its benefit, consequence (e.g., reduction of harm, or increase in positive behavior), often used interchangeably with outcome but sometimes refers to measures of whether something happened (# of program hours participated in), or reach (e.g., how many people were served)
- Logic model and theory of change - diagrams or visual expressions of what a program does, how, and with what expected result
- MEL - a common abbreviation for Monitoring, Evaluation and Learning
- Outcome - the positive or negative change that happens as the result of something (e.g., increased funding)
- Outputs - a measure of whether something happened, usually something count-able (e.g., # of events)

## Unlearning and Shifting Evaluation Practice

| White Supremacy Culture (WSC) Characteristics | Alternatives                               |
|---|--|
| Either/or thinking                            | Both/and thinking                          |
| Fear of open conflict                         | Conflict is healthy                        |
| Perfectionism                                 | High quality                               |
| Quantity over quality                         | Quality over quantity                      |
| Progress is bigger, more                      | Progress is more just, increased wellbeing |
| Objectivity                                   | Critical objectivity                       |
| Right to comfort                              | Engage in discomfort                       |
| Worship of the written word                   | Communicate in multiple mediums            |
| Sense of urgency                              | Go slow to go fast                         |

Source: Adapted from the work of the Emergence Collective

## Equitable Evaluation Framework™ Mindsets



### Stay in touch!

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### Want to learn more?

Better Evaluation: <https://www.betterevaluation.org/>

White Supremacy Culture & Characteristics:  
<https://www.whitesupremacyculture.info/>

Equitable Evaluation Initiative & Framework:  
[www.equitableeval.org](http://www.equitableeval.org)

Culturally Responsive and Equitable Evaluation:  
<https://expandingthebench.org/cree-definition/>  
<https://www.betterevaluation.org/tools-resources/culturally-responsive-equitable-evaluation>

Trust-Based Philanthropy:  
<https://www.trustbasedphilanthropy.org/>