



Empowerment Evaluation Webinar

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Part 1 of 3 in a Series of AEA
Collaborative, Participatory and Empowerment Evaluation TIG
Webinars

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What Can Coach Steve Spurrier Teach Us about Loving Evaluation?





What is empowerment evaluation?

- Definition: the use of evaluation concepts, techniques, and findings to foster improvement and self-determination.



Definition: Elaboration

- An evaluation approach that **aims to increase the probability of achieving program success** by (1) providing program stakeholders with tools for assessing the planning, implementation, and self-evaluation of their program, and (2) mainstreaming evaluation as part of the planning and management of the program/organization.



How Does It Work



People take charge of their own evaluation with the assistance of an empowerment evaluator.



Key Concepts

- **Process Use** - the more that people take part in conducting their own evaluations the more they buy-into the findings and recommendations - because they are theirs
- **Holistic** - Integration of Planning, Implementation and Evaluation



Key Concepts:

Continued

- Comparison Feedback Loop - compare what people say they do with what they actually do - help people “walk their talk”



What is its special contribution?

- Builds capacity
- Produces measurable outcomes
- Contributes to sustainability
- Enhances Knowledge Utilization



**What's
Different?
Participants and
Staff are in
Charge
of the Evaluation**

**Evaluator Has
Influence**



Role of Evaluator



Capacity
Builder



Facilitates
Growth

Critical Friend - believes in the type of program but still asks the critical questions to ensure an honest but constructive critique and self-assessment



Role of Participant



In charge of the evaluation

1. purpose

2. conduct of the evaluation

3. use of the evaluation



How Different From Similar Approaches



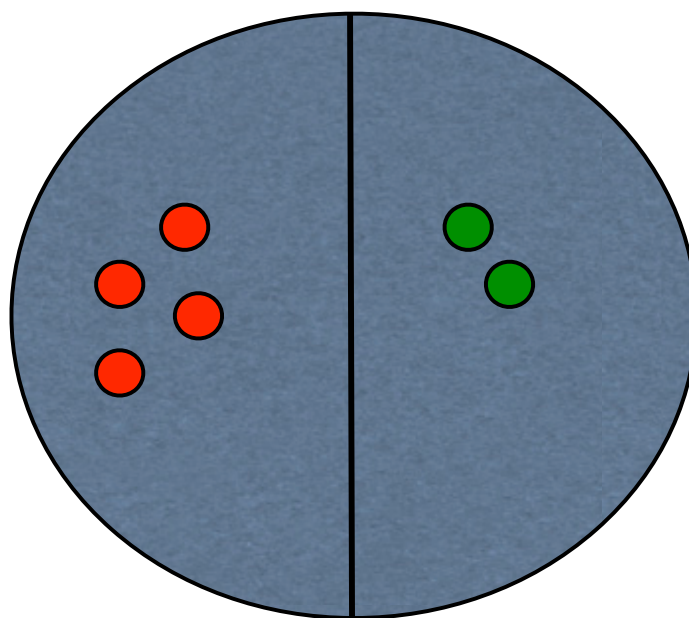
Type of Evaluation	Evaluator Role	Participant Role
Empowerment Evaluation	Participant in Charge	responsible for conducting evaluation
Participatory Evaluation	Evaluator and Participant Jointly in Charge	involved in conducting evaluation
Collaborative Evaluation	Evaluator in Charge	ongoing engagement with participants



Steps

- 3 Step: Mission, Taking Stock, Planning for the Future
- 10 Step: Getting To Outcomes[®] Approach

Poor
Communication
(red)



Good
Communication
(green)



Outcomes



- Stanford University Medical School - statistically significant impact ($p=.04$)
- \$15 Hewlett-Packard Digital Village - Native Americans largest wireless system in the country
- Getting to Outcomes Study

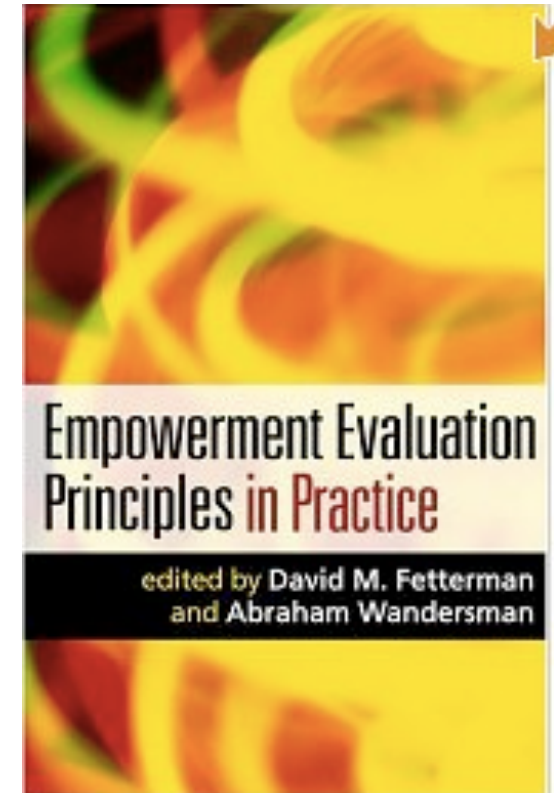




Tools & References



- Getting to Outcomes
- Empowerment Evaluation Principles in Practice
- Empowerment evaluation: yesterday, today, and tomorrow (AJE)
- Web Page: Google Empowerment Evaluation
- Blog: <http://eevaluation.blogspot.com>



- Facebook



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