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# An Invitation: Equitable Evaluation

Associations Advancing Equitable Evaluation Principles

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#EquitableEval

Today's Moderator



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# Associations Advancing Equitable Evaluation Practices (AAEEP)



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# Panelists



**JARA DEAN-COFFEY**

*Director*  
**Equitable Evaluation  
Initiative**



**ANNA CRUZ**

*Strategic Learning and  
Evaluation Officer*  
**The Kresge Foundation**



**KIM LEONARD**

*Senior Research Officer*  
**Oregon Community  
Foundation**

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# US Philanthropic Evaluation History

Evaluation is a child of government and behavioral sciences.  
(1960s)

Evaluation in foundations is conceived in a narrow context by a few individuals.  
(1970s)

Evaluators needed a new market.  
(1980s-1990s)

Questions regarding the evaluation use and purpose are a constant thread.(Beginning of time)

Evaluation and foundations have a history of coming together and pushing evaluation practice (1990s-)

Sources: Hall, P. D. (2003); Hall, P. D. (2004); Hall, P. D. (2006). Hogan, R. L. (2010); Center for Effective Philanthropy & Center for Evaluation Innovation. (2016)

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# The Reality

## RACISM

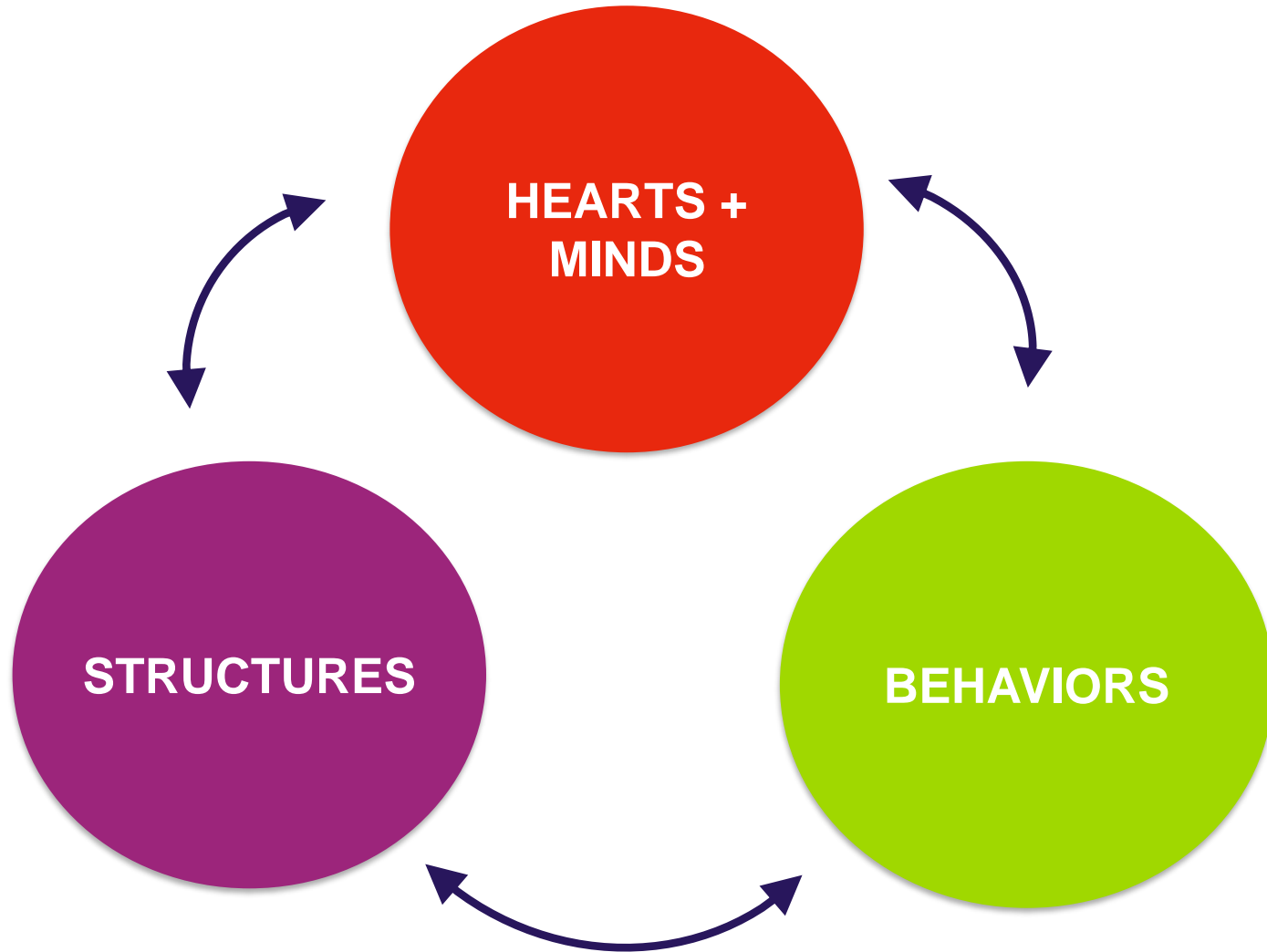
is insidious and permeates what we believe to be true and objective

## EVALUATION

- currently reflects a way of defining, describing and analyzing the world based in history
- created in a particular moment, informed by the values, experiences and needs of a small group of middle-aged white heterosexual males
- is felt as extractionary, reductive and lacks context

## THE STAKES

are too high for evaluation not to be an instrument of change and in service of a greater good, equity and a path towards liberation



*ABOVE: Wheel of Change for Transformation, Robert Gass*

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# A Paradigm Shift...

Is what we're really talking about

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# The Challenge: Change is Hard



# Orthodoxies

*(Emerging, Fall 2017)*

The foundation defines what success looks like.	Grantees and strategies are the evaluand, but not the foundation.	The foundation is the primary user of evaluation.	Evaluations should provide generalizable lessons.
Evaluators should be selected based on credentials that reflect traditional notions of expertise.	Evaluators are the experts and final arbiters.	Credible evidence comes from quantitative data and experimental research.	Evaluators are objective.
Evaluation funding primarily goes to data collection, analysis, and reporting.	Time frames/short term outcomes as indicators of good stewardship.	Evaluation in service of foundation brand.	Assumptions about end product quality and content.



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# The Invitation

Reimagine the purpose and practice of evaluation **to reflect the values that drive** philanthropy and the nonprofits and their intentions **and embrace 21<sup>st</sup> century definitions of validity and complexity.**

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# Equitable Evaluation

*(Emerging Principles, Spring 2018)*

**Evaluation work is in service of and contributes to equity.**

- Production, consumption, and management of evaluation and evaluative work should hold at its core a responsibility to advance progress towards equity.

**Evaluative work can and should answer critical questions about the:**

- Effect of a strategy on different populations
- Effect of a strategy on the underlying systemic drivers of inequity
- Ways in which history and cultural context are tangled up in the structural conditions and the change initiative itself.

**Evaluative work should be designed & implemented in a way that is commensurate with the values underlying equity work:**

- Multi-culturally valid
- Oriented toward participant ownership

# Shifts In Practice

**“YESTERDAY I WAS CLEVER, SO I  
CHANGED THE WORLD. TODAY I AM  
WISE, SO I AM CHANGING MYSELF.”  
–RUMI**

**“NOTHING WILL WORK UNLESS YOU DO.”  
–MAYA ANGELOU**



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# Join Us

- **EEI Website:** <https://www.equitableeval.org/>
- **Twitter Hashtag:** #EquitableEval
- **Twitter:** @equitableeval
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# Get in touch...

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