An Invitation: Equitable Evaluation

Associations Advancing Equitable Evaluation Principles

September 2019 #EquitableEval
Associations Advancing Equitable Evaluation Practices (AAEEP)
Panelists

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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-)

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
A Paradigm Shift…

Is what we’re really talking about

ABOVE: Wheel of Change for Transformation, Robert Gass
The Challenge: Change is Hard

- Make values explicit
- Resist simplicity and the quick fix. Move BEYOND methods and demographics
- Unlearn what we believe to be truth, evidence and rigor
<table>
<thead>
<tr>
<th>Orthodoxies</th>
<th>(Emerging, Fall 2017)</th>
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<tbody>
<tr>
<td>The foundation defines what success looks like.</td>
<td>Grantees and strategies are the evaluand, but not the foundation.</td>
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<td>The foundation is the primary user of evaluation.</td>
<td>Evaluations should provide generalizable lessons.</td>
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<tr>
<td>Evaluators should be selected based on credentials that reflect traditional notions of expertise.</td>
<td>Evaluators are the experts and final arbiters.</td>
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<td>Credible evidence comes from quantitative data and experimental research.</td>
<td>Evaluators are objective.</td>
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<td>Evaluation funding primarily goes to data collection, analysis, and reporting.</td>
<td>Time frames/short term outcomes as indicators of good stewardship.</td>
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<td>Evaluation in service of foundation brand.</td>
<td>Assumptions about end product quality and content.</td>
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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 21st century definitions of validity and complexity.
Equitable Evaluation

Evaluation work is in service of and contributes to 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

(Emerging Principles, Spring 2018)
“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
Join Us

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