

Engagement Evaluation

Do you question whether your current evaluation methods reveal what you think they should?

Can you confidently report and field questions about your evaluation approach?

Engagement Evaluation provides tools, knowledge and the opportunity to review the approach you are currently using. In terms of your accountability for managing a project, it will develop your critical thinking about what works most effectively in what context and what doesn't, so that you can analyse and report with confidence.

AIM & OBJECTIVES

Aim

The aim of Engagement Evaluation is to calibrate your critical thinking.

Objectives

The objectives of Engagement Evaluation are to:

- Examine the reason to evaluate robustly (accurately and with a view to achieve the proposed outcome)
- Distinguish between types of evaluation approaches
- Explore the implications of evaluation limitations
- Assess forms of reporting
- Communicate the results of an evaluation process to different audiences

Learning Outcome

By the end of this course you will have developed the knowledge and tools to implement an effective engagement framework.



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Essentially, we are taking a piece of the world and comparing and contrasting it by holding it up against something that we already think and know and have decided the value of – whether good or bad, useful or not, high, medium or worthwhile, right or wrong.

”

Yoland Wadsworth (2011): Everyday Evaluation on the Run

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Content

The course is underpinned by case studies that reflect the phases of IAP2's spectrum. You will be able to choose the case and the methodology that is relevant for the engagement projects you do in the context in which you work.

In addition, we encourage a team from one organisation to bring a project to either:

- review your previous approach, or
- plan the evaluation framework of a future project.

At each stage we will challenge you to ask:

- Is this the most effective method?
- What is it telling us?

How this course was developed

After an Expressions of Interest process, a project panel was formed to guide the development of the course.

The Project Panel consists of:

- The author (Urbis PL)
- Current trainers from Australia and New Zealand (Donna Bevan and Chris Mene)
- Current participants from Australia and New Zealand (Helen Bartley and Eleanor Lobahn)
- Stakeholder representative (Layla McNeil on behalf of Transport for NSW).

A trainer briefing was held so that Urbis could explain the concepts and structure. Additional trainers – Lucy Cole-Edelstein, Grace Leotta, Martin de los Rios and Rob Gravestocks – joined the Project Panel to discuss how they, personally, would like to deliver the course. Our trainer's substantial experience in different sectors meant that there was robust discussion as to how to ensure the course is relevant.

Introduction

Why do we evaluate?

- Evaluation as an integral part of the DPM Model
- Evaluation Theory
- Defining evaluation
- The evaluation process
- Types of evaluation
- Qualitative and quantitative evaluation

Creating an evaluation plan

- Define the purpose of the engagement
- Define the purpose of the evaluation
- Scope the evaluation
- Develop the evaluation framework

Analysing the results

- Making sense of the data
- Data analysis techniques
- Digital engagement
- Limitation of the results

Communication Strategy

- Evaluation report structure
- The challenges of evaluating engagement

Discussion



Training briefing August 2018

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