

# Evaluation Literacy

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Exploring the skills needed to motivate and enable others to access, understand and use evaluation information in non-government organisations

## Purpose of this session

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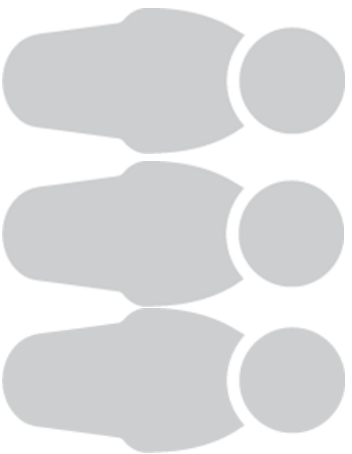
Share practical ways of promoting evaluation among our colleagues



# Evaluation Literacy


“ Evaluation literacy is the cognitive and social skills that determine the motivation and ability of individuals to gain access to, understand and use evaluative information in ways that ultimately contribute to achieving organizational goals.

Rogers, A., Kelly, L. & McCoy, A. (In Press)



# Non-Government Organisations



- Different approaches
  - Limited resources
  - High degree of complexity
  - High community expectations
  - Changes are not easily measured or quantifiable
  - Long time to realise
  - Causation is difficult to attribute
  - Multiple demands
  - Multiple audiences
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## Evaluation – Everybody’s Business

“Evaluation literacy is what is really needed — the capacity to understand and use evaluation, not necessarily the capacity to do evaluation”

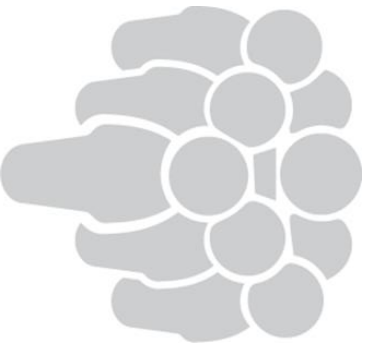
Doherty, Eccleston, Hansen, Natalier, and Churchill, 2015 p.36



## Catalysts for cooperation

People who promote evaluation literacy are able to make evaluation more appropriate, understandable and accessible by encouraging cooperation and team work.

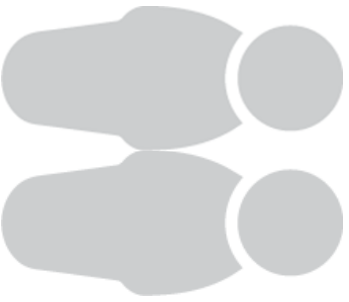
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## Team work

“ Working together to achieve a common goal produces higher achievement and greater productivity than does working alone.

(Johnson & Johnson 1999 p. 70).



## What makes a team work?

- 1) Link the success of individuals to success of the group
- 2) Hold everyone responsible for their contribution
- 3) Provide encouragement
- 4) Communicate clearly
- 5) Reflect on how well the group is functioning



## How do you...

Link individuals to success of the group?

Hold individuals accountable?



Provide encouragement?

Communicate clearly?

Reflect on how well the group is functioning?

## Ready set go!

“ The world café session will use examples from the literature as a starting point.

“ Find practical strategies to promote evaluation among your colleagues to enhance practice.

“ Rotate through the questions to share your real world experiences and hear from others.



# Fundamentals

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- Collaboratively develop a plan
- Use a system to manage information
- Create opportunities for engaging
- Tailor communication appropriately
- Schedule opportunities for reflection

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