



Weaving a Rebalance of Power and Advancing Equity through Culturally Responsive and Equity-Oriented Evaluation Practices: A Case Example

Mini-workshop delivered at the Australian Evaluation Society 2022 International Evaluation Conference August 30, 2022



Acknowledgement to Country

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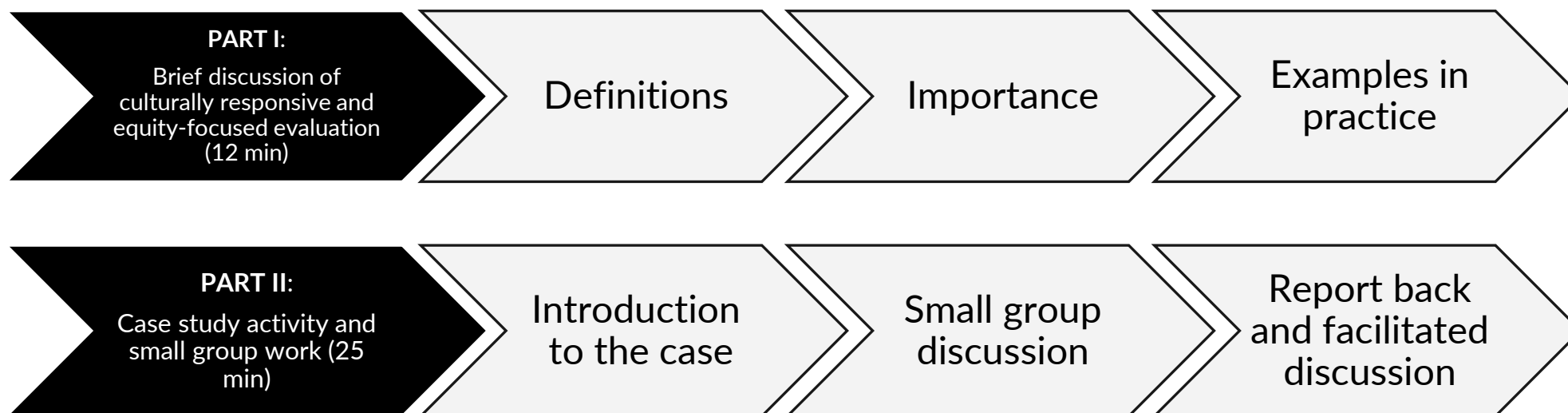


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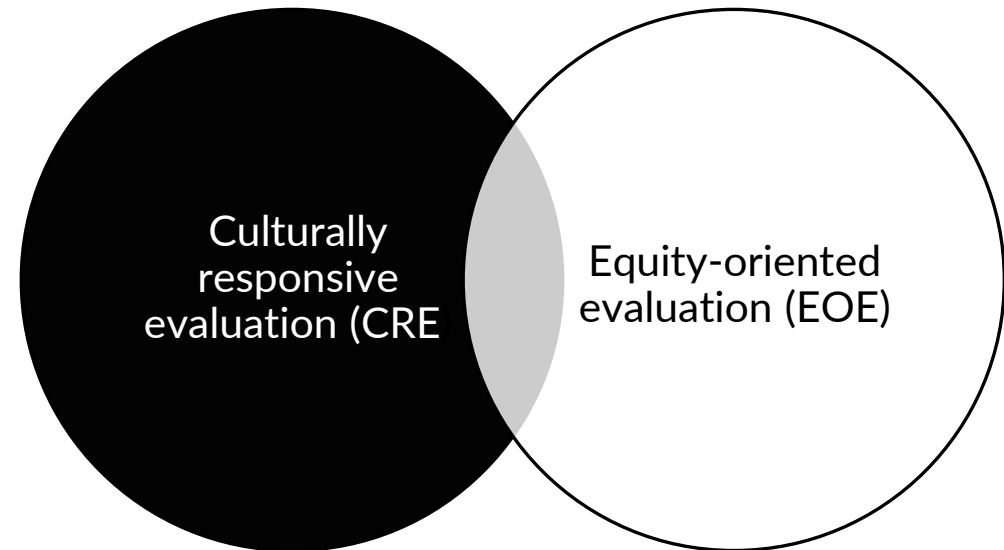
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Overview of Mini-Workshop



Learning Objectives

- Strengthen **evaluators' foundational knowledge** of culturally responsive and equity-oriented evaluation
- Increase **evaluators' capacity to advance equity** through culturally responsive and equity-focused evaluation practice



Culturally Responsive Evaluation (CRE)

- Takes into account the **cultural context** in which an evaluation takes place
- Requires evaluators to critically **examine culturally relevant but often neglected variables** across the entire evaluation process



Diversity. Equity. Equality. Inclusion. Social Justice.



Equality

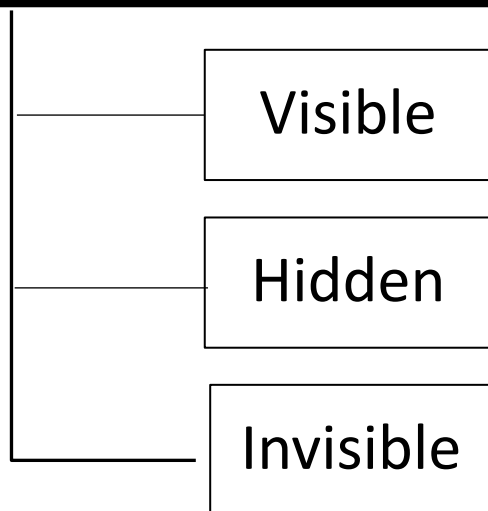
Equity

Equity-oriented Evaluation (EOE)

- Attends to issues of **equity (or rebalancing power) diversity, and inclusion** throughout the evaluation process
- Aims to **uncover (make visible) inequalities and injustices** rather than masking them

Understanding Power and Privilege in the Evaluation Context

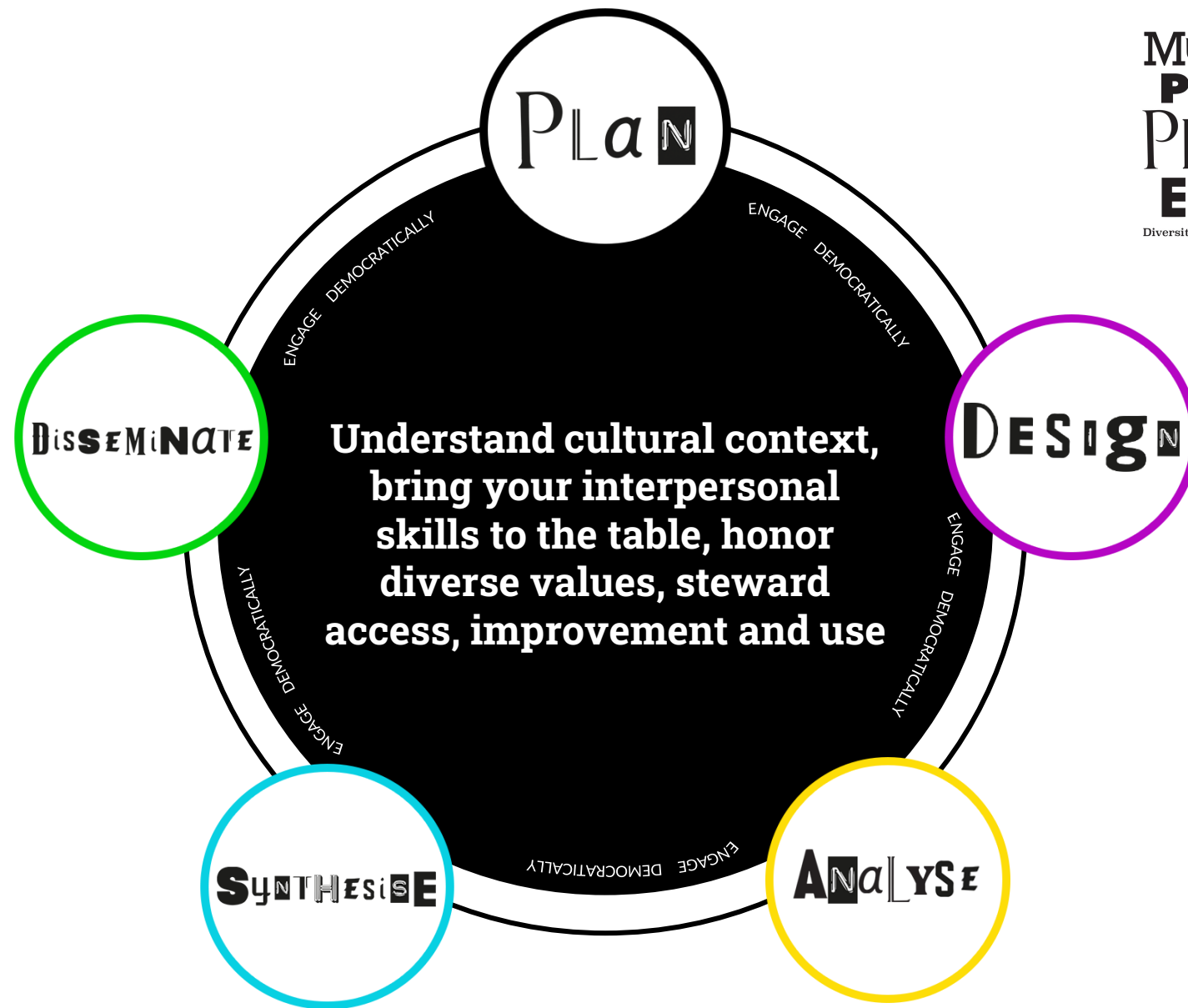
Multiple forms of power to consider



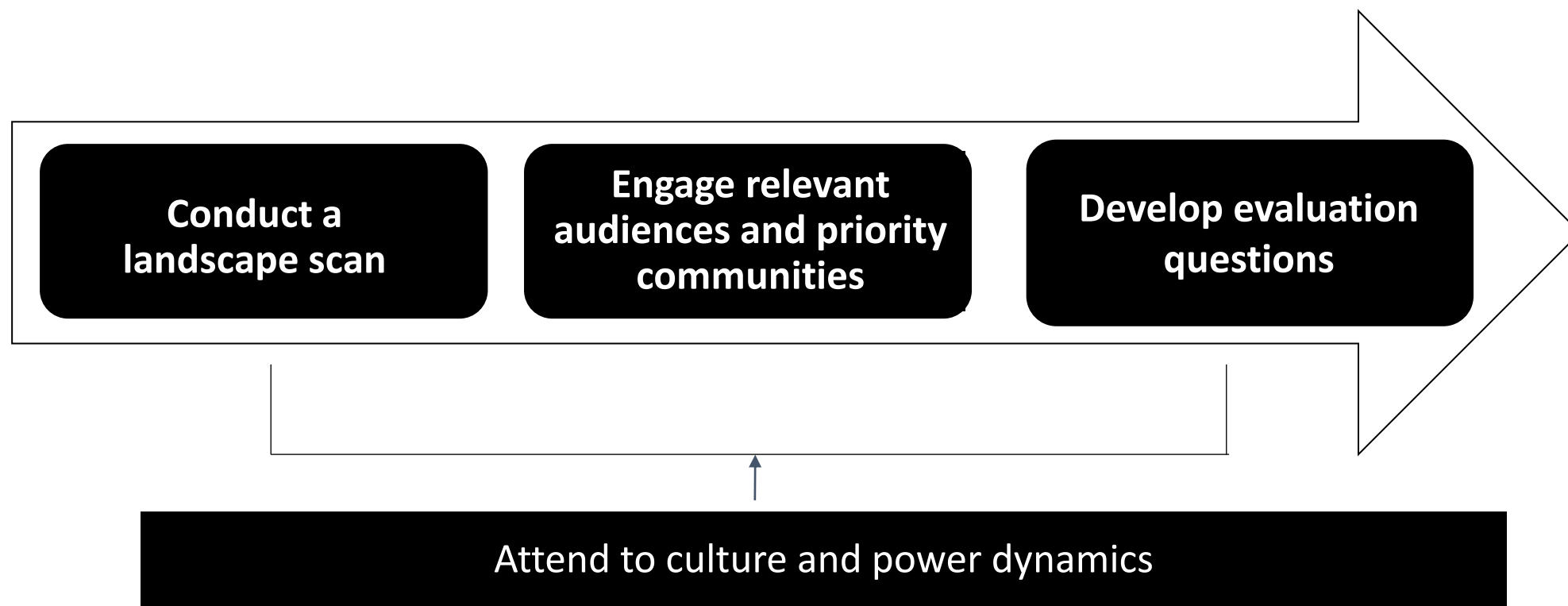
Rebalancing Power: Examples of What Evaluators Can Do

- Cultivate **openness and sensitivity** to concerns of diverse groups that are marginalized
- Protect those who are “**less powerful**”
- Eliminate **bias in language**
- Consider **community** (and not just individual) risk
- Place **value on “lived experiences”** and **community interests**
- Avoid **reinforcing cultural** stereotypes
- **Co-construct** with priority communities throughout process

Evaluators Can Advance Equity in Evaluation from Beginning to End!



Plan for a CRE and EOE Evaluation

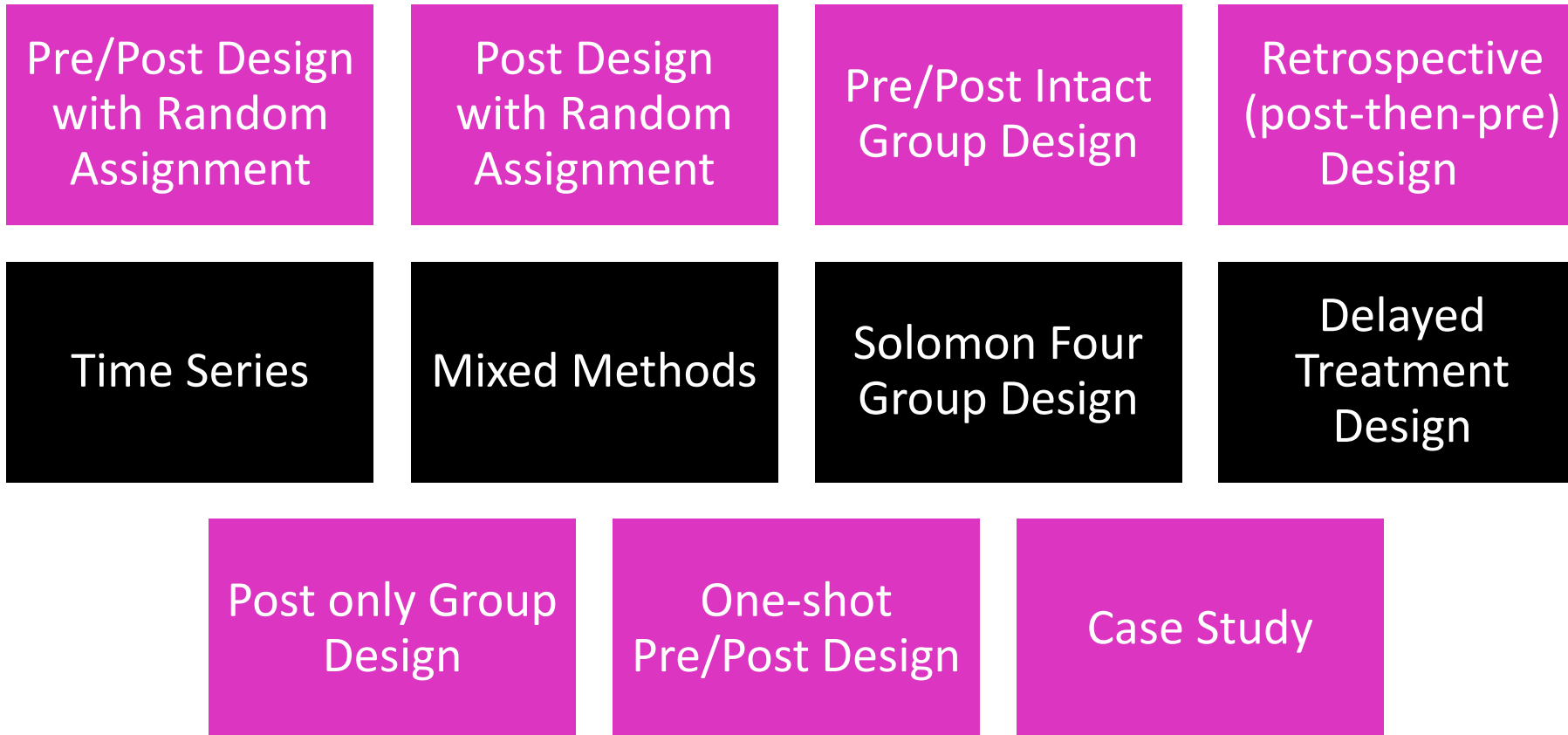


Examples of Generic CRE and EOE Key Evaluation Questions (KEQ)

Process KEQ: How well has the project **included the priorities** of diverse groups that are marginalized?

Outcome KEQ: How well is the project benefit diverse groups that are marginalized in ways that **respect local cultures** across the affected communities?

Design for a CRE and EOE Evaluation





Weaving Cultural and Equity Perspectives to Establish Rigor and Validity

- Overemphasis on “rigor” can cause **some voices not to be heard equally, or at all**, and can allow important differences in cultural context to be left out, making an evaluation less strong (Thomas & Campbell, 2021).
- Validity is only established when the design is capable of answering important questions **without comprising what is being evaluated** while being culturally responsive, robust and ethical.

Analyze Data for a CRE and EOE Evaluation

Contextualizing data
involves

- digging out patterns and trends
- adding contextual information
- being transparent about limits of findings
- doing whatever it takes to minimize bias, stereotypes, and power imbalances

Disseminate Findings for a CRE and EOE Evaluation

Examples of CRE/EOE
data presentation and
access strategies

- be **sensitive to words** and **images** used
- use **appropriate levels of readability**
- make **findings accessible** to people with disabilities
- provide reports in **dominant language** of priority communities or affected parties



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A Case Example

Small Group Questions

Pink table:

In planning the evaluation of the “*Positive Aging Project*”, **what issues would you consider to ensure a culturally responsive and equity-oriented evaluation** (e.g., who would you talk with, what kind of information would you seek to obtain and why and what documents would you look for to find contextual information)?

Orange table:

In designing the evaluation of the “*Positive Aging Project*”, **what are some key evaluation questions that you would ask from a culturally responsive and equity-oriented perspective** (e.g., process and or outcome questions)?



Questions?

Comments?

Suggestions?

Thank You!



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