



Peel Region
Evaluation Platform

Evaluation Capacity Building Objectives

Knowledge

ECB participants understand:

1. That evaluation involves purposeful, planned, and systematic activities.
2. Evaluation terms and concepts.
3. The relationship between research and evaluation.
4. How evaluation processes and findings can contribute to decision-making.
5. The strengths and weaknesses of different evaluation approaches.
6. The strengths and weaknesses of different data collection methods.
7. How to apply basic statistical analyses to quantitative data.
8. How to apply basic content and thematic analyses to qualitative data.
9. How politics can affect evaluation processes and findings.
10. The importance of using culturally appropriate and responsive evaluation approaches and methods.
11. What constitutes ethical evaluation practice.
12. That various stakeholders may have differing opinions, experiences, and perspectives about evaluation.
13. The relationship between a program's goals, objectives, activities, and expected outcomes.
14. What knowledge, skills, and experiences to look for when hiring an evaluator.

Skills (Behaviors)

ECB participants are able to:

1. Develop a program logic model.
2. Develop key evaluation questions.
3. Write an evaluation plan.
4. Design data collection instruments.
5. Choose appropriate and relevant data collection methods.
6. Collect credible and reliable data.
7. Analyze quantitative data.
8. Analyze qualitative data.
9. Interpret results and draw conclusions.
10. Develop an evaluation budget.
11. Communicate and report evaluation processes and findings using a variety of strategies.
12. Use the Program Evaluation Standards and/or the AEA Guiding Principles for Evaluators.
13. Teach others about evaluation.
14. Develop an evaluation strategic plan.
15. Manage the evaluation process.





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Beliefs

ECB participants believe that:

1. Evaluation yields useful information.
2. Evaluation can be a positive experience.
3. Evaluation should be part of a program's design process.
4. Evaluation contributes to a program's success.
5. Evaluation adds value to the organization.
6. Evaluation is an important part of their work.
7. Evaluation is worth the time and money.

Source:

American Journal of Evaluation: A Multidisciplinary Model of Evaluation Capacity Building

<http://www.unm.edu/~marivera/522%20readings%203/Multidisciplinary%20model%20of%20evaluation%20capacity%20building.pdf>

