# 3-Step Empowerment Evaluation Activity

## OVERVIEW

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<th>Step</th>
<th>Description</th>
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<tr>
<td><strong>Step 1:</strong> Establish Mission</td>
<td>Establish a mission, common value set</td>
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<td><strong>Step 2:</strong> Prioritize Activities</td>
<td>Prioritize organizational/program activities, rate current state</td>
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<tr>
<td><strong>Step 3:</strong> Create Actionable Goals</td>
<td>Create &amp; assign specific goals &amp; monitoring to most appropriate participants for future meeting(s)</td>
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## Step 1: Establish Mission

**What:** Create set of common values shared by participants  
**How:** Open dialogue, visual display (poster/projector)

## Step 2-A: Prioritize Activities

**What:** Generate list of most important activities necessary to meet mission  
**How:** Each participant receives 5 dot stickers, places stickers next to activities they believe to be most important

## Step 2-B: Rate Activities

**What:** Rate current state of affairs  
**How:** Each participant asked to rate the prioritized activities on 1-10 scale, results recorded publicly & averaged, useful dialogue ensues

## Step 3: Create Actionable Goals & Monitoring

**What:** Participants generate goals & strategies to support prioritized activities, assign specific participant to monitor & report back to group for future meeting(s)  
**How:** Open dialogue, visual display (poster/projector)
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DETAILS:
- Critical friends
- Culture of evidence
- Cycles of reflection & action
- Communities of learners
- Reflective practitioners
- Big picture: Evaluation capacity building = “Help people help themselves”

Key Actions:
- Conduct introductions, brief participants on the session
- Could use PowerPoint or handouts here if desired

Key Points:
- We are not the evaluators; we are the facilitators.
  - Empowerment evaluation is an internal evaluation process, meaning those closest to the organization/program evaluate their own efforts.
  - Other advantages of internal evaluation:
    - You are the experts in this program, not us.
    - Your relationship with this program will last longer than ours.
    - You can facilitate & implement the suggestions that come forth from today or future meetings.
- Of the empowerment evaluation procedures, the 3- and 10-step processes are most commonly utilized.
- Finally, this evaluation is formative, in that results & findings will be used to help you improve upon your program delivery throughout the evaluation process.
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STEP 1: ESTABLISH MISSION

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DETAILS:
- Create working mission
- Revise as necessary as discussion takes place
- 10-15 minute cap for smaller workshop

Key Actions:
- Visual display needed (e.g., poster board, projector, dry erase board)
- Write down mission statements as suggested by participants

Ground Rules:
- This should be a psychological safe space, where everyone’s voice is valued. Further, this process is democratic, transparent, and open.
- We’re new to your organization/program. What ground rules do we need to accomplish this?

Directions:
- Write key phrases of what you think our mission is. Multiple missions may exist.
- What are we trying to accomplish?
- This may be different from the existing mission. What do the people in the room feel is important?
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STEP 2-A: PRIORITIZE ACTIVITIES

| WHAT:       | Generate list of most important activities necessary to meet mission |
| HOW:        | Each participant receives 5 dot stickers, places stickers next to activities they believe to be most important |
| DETAILS:    | - Participants quantify importance of essential activities via dot stickers |
|            | - Participants may distribute dots in any way (e.g., all dots on different activities or all dots on one activity) |
|            | - The purpose of this is to pare down the list of activities to a manageable size for Step 2-B (recommended to get to a list of 10 activities) |

Key Actions:
- Spreadsheet w/projector or poster board needed
- Create list of activities as generated by participants
- Implement some voting mechanism for the participants once list of activities generated (typically 5 votes/dots per participant)

Directions:
- Place 1-5 dots next to each activity to rate its importance to meeting the organizational/program mission(s) as defined in Step 1.
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STEP 2-B: RATE ACTIVITIES

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| DETAILS: | - Participants asked to rate on 1-10 how well organization/program is carrying out activities  
- Critical discussion should ensue  
- We want evidence to support one’s viewpoints  
- Some strategies may come out during this step which will be useful for Step 3 |

_**Key Actions:**_
- Spreadsheet w/projector or poster board needed
- Create matrix including rows (activities rated as important from 2-A) & columns (participants’ initials)
- Have participants rate each activity
- Average out participant ratings & discuss particular ratings

_**Directions:**_
- How well are we doing as an evaluation community on each of these things? Rate from 1 to 10.
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STEP 3: CREATE ACTIONABLE GOALS & MONITORING

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**DETAILS:**
- Goals should be directly related to activities selected in Step 2
- Strategies may have emerged from dialogue in Step 2
- Monitoring: Someone needs to report on specific goals in future meeting(s)
- To monitor effectively, the group will need:
  - baseline data
  - an end goal
  - intermittent benchmarks
  - a way to measure actual performance

**Key Actions:**
- Visual display needed (e.g., poster board, projector, dry erase board)
- Create list of actionable goals
- Determine strategies
- Determine monitoring process, assign roles

**Directions:**
- *What would it take to make this activity a 10 for you?*
- *We want to focus on building upon strengths too, not just areas of weakness.*