3-Step Empowerment Evaluation Activity

OVERVIEW

STEP 1:	Establish a mission, common value set
STEP 2:	Prioritize organizational/program activities, rate current state
STEP 3:	Create & assign specific goals & monitoring to most appropriate participants for future meeting(s)

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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OVERVIEW

STEP 1:	Establish a mission, common value set
STEP 2:	Prioritize organizational/program activities, rate current state
STEP 3:	Create & assign specific goals & monitoring to most appropriate participants for future meeting(s)
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

WHAT:	Create set of common values shared by participants
HOW:	Open dialogue, visual display (poster/projector)
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

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
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

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)

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.*