Empowerment Evaluation Webinar

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Part 1 of 3 in a Series of AEA Collaborative, Participatory and Empowerment Evaluation TIG Webinars

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What Can Coach Steve Spurrier Teach Us about Loving Evaluation?
What is empowerment evaluation?

• Definition: the use of evaluation concepts, techniques, and findings to foster improvement and self-determination.
Definition: Elaboration

• An evaluation approach that **aims to increase the probability of achieving program success** by (1) providing program stakeholders with tools for assessing the planning, implementation, and self-evaluation of their program, and (2) mainstreaming evaluation as part of the planning and management of the program/organization.
How Does It Work

People take charge of their own evaluation with the assistance of an empowerment evaluator.
Key Concepts

• Process Use - the more that people take part in conducting their own evaluations the more they buy-into the findings and recommendations - because they are theirs

• Holistic - Integration of Planning, Implementation and Evaluation
Key Concepts:
Continued

• Comparison Feedback Loop - compare what people say they do with what they actually do - help people “walk their talk”
What is its special contribution?

- Builds capacity
- Produces measurable outcomes
- Contributes to sustainability
- Enhances Knowledge Utilization
What’s Different?
Participants and Staff are in Charge of the Evaluation
Evaluator Has Influence
Role of Evaluator

Capacity Builder

Facilitates Growth

Critical Friend - believes in the type of program but still asks the critical questions to ensure an honest but constructive critique and self-assessment.
Role of Participant

In charge of the evaluation

1. purpose

2. conduct of the evaluation

3. use of the evaluation
## How Different From Similar Approaches

<table>
<thead>
<tr>
<th>Type of Evaluation</th>
<th>Evaluator Role</th>
<th>Participant Role</th>
</tr>
</thead>
<tbody>
<tr>
<td>Empowerment Evaluation</td>
<td>Participant in Charge</td>
<td>responsible for conducting evaluation</td>
</tr>
<tr>
<td>Participatory Evaluation</td>
<td>Evaluator and Participant Jointly in Charge</td>
<td>involved in conducting evaluation</td>
</tr>
<tr>
<td>Collaborative Evaluation</td>
<td>Evaluator in Charge</td>
<td>ongoing engagement with participants</td>
</tr>
</tbody>
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Steps

- 3 Step: Mission, Taking Stock, Planning for the Future
- 10 Step: Getting To Outcomes® Approach

Poor Communication (red)  |  Good Communication (green)
Outcomes

- Stanford University Medical School - statistically significant impact (p=.04)
- $15 Hewlett-Packard Digital Village - Native Americans largest wireless system in the country
- Getting to Outcomes Study
Tools & References

• Getting to Outcomes

• Empowerment Evaluation Principles in Practice

• Empowerment evaluation: yesterday, today, and tomorrow (AJE)

• Web Page: Google Empowerment Evaluation

• Blog: http://eeevaluation.blogspot.com

• Facebook
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