

Evaluation as the creation of policy narratives.

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eutema

is an expert for strategic technology management

in the areas of research and technology for

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Focus: ICT, food & environment; national and EU RTD policies

Clients



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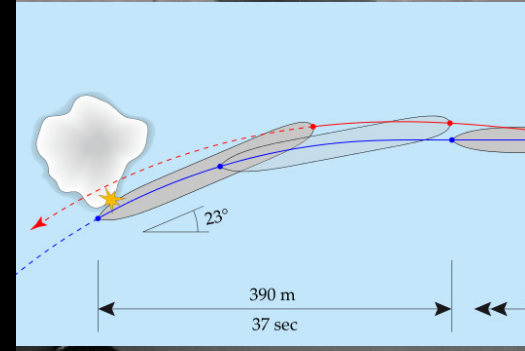
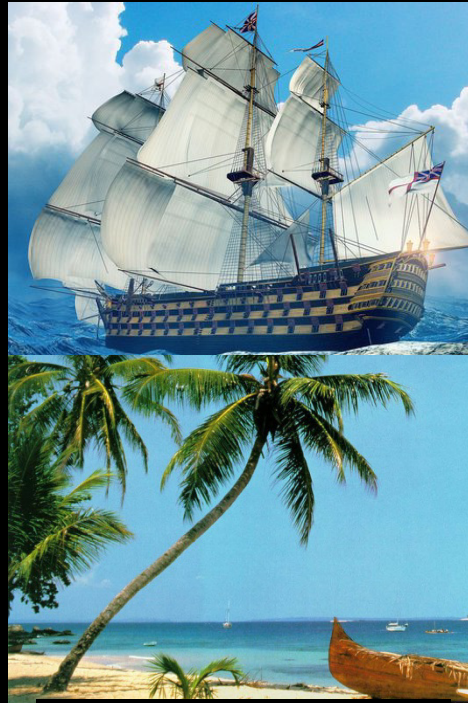
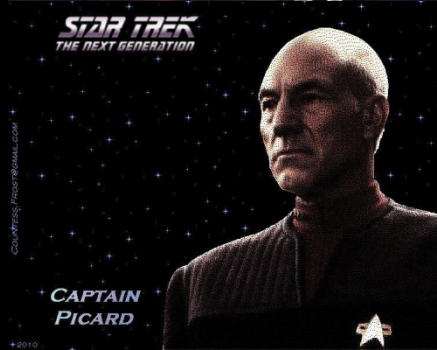
What art thou, evaluator?



Evaluation: systematic and objective.



The policy narrative.



The logic model

Logic Model for Program Design and Evaluation



INPUTS	OUTPUTS		OUTCOMES - IMPACT		
	Activities	Participation	LEARNING	ACTION	IMPACT
<p>What do we need to achieve our goals?</p> <p>Staff Volunteers Time Money Materials Equipment Technology Partners</p>	<p>What do we have to do to ensure our goals are met?</p> <p>Workshops Meetings Camps Curriculum Publications Media Web Site Projects Field Days</p>	<p>Who needs to</p> <ul style="list-style-type: none"> - participate? - be involved? - be reached? <p>Number Characteristics Reactions</p>	<p>What do we think the participants will know, feel, or be able to do after participation in the program?</p> <p>Awareness Knowledge Attitudes Skills Aspirations</p>	<p>How do we think the participants will behave or act differently after participation in the program?</p> <p>Behavior Practice Decisions Policies Social Action</p>	<p>What kind of impact can result if the participants behave or act differently after participation in the program?</p> <p>Social Economic Civic Environmental</p>

Caro Weiss and Joseph Wholey

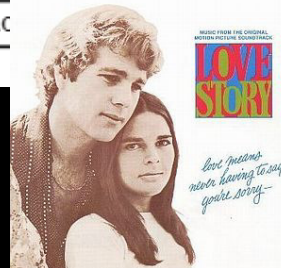
Assumptions:

- 1.
- 2.
- 3.



ENVIRONMENT
Influential Factors

Adapted from E. Taylor-Powell, 1999

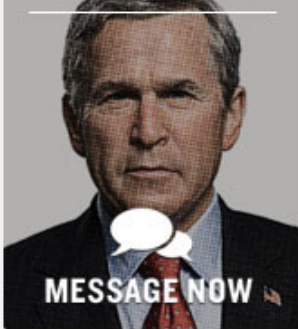


istockphoto

THE POLICYMAKERS

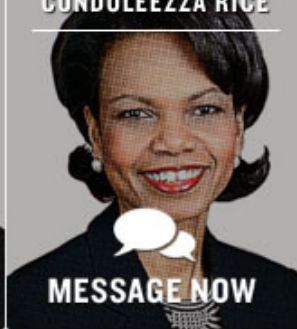
WHEN THEY AGREE, CHANGE HAPPENS. CLICK ON ANY OF THE POLICYMAKERS BELOW TO MESSAGE THEM DIRECTLY.

Former U.S. President
GEORGE W. BUSH



MESSAGE NOW

Former Secretary of State
CONDOLEEZZA RICE



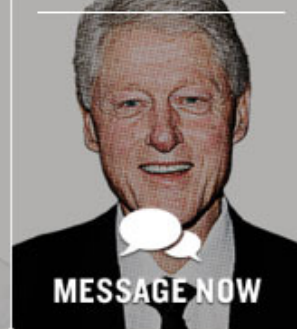
MESSAGE NOW

Senator (D-MA)
JOHN KERRY



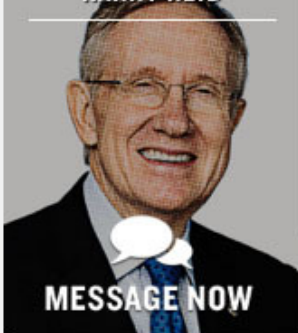
MESSAGE NOW

Former U.S. President
BILL CLINTON



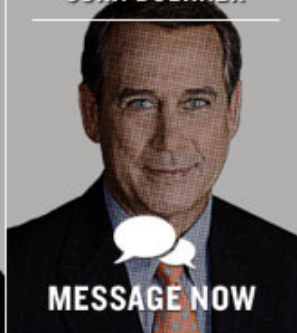
MESSAGE NOW

Senator (D-NV)
HARRY REID



MESSAGE NOW

Congressman (R-OH)
JOHN BOEHNER



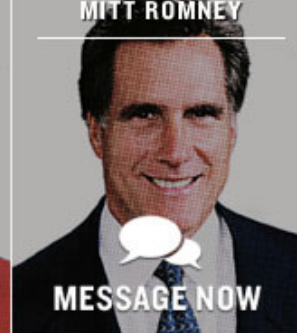
MESSAGE NOW

Congresswoman (R-TX)
KAY GRANGER



MESSAGE NOW

Republican Presidential Candidate
MITT ROMNEY



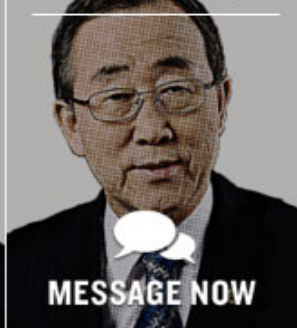
MESSAGE NOW

Canadian Prime Minister
STEPHEN HARPER



MESSAGE NOW

UN Secretary General
BAN KI-MOON



MESSAGE NOW

Congresswoman (R-FL)
ILEANA ROS-LEHTINEN



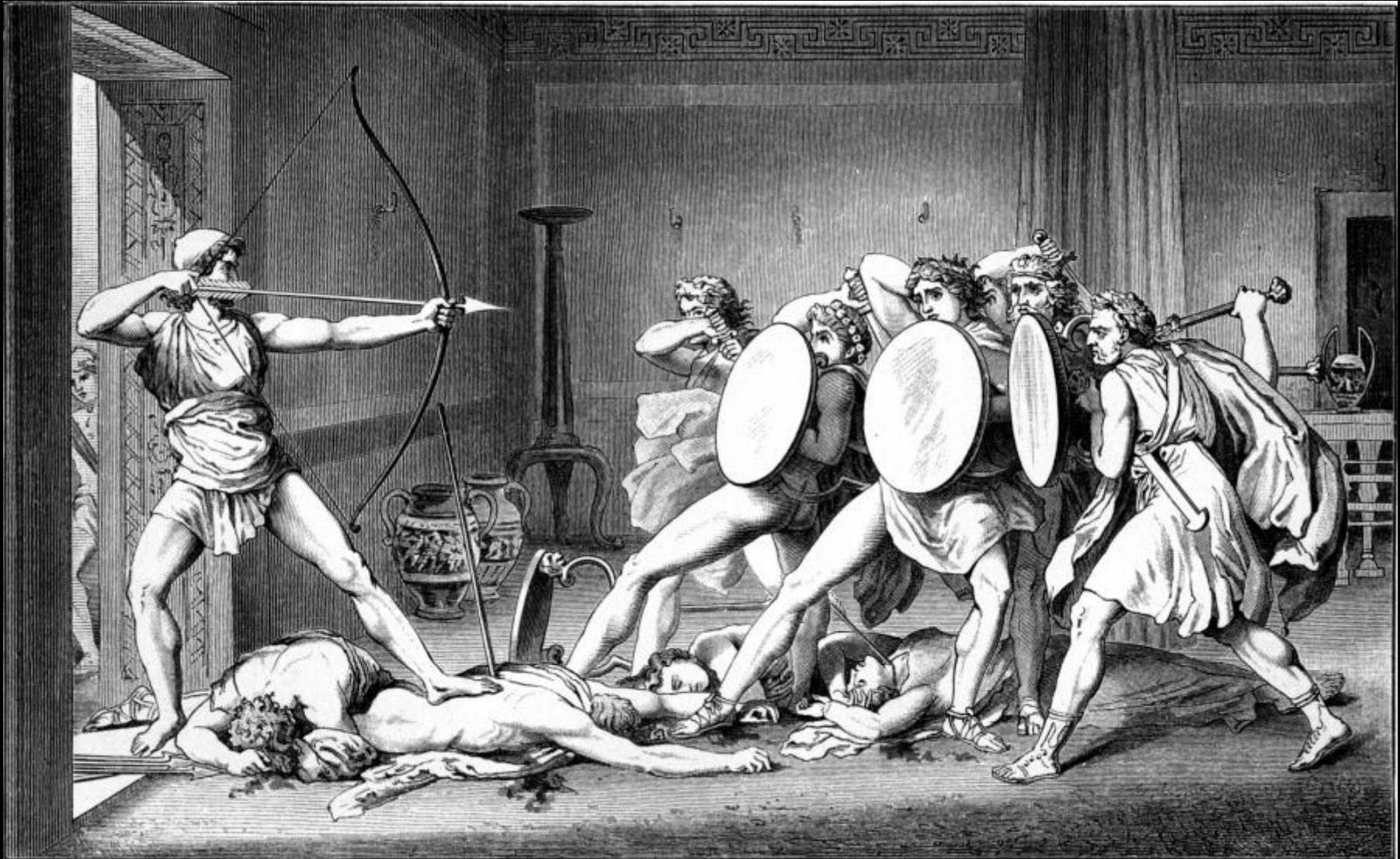
MESSAGE NOW

Senator (D-VT)
PATRICK LEAHY



MESSAGE NOW

Evaluation and story-telling

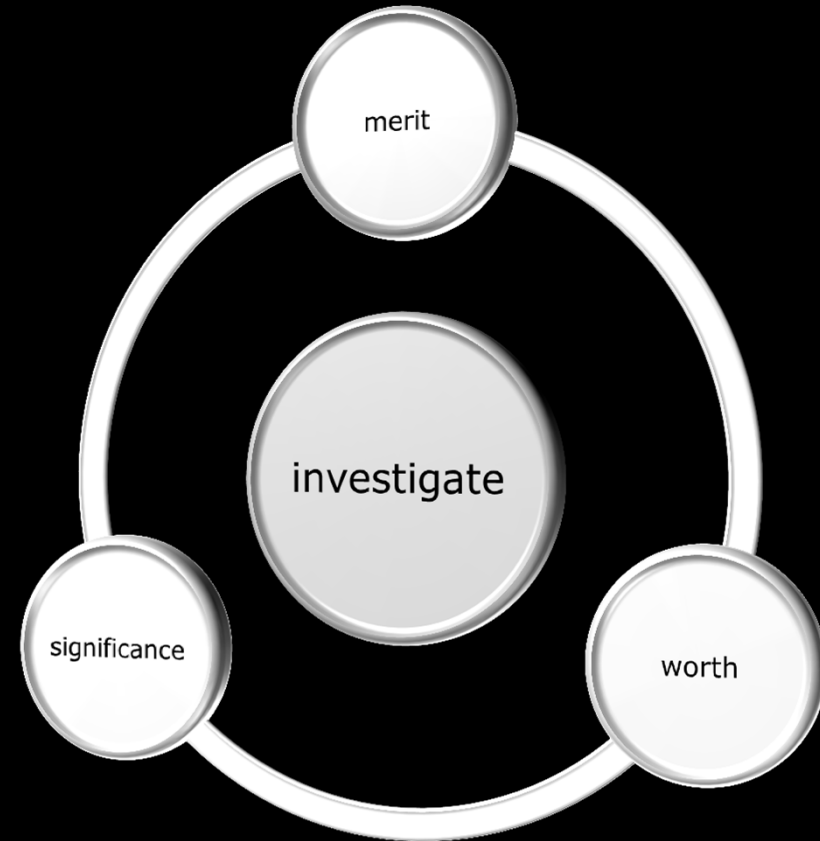


e/value/ation

c.1300, from Old French value "worth, value" (13c.), noun
use of fem. past participle of valoir "be worth," from Latin
valere "be strong, be well, be of value" (see valiant).



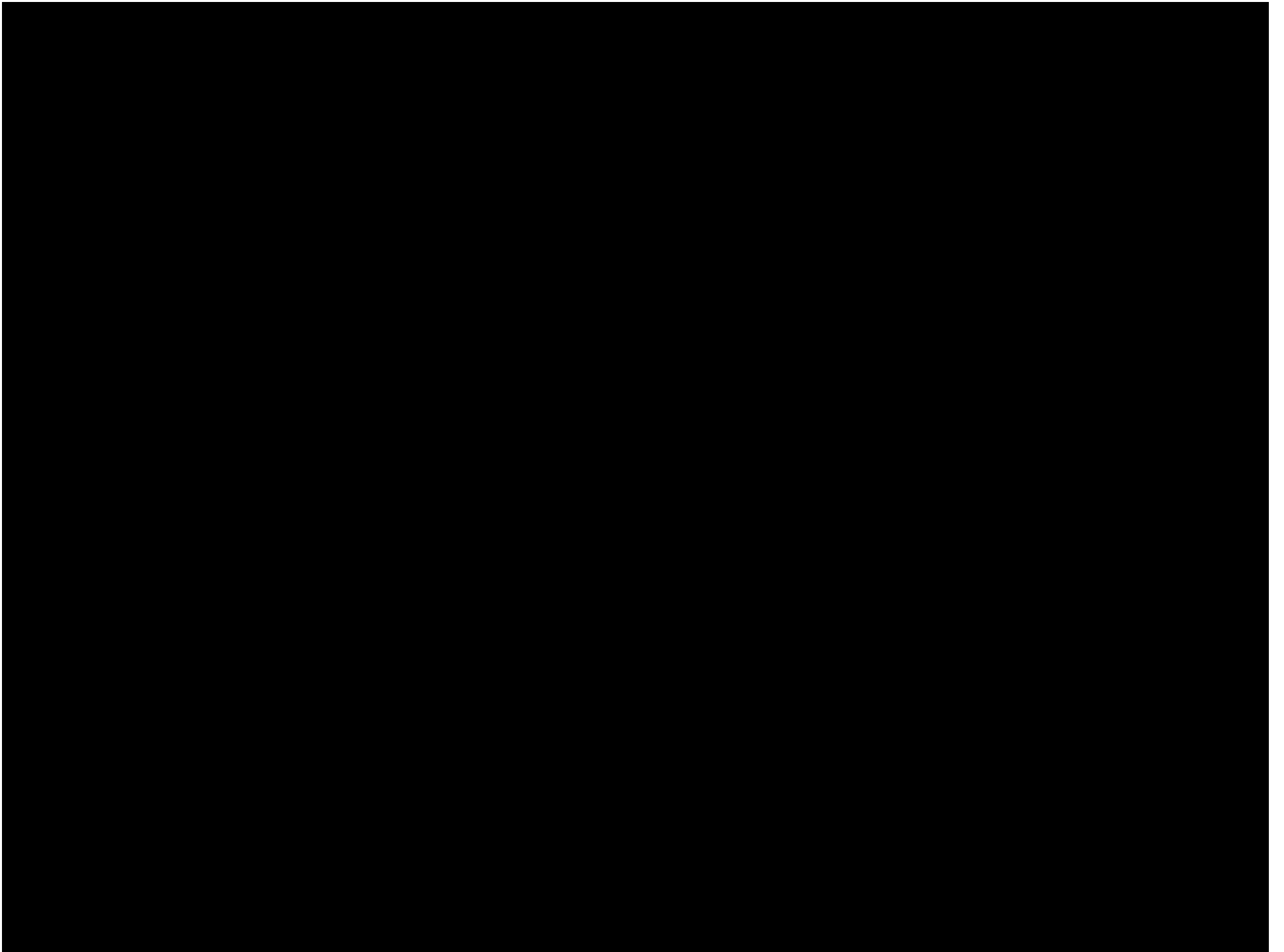
"What's this worth"



The nature of evaluation



Embrace your role as a creator of policy narratives and make it as explicit as possible!



How to reach us.



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