

CANADIAN EVALUATION SOCIETY PROJECT IN SUPPORT OF ADVOCACY AND PROFESSIONAL DEVELOPMENT

POTENTIAL BENEFITS AT A GLANCE

Accountability

Evaluation can support accountability for program performance and spending.

- Providing information for stakeholders
- Meeting the requirements of funders

Decision Making

Evaluation can help one make better decisions about program direction.

- Setting goals and priorities
- Reviewing goals and priorities

Evaluation can help one make better decisions about allocation of resources.

- Determining the value of programs
- Allocating resources to programs

Evaluation can help one improve programs.

- Improving program design
- Improving program implementation
- Improving program cost-effectiveness
- Supporting effective management practices
- Making more effective use of evaluation

Knowledge and Skills

Evaluation can increase understanding of the program being evaluated

Evaluation can build knowledge about existing/potential needs and about programming that addresses those needs.

- Increasing knowledge of needs and problems
- Increasing knowledge of effective practices and programs
- Increasing knowledge of programming

Evaluation can develop capacity for effective program design, assessment, and improvement.

- Learning to think more critically about programs
- Improving attitudes toward evaluation
- Developing capacity to understand, use, and/or conduct evaluation

Social Change

Evaluation can be used to promote, defend, or oppose specific methods, approaches, or programs.

Evaluation can be used to shape public opinion.

Evaluation can be used to support pluralism and democracy.

- Exploring diverse perspectives
- Supporting a more democratic process for program decision-making

Cohesion and Collaboration

Evaluation can increase consistency and communication between departments or organizations.

Evaluation can build energy and enthusiasm within the program team.

- Building pride and confidence
- Building cohesion and enthusiasm