

**CANADIAN EVALUATION SOCIETY PROJECT IN SUPPORT OF
ADVOCACY AND PROFESSIONAL DEVELOPMENT**

KNOWLEDGE ELEMENTS AT A GLANCE

Ethics

- Ethical conduct
- Competence and quality assurance

Evaluation Planning and Design

- Understanding the program
- Assessing readiness for the evaluation
- Focusing the evaluation
- Systems theory, organizational development, and change
- Specific types of evaluation
- History of evaluation, evaluation theory, and evaluation models
- Research design
- Constructing meaning
- Selecting appropriate data collection and analysis methods
- Effective practices in applied research

Data Collection

- Sampling
- Measurement issues
- Data collection methods

Data Analysis and Interpretation

- Qualitative analysis
- Quantitative analysis
- Determining merit or worth
- Critical thinking skills

Communication and Interpersonal Skills

- Interpersonal skills
- Reporting skills
- Other communication skills

Project Management

- Managing evaluation projects