

ACTIONABLE EVALUATION TOOLS AND METHODOLOGIES

E. Jane Davidson¹

¹ *Real Evaluation Ltd., Auckland, New Zealand*

Full day	Beginner to intermediate levels
----------	---------------------------------

Ever read an evaluation report and still wondered how worthwhile the outcomes really were or whether the program was a waste of money? What if evaluations actually asked evaluative questions and gave clear, direct, evaluative answers?

This workshop covers:

- 1) big-picture thinking about key stakeholders, their information needs, and the evaluative questions they need answered;
- 2) a hands-on introduction to evaluative rubrics as a way of directly answering those questions;
- 3) guidance for designing interview and survey questions that are more easily interpreted against evaluative rubrics *and* capture evidence of causation; and
- 4) a reporting structure that gets to the point, delivering direct evaluative answers that decision makers can really use.

E Jane Davidson runs her own successful consulting practice, [Real Evaluation Ltd](#), blogs with Patricia Rogers on the entertaining <http://GenuineEvaluation.com>, and was 2005 recipient of AEA's Marcia Guttentag Award. Her popular text, *Evaluation Methodology Basics: The Nuts and Bolts of Sound Evaluation* (Sage, 2005), is used by practitioners and graduate students around the world. Jane's work builds on Michael Scriven's contributions on the logic and methodology of evaluation, combined with concepts and techniques from utilization-focused and theory-based evaluation, and translated into concrete, easy-to-follow practical methodologies that can be applied in a real-world setting.