

**INDIGENOUS  
EVALUATION MODELS**

Presented by:  
The Eastern Region Training and Technical Assistance Center  
(A Resource of the Administration for Native Americans)

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Hosted By:



<http://www.anaceastern.org>



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Presenter

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### Learning Objectives

- Why Evaluate?
- History of Evaluation in Our Communities
- Indigenous Evaluation
- ANA and Evaluation
- Internal vs. External Evaluation
- Creating an Evaluation Plan
- Sharing Your Story
- Resources
- Q & A



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### Why Evaluate?

- To determine if we did what we set out to do.
- To identify what impact the project had.
- To document how the impacts were accomplished.
- To demonstrate the project's effectiveness to your community, stakeholders and partners.
- To determine what works and doesn't work for future project design.
- Why are we talking about this now?



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### History of Evaluation in Our Communities

- Conducted by outside evaluators
- Outsiders determined what they were evaluating with little to no input from the community
- Results were rarely shared with the community or they were shared with others first
- Evaluation was viewed as a threat or a judgement
- Deficit focused
- Results were not relevant or not a community priority
- Little community input due to distrust of evaluators

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### Indigenous Evaluation

- Native people have always been evaluators, using traditional ways of understanding what does and does not work and using oral tradition, storytelling, and narrative to share findings.
- An evaluation plan should incorporate cultural/community values
- The community should be included in the evaluation process
- Use evaluation methods that fit your needs
- We have ownership of the evaluation



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### The Administration for Native Americans (ANA) and Evaluation

ANA embraces the core concepts of indigenous evaluation:

- Projects are structured around a problem statement identified by a community process
- An evaluation plan is required, but the design is up to you
- Community involvement and input should be woven throughout your project



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### Internal Evaluation

- You know the project and all key players
- You can quickly make project adjustments
- Cost effective



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### External Evaluation

- Can be costly
- Evaluators may not have an understanding of the issues relevant to your project or to your community
- May be difficult to get results when you need them
- You need to read the funding announcement. Some funders require a third-party evaluation.
- When independent data evaluation is required, or a project is particularly complicated



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### The Last Word on External Evaluation...



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### Creating an Evaluation Plan

- Have your Problem Statement and up to 3 S.M.A.R.T Objectives handy
- Use your logic model - or try to create one if you haven't already



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### Creating an Evaluation Plan (2)

- Refer to your logic model – or your outputs and outcomes – which elements will you evaluate?
  - If you're looking at the activities and/or outputs it's a Formative Evaluation
  - If you're looking at the outcomes and/or impact it's a Summative Evaluation

Formative	Summative
Are we reaching enough people?	What impact did the project have on its participants?
Do project staff need more training?	Did students' language proficiency increase?
What is working well?	What difference did the project make?

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### Creating an Evaluation Plan (3)

- What data do you need to collect to address your objectives?
- What are the best sources of information?
- Qualitative vs. quantitative data

Qualitative Data	Quantitative Data
Deals with descriptions	Deals with numbers
Data can be observed but not measured	Data can be measure
<b>Qualitative = Quality</b>	<b>Quantitative = Quantity</b>

- Are you collecting any confidential information?

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### Creating an Evaluation Plan (4)

- Determine what methods will be used for collecting information
  - Interviews
  - Surveys/questionnaires
  - Focus groups
  - Community meetings
  - Stories
  - Tests
  - Existing tools vs. creating new tools




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### Creating an Evaluation Plan (5)

- Build community involvement into your evaluation plan
  - ❖ Include regularly scheduled meetings of stakeholders
  - ❖ Consider creating a Community Advisory Board
- Determine how often you will collect data
- Continuously monitor your project
  - Collect and analyze your data
  - Are you on track?



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### Interpret Your Results

- Were outcomes/objectives met?
- If not, why?
- What contributed to meeting your objectives?
- What factors were barriers to meeting your objectives?



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### Sharing Your Story

- Who will be your audience?
- How will you disseminate the information?
  - Digitally
  - Print
  - Community events



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### Conclusion

- Your evaluation plan should be responsive to both your project and your community.
- An evaluation plan is a living document and can be edited as information comes in from the community, beneficiaries and the project.
- Your community's ways of creating knowledge through experience, observation, and interpretation should guide how you design your evaluation plan.

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### Project, Planning and Development Trainings

Eastern Region	Western Region	Alaska Region
9/13 - 9/15 Oklahoma City, OK	9/13 - 9/15 San Diego, CA	9/13 - 9/15 Emmonak, AK
10/11 - 10/13 Columbia, SC	10/18 - 10/20 Albuquerque, NM	10/11 - 10/13 Juneau, AK
10/25 - 10/27 Albany, NY	11/7 - 11/9 Las Vegas, NV	
<a href="http://www.anaeastern.org">http://www.anaeastern.org</a>	<a href="http://www.anawestern.org">http://www.anawestern.org</a>	<a href="http://www.anaalaska.org">http://www.anaalaska.org</a>

*The Pacific Region has concluded their PPD trainings. Please check their website for upcoming training opportunities <http://www.anapacificbasin.org>.*

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### Webinars

- Webinars are usually held every other Thursday on a variety of topics.
- Webinar recordings can be found on ANA's website at <http://www.aclhhs.gov/ana>. Selecting the Resources tab and search for 'webinars'.
- The next webinar will be Thursday, September 29, 2016 and is hosted by the Pacific Region Training and Technical Assistance Center. The topic is: **"Indigenous Production and Marketing of Native Goods"**
- Visit <http://www.anapacificbasin.org> to register.

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**Resources**

- LaFrance, J & Nichols, R. (2012) Indigenous Evaluation Framework. *American Indian Higher Education Consortium*. <http://indigeval.aihec.org/Pages/IndiaHome.aspx>
- LaFrance, J & Nichols, R. (2012) Indigenous Evaluation: Respecting and Empowering Indigenous Knowledge. *Tribal College Journal*, 18(2).
- A Roadmap for Collaborative and Effective Evaluation in Tribal Communities. *Children's Bureau, Administration for Children and Families* [https://www.acf.hhs.gov/sites/default/files/cb/tribal\\_roadmap.pdf](https://www.acf.hhs.gov/sites/default/files/cb/tribal_roadmap.pdf)
- How to Create an Effective Survey [https://www.cdc.gov/dhdsp/programs/spba/docs/constructing\\_survey\\_questions\\_tip\\_sheet.pdf](https://www.cdc.gov/dhdsp/programs/spba/docs/constructing_survey_questions_tip_sheet.pdf)
- The Program Manager's Guide to Evaluation Second Edition. *Office of Planning, Research and Evaluation, Administration for Children and Families* <http://www.acf.hhs.gov/opre/resource/the-program-managers-guide-to-evaluation-second-edition>

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