Setting the context for evaluation while having FUN!

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GOALS FOR TODAY

- **Objective 1** Participants will learn how to set the context for evaluation in an engaging way.
- **Objective 2** Participants will participate firsthand in an activity they can use with clients, students, or colleagues to help explain evaluation.
- **Objective 3** Participants will learn how to relate the fun activity to understanding and using evaluation results.

THE COOKIE ACTIVITY

- Task: Determine which is the BEST cookie and defend your decision
  - Which cookie did you determine was the best?
  - How did you determine the definition of “best?”
  - After hearing how other groups defined “best,” would you change your definition?
THE SNOWFLAKE ACTIVITY

• Get into groups of 4-5 people
• Each group takes some paper and 2 pairs of scissors
• Task: Make paper snowflakes to sell to the client (me!)

STRATEGIC RESTRUCTURING

You have 5 minutes to consider what you sold and figure out an updated company strategy to be able to make more money by selling snowflakes.

ROUND 2

• You have 10 minutes to make new snowflakes to sell to me.
• You cannot use any previously made snowflakes.
SNOWFLAKE DEBRIEF

• Total up your earnings from both sales periods and share...
• How did your sales rounds go?
• What type of adjustments did you make for your second sales round?

SNOWFLAKE DEBRIEF

• Why do you think some groups did better or worse than others?
• What information would have been helpful for you to know to do better?

KEY LEARNINGS

• Making small improvements can dramatically improve outcomes.
• How can you know if you’re going the right way if you don’t know where you’re going? Knowing what your purpose is will help you be more effective and efficient in doing the work.

CONNECTIONS TO EVALUATION

• Starting with evaluation in mind at the beginning of a project can help the project be more focused throughout.
• Embedding evaluation in the work throughout can allow for small program improvements that could lead to more positive outcomes.
• Asking your client or key stakeholders questions along the way can significantly improve your work and lead to a better informed evaluation.
For more information, you can:

buy *Having FUN With Evaluation* at Amazon
or
check out [www.ieval.net](http://www.ieval.net)

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Carpe Diem: Make Your Evaluations Useful (blog on evaluation use)

Eva the Evaluator video