



## THIS COURSE IS DESIGNED FOR THOSE WHO ARE NEW TO EVALUATION

Register soon as we will be limiting class size to 20 to ensure maximum benefit to participants.

The Essential Skills Series was completely re-designed in 2014 by the Canadian Evaluation Society incorporating state-of-the-art thinking and modern adult learning principles.

Prior knowledge of evaluation, or of social science research methods, is not required, and this course is geared towards individuals who are new to evaluation. On completion, participants will be equipped to enter and participate in the evaluation field and to develop as evaluation professionals. Graduates will be able to describe in basic terms 28 core evaluation concepts – from the uses and benefits of evaluation through common data collection methods to evaluation ethics and standards – and will gain elementary experience in six core practices – from creating logic models to writing findings statements.

The courses and handout material will be in English only.

### DAY 1: September 17, 2020

Daily Preview (Room 209)

#### 1. FOUNDATIONS OF EVALUATION

- Definition
- Uses and Benefits
- Settings
- History and Context
- The Program Cycle
- Terminology
- Activity: My Experience with Evaluation

#### 2. EVALUATION IN PRACTICE (EIP):

##### REAL WORLD CHALLENGES

- Resistance to Evaluation
- Hidden Agendas
- Cultural Considerations

#### 3. EVALUATION OBJECTIVES AND ROLES

- Clients and Stakeholders
- Evaluation Purposes
- Roles
- Live Application Part 1: Why Evaluate this Program?

#### 4. EIP: EVALUATION AS A PROFESSION

- Evaluation as a Discipline and the CES
- The Professionalization of Evaluation and the CE Designation

Daily Summation

### DAY 2: September 18, 2020

Daily Preview (Room 209)

#### 5. PROGRAM PROFILING

- Profiling the Program
- Live Application Part 2: Developing a Logic Model

#### 6. EIP: STANDARDS AND ETHICS

- Evaluation Standards
- CES Guidelines for Ethical Conduct
- Activity: Addressing Ethical Dilemmas

#### 7. EVALUATION QUESTIONS

- Evaluation Questions
- Live Application Part 3: Developing Evaluation Questions

#### 8. EVALUATION INDICATORS

- Indicators
- Live Application, Part 4: Developing Indicators

Daily Summation

### DAY 3: September 24, 2020

Daily Preview (Room 210)

#### 9. COMMON RESEARCH METHODS

- Data Collection Methods
- Activity: Question Construction Afternoon

#### 10. EVALUATION DESIGN

- Evaluation Design and Evidence Quality

#### 11. EVALUATION DESIGN

- Evaluation Design and Evidence Quality
- Live Application Part 5: Developing an Evidence Matrix

#### 12. DATA COLLECTION

- Data Collection
- Activity: Interviewing

Daily Summation

### DAY 4: September 25, 2020

Daily Preview (Room 210)

#### 13. EIP: PROJECT MANAGEMENT

- Evaluation Budget and Scale
- Activity: Developing an Evaluation Budget
- Evaluation Project Management

#### 14. DATA MANAGEMENT AND ANALYSIS

- Data Management
- Data Analysis
- Activity: Writing Findings Statements

#### 15. SYNTHESIZING EVIDENCE

- Data Synthesis, Conclusions and Recommendations

#### 16. COMMUNICATING EVALUATION FINDINGS

- Reporting and Use
- Activity: Developing and Presenting Conclusions and Recommendations

#### 17. EIP: MODELS AND SPECIAL TOPICS IN EVALUATION

- Approaches, Trends and Special Applications

#### COURSE CONCLUSION

- Course Summary
- Further Professional Development
- Activity: Going Forward
- Closing words

Daily Summation



Name: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Tel: ( ) \_\_\_\_\_ Fax: ( ) \_\_\_\_\_

E-mail: \_\_\_\_\_

Special requirements: \_\_\_\_\_

Fees	Series
Member	<input type="checkbox"/> \$1,800 + \$234 HST = \$2,034
New or Renewing Member	<input type="checkbox"/> \$1,800 + \$195 CES Membership + \$259.35 HST = \$2,254.35
Non-member	<input type="checkbox"/> \$1,995 + \$259.35 HST = \$2,254.35
Special discounted rate for non-profits & students	
Member	<input type="checkbox"/> \$1,350 + \$175.50 HST = \$1,525.50
New or Renewing Member	<input type="checkbox"/> \$1,350 + \$100 CES Membership + \$188.50 HST = \$1,638.50
Non-member	<input type="checkbox"/> \$1,450 + \$188.50 HST = \$1,638.50
New Practitioner Member	<input type="checkbox"/> \$1,350 + \$175 HST = \$1,525.50

If you have selected the non-member rate, please indicate whether you want the one year membership in CES.

- Yes, I want the membership
- No, I do not want the membership HST #12276 9094 RT0002

#### Method of Payment

- Cheque enclosed and made payable to:  
"CES – National Capital Chapter" c/o The Willow Group
- Invoice me
- Credit Card
  - Visa  MasterCard  American Express
- Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_
- Cardholder Name: \_\_\_\_\_ CCV: \_\_\_\_\_
- Signature: \_\_\_\_\_

**Cancellation Policy: Refunds will not be made, but substitute delegates will be accepted.**

Fees include course materials and nutritional breaks. **Lunch will be provided.**

FOR MORE INFORMATION OR TO REGISTER  
BY MAIL OR FAX, CONTACT:

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