

# CANADIAN EVALUATION SOCIETY-ONTARIO CHAPTER

## 2002 YEAR IN REVIEW

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### Chair's Comments

I am very pleased to have this opportunity to highlight some of the successes of the Canadian Evaluation Society during 2002. Each of our 2002 board members is a very accomplished individual. Sandra Bozzo is having an impact through our government's management board on evaluation throughout the entire Ontario Public Service. Elana Gray collaborated on all aspects of the Essential Skills Series. Mehboob Habib was recently away on an international audit assignment in Pakistan. Andrea Johnston, while still a student, set up a very successful evaluation consulting company. Similarly, Keiko Kuji-Shikatani after graduating with her PhD from the University of Toronto chose to go into consulting. The not-for-profit sector is well represented by BJ Richmond who recently launched a book with co-authors on social accounting. Adam Spencer who chaired the Membership Committee is now enrolled in Medical School. And Rochelle Zorzi and Martha McGuire received very high praise from CES National for their report regarding a Core Body of Knowledge. Our Board is truly composed of leaders in the field of evaluation in the public, private and not-for-profit sectors. It was a pleasure to work with so many accomplished individuals.

As a group we have had many firsts this year. I want to highlight two that I think are important for all members of CES. This year your board members have been very busy implementing the strategic plans that you heard about last year from Peter Venton, the Chair of the Strategic Planning Committee. We developed and approved terms of reference for each committee that are available on our website. We developed a logic model for CES Ontario, identified activities that would lead to our expected outcomes, and then developed a budget to ensure that each committee has the resources they need to provide the services that members want.

Our Communications Committee through our website and the newsletter published on our website is changing the way that we are doing business. For the first time we are truly able to reach out to everyone all across Ontario. CES Ontario can begin to think about becoming an Ontario Chapter, and not a GTA Chapter.

These two "firsts", i.e. the implementation of the strategic plan and the further development of the website will help us increase the use and the quality of evaluations which will help all of our members improve the effectiveness, efficiency and accountability of policies, programs, and services of public and private organizations in Ontario. This is CES Ontario's mission and our firsts this year will help all of our members fulfill this mission.

*Wendy Young*  
*2002 Chair*

### Professional Development Review

Most of the professional development activities extended beyond the Professional Development Committee. Thanks go to Nicole Steward, Wendy Young, Keiko Kuji-Shikatano, Rochelle Zorzi, and Gloria Kay as well as all of our presenters.

The following are the various activities that involved professional development during this past year:

- March      ESS session  
Session on evaluating innovation by Burt Perrin
- April      Annual Conference provided beginning, intermediate and advanced discussion on economic evaluation
- June      The Advocacy Committee organized the first breakfast networking session. Rochelle Zorzi and Martha McGuire provided an overview of the CBK project lead a discussion on what makes evaluation unique.
- October    ESS session  
The Advocacy Committee had their second breakfast networking session with Sandy Henderson from MBS presenting the evaluation approach taken by the provincial government
- November  AGM – David Northrup presented a workshop on qualitative and quantitative evaluation methodologies
- December  Co-sponsored a session on logic models and evaluation planning presented by Brian Rush  
December 12 -13

We hope that 2003 the following will unfold:

- ESS sessions (March & October)
- Assist with Annual Conference Assist with AGM
- 1 – 2 other intermediate – advanced workshops
- Assist with the advocacy breakfasts
- Begin the process of developing ESSII through the development of terms of reference that will scope the project and recommend steps for completion.

*Martha McGuire,  
2002 Professional Development Committee Chair*

## **N**ational Council Review

CES National activities are carried out by representatives from across Canada – 7 Executive Council members and an Executive Secretary and 8 chapter representatives. Council meets twice a year face-to-face and once a year by teleconference.

For 2002-2003, the National Council is being led by Gwen Keith from Saskatchewan as President and Karyn Hicks from NWT as Vice-President.

Some of the key activities in 2002 included:

- the Core Body of Knowledge project – in support of CES Advocacy and Professional Development. The results of the study are available on [www.evaluationcanada.ca](http://www.evaluationcanada.ca)
- The *Canadian Journal of Program Evaluation* has revised instructions to authors and has reconfigured the editorial board to include expert members of the evaluation community.

- CES has representation on the International Organization for Cooperation in Evaluation (IOCE) which is holding its inaugural assembly in March 2003 in Lima, Peru – where the IOCE will be “officially” established.
- Discussion papers are currently in development at National level, related to: (1) potential membership fee increase; and (2) a by-law amendment related to Executive Council succession process (outlining the decision-making process, history and experiences of affiliated organizations). Information will be disseminated to Chapters in advance of the CES AGM in June 2003.
- Overall, nationally, there is an on-going interest to manage and contain expenses related to operating CES National; there is interest in inter-Chapter collaboration, and an interest in developing advanced training courses.

*Sandra L. Bozzo*

*National Council Representative*

## **C**ommunications Review

The Communications committee was responsible for three functions this year: the chapter website, the communiqué, and the establishment of a Communications committee.

**Website:** After last year’s intense efforts to get the website up and running, we focused on maintenance this year. Our only major change has been a switch to a new web host provider. We are grateful to Benoît Gauthier of Circum Network Inc., who is now hosting our website free of charge.

Since its initial launch, the website has received, on average, almost 750 visits per month. Our chair has heard many positive comments from people who have found it easier to access information about the Ontario chapter and its events. We are thrilled with the initial success of the site.

Now that we have had a bit of a rest, we are gearing up to add some new services:

- We will soon be posting minutes of CES-Ontario board meetings, so members can see what decisions the directors are making on their behalf.
- We are planning to introduce a member search feature that will allow members to enter information about themselves so that people can find them on the basis of different search terms, such as location, areas of expertise, types of services provided. This will be a great networking tool for consultants and speakers, who can be found by potential clients. It will also be useful for internal evaluators, as they will be able to find people working in similar settings. We are excited about the networking opportunities this service will offer to members.

**Communiqué:** We have also brought the communiqué back up to its original size. It now includes several regular features:

- A feature article written by a guest columnist, that provides members with information about what is happening in the Ontario evaluation community.

A profile of a member, which is written by our wonderful volunteer columnist Dina Franchi, based on an interview with that member. This is great because it puts a human face on our members, and highlights our diversity and many strengths. This year, we interviewed Sandy Henderson of Management Board Secretariat, and Andrea Johnston of Johnston Research Inc.

In addition, we have maintained our regular sections: Chapter News, Upcoming Events, and the Students’ Corner.

Rochelle Zorzi  
Communications Chair

## **A**dvocacy Committee Review

We currently have 7 active members who work in: education, health, government, higher education, and in various industries as independent consultants. We define advocacy in line with the Ontario chapter's mission statement, thus defining advocacy as: *A range of actions designed to promote or champion the utilization of quality evaluation by individuals, private and public organizations and government.*

The activities we have taken on this year to fulfill our mandate include:

- The earlier part of this year was spent on coming to an agreement on the various aspects of Program Evaluation, including definition and the Core Body of Knowledge.
- We worked on our environmental scan based on the provincial literature review of the CES journal. We are sending the results of this environmental scan to the CES National's Advocacy Initiative in support of their efforts.
- As part of our planning process of advocacy work in Ontario, we had a brainstorming session with a Guest Speaker on Advocacy. The guest speaker, Ms. Marta McGuire, partner of Cathexis Consulting, took us through the five steps of Advocacy Planning.
- Initial contacts were made with the Michigan Association for Evaluation who is interested in establishing a regional relationship with CESO as a movement for international cooperation in evaluation. The co-chair represented CESO as invited guests, together with a CES member from Guelph, at their annual conference, attended by evaluation practitioners/consultants, staff from not-for-profit groups, those who use evaluation services, academics, and a few staff from the government.
- We also began to meet with evaluation specialists within the Provincial Government.
- In order to profile evaluation projects that have been completed and to provide members with an opportunity to network, we set up the Breakfast Sessions with the assistance from the Professional Development Committee. We discussed the timing of the breakfast sessions and thought that they should be in the morning before people's days begin.
- The first breakfast session was held on June 25<sup>th</sup> from 7:30 a.m. until 9:30 a.m. at Metro Hall and was presented by Rochelle Zorzi of Zorzi and Associates and Martha McGuire of Cathexis Consulting.
- With the success of our first breakfast session, we held our second session, on October 1 at Metro Hall. Sandy Henderson of the Management Board Secretariat, presented the Program Evaluation Strategy in the Ontario Government. This was again a successful informative event attended by over 50 people.

### **Priorities for the coming year include:**

- Dissemination and illustration of the usage of formal evaluation through our breakfast event sessions. Our next breakfast event is scheduled for January 2003, with Mr. Greg Walsh, Manager, Employment Programs Planning & Evaluation, Ministry of Training, Colleges and Universities. We are also planning a breakfast event in Waterloo on E-Learning. We hope to reach CESO members outside the GTA, but the session would be of interest to all of us.
- We are hoping to help organizations embrace the formal evaluation process.
- We are also hoping to facilitate organizational capacity to conduct formal evaluation.

Jennifer Yessis and Keiko Kuji-Shikatani  
Advocacy Co-chairs

**Membership Review-to be added at a later date.**