



## **CANADIAN EVALUATION SOCIETY ONTARIO CHAPTER**

### **CES - Ontario Chapter 2005 Year in Review**

**October 28, 2005**

#### **Message from the Chair**

2005 will go down in the history of our Ontario Chapter as one of the busiest. The theme of this joint evaluation “Crossing Borders, Crossing Boundaries” is not only most appropriate for our city, Toronto, where it is practiced everyday at home and in the society, but also in our Chapter. While the board carried on the regular activities of the Ontario Chapter, six of these board members also crossed over and contributed substantially to the preparation work through the Local Arrangements Committee. Thank you for your extra workload: Norma Akinbiyi, Dr. Christine Frank, Martha McGuire, Erica Procter, and Dr. Jennifer Yessis. What made the active participation of us six board members into the preparation of the Conference possible was the support of the other board members and the various Chapter Committee members who had shown incredible dedication by carrying on the extra work load together.

Dr. Jennifer Yessis is the Past Chair and the co-chair of the LAC’s Fun and Recreation Subcommittee. Jennifer has been there for me all throughout the year to provide support and guidance as I navigated this adventurous year for our chapter. With her typical energetic manner, Jennifer has spearheaded the Strategic Planning for our chapter, organized the Canadian book fair and examined all the recreational activities for the Conference, arranged this AGM, worked on the Nomination Committee and went back to work after having their second child! We thank you, Jennifer for your friendship and positive energy which we all really needed this year.

Norma Akinbiyi, who co-chaired the Local Arrangement Committee with me, organized the LAC meetings, finalized the Terms of Reference for the LAC and kept us on track when we were bursting at the seams at the best of times. With her characteristic good spirit and humor, she showed in her gentle ways how to keep organized and moving forward the agenda on our committee table. We thank you Norma’s and LAC’s dedication without which we would have

never been able to show that Toronto is where Crossing Borders, Crossing Boundaries come to life.

Catherine Bingle has shown incredible dedication and attention to details as the Chair of the Communication Committee. As you are aware, during this very busy year, we were able to renew our website and bring in various features. Catherine was also the Vice Chair, looked after Membership Committee activities in the absence of the chair and took on extra responsibilities for Strategic Planning and as a Nomination Committee which has an excellent slate of nominees unprecedented in the history of our Chapter. We thank you Catherine and your Committee for the super-heroic dedication.

Dr. Mark Dadebo started on our board last year as the Chair of the Board Development Committee. He has developed a solid committee plan and began implementing the Appreciation Award early this year. With much regret he has resigned from the board for reasons beyond his control. We are certain that we will be able to benefit from the work you have done for the board as we move ahead with the new board. We thank you Mark and wish you good luck.

Catherine de Leeuw, our Treasurer, continued on the difficult task with her enviable systematic and organized approach, managed to work out with our book-keeper Sue Moore even after she moved to Kingston mid-year. With the extra activities going on necessitated by the various sub-committees of the LAC and increasingly active Board Committees, she kept us on track financially throughout the year. We also thank you Catherine, for your constructive input during the Strategic Planning process and your calm dedication that will be sorely missed as you finish your term.

Dr. Christine Franks is the chair of the Professional Development Committee and a member of the LAC's Conference Support sub-committee. Though the chair of the PD is an intensive position under normal circumstances, it was more so this year since the board decided not to hold the Annual Conference in April to dedicate our efforts into this Joint Conference. We had to lean on the PD Committee to keep the momentum in the evaluation community by organizing more seminars and workshops throughout the year to keep CES on top of people's mind. We thank you Christine and the Committee for all the hours, days, and months of dedication.

Martha McGuire is the Ontario Chapter's representative to the National Council and the chair of the LAC's Thursday Night Entertainment Sub-committee. Martha has been our rock with her extensive knowledge of CES and evaluation. She has patiently helped us understand the various activities of the CES Council and developed constructive channels of communication that help the evaluation community in Ontario to flourish. She has also guided through our Strategic Planning process. We thank Martha and the National Council for the continued support and dedication.

Stephen Oakley was the Chair of the Membership Committee for the earlier half of this year until he had to resign for personal reasons. Though his term was short, Stephen has contributed to our board and strategic meetings with his constructive inputs. We thank you for your contribution.

Erica Procter is our Student Representative, board secretary and the co-chair of the LAC's Fun and Recreation Committee. Erica is one of the most active Student Rep in our memory and has succeeded in bringing together an active Student Committee for the first time. Working on her doctoral dissertation while working part-time, she has also taken on the difficult task of making restaurants listings in Toronto for the Conference participants with Farhad. We thank Erica and the Students Committee for their dedication to the future of evaluation and CES.

Special thanks got to Dr. Arnold Love, and to Ms. Gwen Keith who have guided us and gave us important insights as we navigated this memorable year. Thank you also to Elana Gray, our registrar and Sue Moore, our book keeper, for your assistance and patience throughout the year.

My personal appreciation goes to all the members of the various committees of the Ontario Chapter and our members-at-large for their role in promoting best practices in evaluation. Thank you for a memorable year and let's keep up the momentum in the coming years.

Submitted by:  
Keiko Kuji-Shikatani, Ed.D.  
Chair, Canadian Evaluation Society Ontario Chapter

### **Professional Development Report**

I would like to thank all the committee members for their considerable efforts: Mark Dadebo, Chris Frank, Siobhan Kelly, Keiko Kuji-Shikatani, Ron Saranchuk, Daniela Seskar-Hencic, Carol Townsend, Fataneh Zarinpoush, Min Zeng

The PD Committee welcomed several new members this year, a great blessing as we have been very busy. We have launched a total of two Essential Skills Series and three intermediate workshops in 2005. The intermediate offerings were the popular Horizontal Evaluation, and the new Performance Measurement and Logic Models workshops. All were well-attended and well received. The activities of this group are constant as there are many tasks: instructors must be hired, materials chosen or developed, workshop logistics planned and carried out, and feedback digested and applied.

One major project this year was the updating of the ESS, which was originally created by Paul Favaro over ten years ago. Arnold Love was hired to take on the job and has been working on it. Another project was to establish a roster of qualified, willing presenters via a process of applications and interviews, and this was carried out last spring. A partially completed project is the creation of a comprehensive list of evaluation/research related courses available in Ontario, to be placed at our web site.

A new dialogue has begun with the National PD Committee in regard to guidelines workshop offerings. We submitted a response to their proposed policy and expect to continue our conversation about the important issues raised in their proposal.

We are now planning three intermediate workshops in 2006: the new CES Survey Methods workshop will run back-to-back with Performance Measurement. The Logic Model Workshop will be held in conjunction with the 2006 AGM in April. Our next ESS series will take place in May.

Submitted by:  
Chris Frank  
Chair, Professional Development Committee

## Communications Report

### Communications Committee Members 2005:

Catherine Bingle (Simcoe-Muskoka Public Health), Dina Franchi (College of Nurses of Ontario), Deborah Hardwick (Toronto Public Health), Annie Luk (KPMG), Alexa Stoilova (Health Canada/CAP-C Evaluation), Rochelle Zorzi (Cathexis Consulting).

### Review of 2005:

The new chapter website, [www.evaluationontario.ca](http://www.evaluationontario.ca) was finally developed, piloted and launched this September. The site features a new professional look and the new chapter logo, consistency with current standards for readability, and a clean cascading style sheet structure in the background which will be sound to maintain and grow to meet our future needs. Response to the site to date has been extremely positive. Comments by reviewers on the pilot site prior to launch are provided in *Appendix 1*.

The website's development and current webmaster support are done on a professional, paid basis to allow chapter members/volunteers to focus on the content and services side of member communications. The website front page features basic chapter information and mission, news headlines and feature headlines, and the main categories / pages featured in the website:

#### About Us

- Main Activities
- Our Members
- Board Governance
- Board of Directors
- Year in Review
- Strategic Plan

#### Events

- 2005 CES/AEA Conference
- Annual Meeting
- Annual Conference
- Essential Skills Series
- Workshops
- Breakfast Events
- Professional Development Survey
- Events Hosted by Other Organizations

#### Resources

- Evaluation Guidelines and Standards (summary and links to resource pages)
- Evaluation Courses in Ontario
- Articles by Members

- Evaluation Positions and Contacts (links to national opportunities page)
- Links (Ontario evaluation resources)

#### Chapter News

- current and past headlines with links to full stories/pages

#### Becoming a Member

- information on benefits of membership and links to membership application

#### Volunteer Opportunities

- Current volunteer notices
- Join a Committee
- Join the Board
- Other Opportunities

#### Students' Corner

We have also returned to a regular *chapter newsletter*, now disseminated by email rather than my snail mail, on a regular basis and coordinating information with new website postings. E-news is the chapter's mechanism for keeping members updated of chapter news, business and events. An e-newsletter keeps the information concise and the number of emails down. In the last couple of months the upcoming CES/AEA conference and our chapter AGM have kept the new content and e-newsletters full of notices and information to members, on almost a weekly basis. After the AGM/conference frequency will return to the more usual once or twice a month pattern of emails. Feedback to the newsletters has been 99% positive – there's always a small minority of members who do not want the information, and members are deleted from the e-list at their request.

A **new member letter** to go out to all new members on a monthly basis was approved late last year but never implemented due to short resources and inactive membership committee, but it is expected that this will be implemented post-conference with the next new list of members. The new member letter is signed by the chapter president and welcomes new members to the chapter, orients them to resources and services of the chapter, and invites them to get involved.

*(Appendix 2)*

A *member database and email list* continued to be maintained to help manage member information and keep it current so that members can be reached with member news. This has been maintained by the communications chair and in the new year we expect to have this responsibility transferred to paid staff support since it is extremely time consuming and diverts volunteer resources from developing communications services for members.

#### Priorities for 2006

The communications committee has recommended three key priorities for 2006 and beyond. These will be brought forward in discussion of strategic directions and annual budgets at November and January meetings of the Board. The committee with support of the board and budget approval necessary, will move forward in the following areas:

- A. increased committee/volunteer focus on maintaining and developing new website content coordinated with e-news to members
- B. and development of new features for the website providing service to members including mechanisms for community building
- C. paid technical support to allow member volunteers to focus on developing the above services

These have been repeatedly discussed in the past but difficult to move forward due to ongoing need to deal with operational maintenance.

#### Specifically, we want to see in 2006:

- A. a renewed emphasis on maintaining stream of member content in the core areas – member profiles, member articles, students corner, web resource links:
  - (1) need to secure an ongoing member articles editor -- will periodically invite membership to suggest other members with interesting stories and expertise to share (for member articles and member profile interviews), vet and organize these nominations, and edit member authors solicited to write articles.

- (2) need to secure ongoing member profile columnist – does short interview article of interesting members 3 times a year.
  - (3) continued news and content developed for students corner page
  - (4) membership reports (analysis of member data, turnover, special survey results, etc.)
  - (5) continued updating and development of Ontario evaluation web resource links
- B. Ontario Evaluators Marketplace - a non-endorsed public listing service for members to allow them to indicate their availability to provide services. Any current member who wishes to have a listing may do so for a small fee (such as \$10-20) that would not be a barrier to smaller evaluators/companies. The listings will be reviewed on an annual basis. The listings will have standard format and content requirements (no ads permitted) such as contact information, services offered and areas of expertise, training, and experience in areas of expertise. The list would be prefaced by a notice of non-endorsement by the chapter, advising those interested in contacting members listed for possible work to thoroughly investigate evaluator qualifications and expertise.
- C. Technical support – we need to shift basic member database maintenance, member email list management and e-mailing, website and related technical support to a paid support basis. This is essential to allow member volunteers to focus on member resource content and services we have been wanting to do for a long time. The following specific technical supports are recommended to be initiated in 2006:
- continued paid support for webmaster services; new website feature design as needed.
  - transfer monthly membership file and email databases, ongoing member emailing duties, and personal new member e-letter to paid support, as has been previously proposed and endorsed in principle by the communications & membership committees and the Board.
  - as additional member communications services are added (e.g. Ontario Evaluators Marketplace, members only web access services), additional technical supports will be provided.
- D. Progress in developing a members-only site (to offer in 2006 or 2007):
- operating this will likely require a reliable, paid membership information database manager which we do not have now. Routine updating of membership status and passwords and capacity for on-call response for member support would be needed to make this run.
  - the members only space would provide access to current members to noticeboards, topical listserves or discussion boards, find a member information, and a mentors coop, these having been repeatedly identified on our wish list. Research into other kinds of services offered in such spaces by professional associations will help identify other value-added services we could offer to our members.

### Pilot Website Feedback Summary

Below are comments from nine member reviewers and a webmaster reviewer of the pilot new chapter website, prior to its final launch. Below is a summary of reviewers' general comments – there were also many specific edits/corrections suggested and these have not been included.

#### Feedback from a webmaster:

- “On initial review, the site looks great and is easy to navigate. I like the left-hand menu, and how it expands with 'sub menu' topics for some of the main topics. Code-wise, the site is also well structured. ... it has been designed using Cascading Style Sheets (CSS), which is a definite web

design best-practice. In fact, the designer has used CSS to define not only the text styles (common approach), but the layout/flow itself (which is less common but a very pro tactic :). ... The site should also be very accessible for most visitors, as it looks as though there is minimal, if any, JavaScript code used. (JavaScript is widely used in web design, but only supported by about 80% of internet users' computers - mainly because some users manually disable JavaScript to avoid malicious code from harming their system). ... Anyway, overall, the website looks great. The designer has followed best practices and addressed accessibility needs. The code is fairly 'lightweight' and should be fairly easy for a novice to learn and follow."

#### Chapter member reviewer comments:

- "I really like the look of the website. Very professional. It is also quite easy to navigate. I like the way when you click onto a topic all of the sub-topics are displayed. That makes it very easy to know what else you can look at. I think it provides extension scope and also directs to national so we are not duplicating."
- "I agree ... on all points. The site works very well. The extensive work ... done in planning and the professional expertise of the designer are evident."
- "I agree ... I believe the website looks very professional. I like the colours and "the look" of it. As well, I found it easy to navigate and find the information I was looking for. I found the content to be complete and it helps us ... see where we should be focusing our efforts."
- "I completely agree ... Above all, I think it is a very "friendly" website and should encourage visitors to navigate to pages other than just the one they were looking for. Great Job!"
- "As other members have already mentioned, the website looks great! I had a few minor comments... (comments on specific errors / problems) ... I did find it very easy to move between pages and the flow of information is logical to me.
- "Very well done! ... I must say that the site is very easy to navigate and find information. I found a lot of useful links and resources as well. Here are a few things that I would like to share ... (a few corrections/problems)."
- "The website looks good. The design is much more appealing than the old one. I love the layout and the structure of the pages. They are easy to navigate through the panel on the left hand side. The website presents lots of ways to get all kinds of news to members. Everything looks great – I only have one thing I don't like ... (comments on a design issue)
- Overall I think it's a great improvement. I like the colours and layout. I like that the menu panel stays stationary while the reader scrolls down the page or navigates between pages. I like that the home page is not crowded and that the menu options are clear. The content seems about right. ...
- "I love the look of the new site and think it navigates much better than the old. Well done! Really the important thing is that it looks clean and professional and navigates beautifully. Congratulations - I am looking forward to the launch. Here are some fiddly things I noticed ...

#### Call for Committee Members

The communications committee is entering into an exciting phase of increased service and community building work on behalf of members, and we need new volunteers who are enthusiastic about these developments who'd like to help us turn these ideas into action. Please contact Catherine at [cbingle@simcohealth.org](mailto:cbingle@simcohealth.org) if you'd like to get involved.

Submitted by:

Catherine Bingle, Chair, Communications Committee

## **Student Report**

### Student Committee Members 2005:

This summer, a new student committee was formed with 7 members: Erica Procter (Student Chair), Jaime Lee Brown, Philip Darling, Hubert Paulmer, Heather Travis, Linda Yuval, and Biljana Zuvella. The committee has held several meetings to discuss the priorities and activities of the committee and plan activities for the conference.

### Current Activities:

#### CES/AEA 2005 Conference

The committee has planned two student-focused events at the Joint 2005 CES/AEA conference: a Pub Event to be held on the Thursday evening and a Friday evening student dinner. A poster board has also been created to inform students of the activities of the student committee and recruit more students to CES-Ontario. Students will also be provided with the opportunity to sign up for our planned quarterly newsletter. Student members will also make efforts to communicate with members of other student committees to build partnerships.

### Ongoing Activities:

1. Students' Corner: weblink on CES-Ontario homepage [www.evaluationontario.ca](http://www.evaluationontario.ca)
2. Maintain student and professor lists
3. Ensure financial support for students

### Future Activities:

1. Student recruitment - Currently, there are 32 student members of CES-Ontario
2. Create partnerships and collaborations with other CES and AEA Student Committees
3. Create and distribute quarterly newsletter
4. Create educational opportunities through the development of accessible and relevant workshops and seminars
5. Facilitate employment opportunities through employer list, and by providing space for job postings in the newsletter and/or Students' Corner website

Submitted by:

Erica Procter

Chair, Student Committee

## **Treasurer's Report**

Let me begin this report by acknowledging and congratulating all the members of the CESO Board and Committees whose hard work this past year contributed to our accomplishments. In some ways, it has been an unusual year, given our attention to hosting the CES/AEA conference in Toronto. Taking on new roles ambitiously resulted in some other programmatic shifts that are reflected in this financial report

I would also like to extend our appreciation to Sue Moore, who has managed our accounts on a part-time basis this past year.

CESO reports on a calendar year basis, ending December 31<sup>st</sup>. Attached are the interim financial reports that reflect the period from January 1, 2005 through September 30, 2005.

### **Income Statement**

The Income Statement is a record of revenues and expenses. Because CESO reports on an accrual basis, revenues from CESO's share of the memberships reported in 2005 were actually generated in 2004. Revenues for 2005 will not be received until 2006.

Program revenues have been fabulous this year. Not finished the year, we have exceeded our projections by \$15,000. This is in part due to an additional Essential Skills Series organized and attended by the Simcoe County District Health Unit. Naturally, this additional program accounts for unexpected increases in program expenses, particularly speaker expenses.

Other notes about expenses. Costs for the website, now renewed, have been incurred but the transactions have not yet been completed. And special event expenses related to this CES/AEA conference will also present in subsequent weeks.

### **Balance Sheet**

The attached Balance Sheet shows that as of August 31, 2005, CESO has total assets valued at \$101,396. Since we have no liabilities, we have the same amount of equity.

### **Proposed Budget 2006**

Several programmatic changes are anticipated for 2006 and are reflected in the proposed budget. CESO will be holding an Annual Conference again this year, after taking a hiatus in 2005 to free up volunteer time to help organize this international conference sponsored jointly by the Canadian Evaluation Society and the American Evaluation Association. Two ESS series have been proposed. In addition, two intermediate/advance workshops are projected.

Some administrative costs have been projected to be higher in the coming year. One area is in the area of teleconferencing. In an effort to attract and accommodate Board and volunteer membership from diverse areas of the province, the Board decided to increase allowances for teleconferencing for Board and committee meetings. Frequency of teleconferencing will be

determined by each committee and costs will be monitored. This is becoming an essential tool to ensure participation when members live distant from each other. A second area is in membership administration, due to a decision to contract monthly maintenance of membership lists to our administrative support to ensure routine and timely upkeep that is beyond the scope of volunteer hours. The Board finds itself in a very healthy financial position as it continues its strategic planning.

CESO expects 2006 to be an exceptional year!

Thank you for the opportunity to serve as your Treasurer.

Submitted by:  
Catharine de Leeuw  
Treasurer – Canadian Evaluation Society Ontario Chapter

Table A: Balance Sheet

Canadian Evaluation Society - Ontario	
Income Statement 01/01/05 to 31/08/05	
	01/01-31/08
REVENUE	
MEMBERSHIP REVENUE	
Membership Share - CES Revenue	0.00
TOTAL MEMBERSHIP REVENUE	0.00
	0.00
PROGRAM REVENUE	
Registration Fees Revenue	51,901.22
Non-CESO Program Revenue	0.00
TOTAL PROGRAM REVENUE	51,901.22
	0.00
OTHER REVENUE	
Bank Interest Revenue	5.05
Investment Interest Revenue	123.09
TOTAL OTHER REVENUE	128.14
	0.00
TOTAL REVENUE	52,029.36
EXPENSE	
MEMBERSHIP EXPENSES	
CES ESS Module Levy Expense	2,100.00
Mmbrshps from Program Registrations	3,116.82
Newsletter/Notification Expense	0.00
Postage Expense - Membership	0.00
Website Design/Development Expense	0.00
Refreshments Expense - Meetings	397.87

Printing Expenses - Meetings	0.00
Teleconference Expense	764.41
Facility Rental - Meetings	0.00
Recognition/Gifts Expense	13.30
Board Development Expense	0.00
<b>TOTAL MEMBERSHIP EXPENSE</b>	<b>6,392.40</b>

<b>PROGRAM EXPENSE</b>	
Speaker Expense	11,647.00
Contract Fees Expense	1,510.00
Facility Rental Expense	3,800.00
Equipment Rental Expense	0.00
Speakers' Gifts Expense	0.00
Printing Expense	1,313.13
Food Services Expense	3,452.54
Travel/Accommodation Exp. - Board	15.00
Travel/Accom. Exp. - Spkrs/Support	449.76
Program Postage Expense	6.41
Non-CESO Program Expense	0.00
Program Telephone Expense	0.00
<b>TOTAL PROGRAM EXPENSE</b>	<b>22,193.84</b>

<b>ADMIN. &amp; OTHER EXPENSE</b>	
Admin. Postage/Courier Expense	51.52
Admin L/D Telephone Expense	34.43
Bank Charges Expense	19.00
Credit Card Charges Expense	761.01
Bookkeeping/Support Expense	656.25
Board Meetings Expense	0.00
Office Supplies	188.90
<b>TOTAL ADMIN. &amp; OTHER EXPENSE</b>	<b>1,711.11</b>

**TOTAL EXPENSE** 30,297.35

**NET INCOME** 21,732.01

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Generated on: October 24, 2005

Proposed Budget 2006

<b>REVENUE</b>	<b>2006</b>	For reference only	
		<b>2005</b>	
<b>MEMBERSHIP REVENUE</b>			
Membership Fees	7,000.00	7,500.00	
<b>TOTAL MEMBERSHIP REVENUE</b>	<b>7,000.00</b>	<b>7,500.00</b>	
<b>PROGRAM REVENUE</b>			
Registration Fees Revenue	40,000	36,000.00	2 ESS & 2 I/A workshops

Sponsorship Revenue		3,000.00	for int'l conference
<b>TOTAL PROGRAM REVENUE</b>	<b>40,000.00</b>	<b>39,000.00</b>	
<b>SPECIAL EVENT REVENUE</b>			
International Conference Registration Revenue		5,000.00	partial payment for shared registration
<b>TOTAL SPECIAL EVENT REVENUE</b>		<b>5,000.00</b>	
<b>OTHER REVENUE</b>			
Bank Interest Revenue	5.00	5.00	
Investment Interest Revenue	320.00	320.00	
<b>TOTAL OTHER REVENUE</b>	<b>325.00</b>	<b>325.00</b>	
<b>TOTAL REVENUE</b>	<b>47,325.00</b>	<b>57,825.00</b>	
<b>EXPENSE</b>			
<b>MEMBERSHIP EXPENSES</b>			
CES ESS Module Levy Expense	2,000.00	2,000.00	
Mmbrshps from Program Registrations	7,000.00	7,000.00	
Newsletter/Notification Expense	1,000.00	1,000.00	
Postage Expense - Membership	200.00	200.00	
Website Development/Operation Expense	2,500.00	2,650.00	
Refreshments Expense - Meetings	500.00	500.00	incl. all ctees
Printing Expenses - Meetings	300.00	300.00	
Teleconference Expense	2,000.00	1,600.00	Board & ctee meetings
Facility Rental - Meetings	250.00	250.00	for AGM
Recognition/Gifts Expense	200.00	200.00	
Board Development Expense	100.00	100.00	
CESO Student Sponsorship	500.00	500.00	
Administrative Contract Fees	3,000.00	1,000.00	increase for monthly maintenance
<b>TOTAL MEMBERSHIP EXPENSE</b>	<b>19,550.00</b>	<b>17,300.00</b>	
<b>PROGRAM EXPENSE</b>			
Speaker Expense	6,500.00	6,500.00	
Contract Fees Expense	3,000.00	2,100.00	for PD only
Facility Rental Expense	3,000.00	2,000.00	
Equipment Rental Expense	1,500.00	1,200.00	
Speakers' Gifts Expense	500.00	275.00	
Printing Expense	2,000.00	2,000.00	
Food Services Expense	4,000.00	4,000.00	
Travel/Accommodation Exp. - Board	500.00	250.00	
Travel/Accom. Exp. - Spkrs/Support	2,500.00	2,000.00	

Program Postage Expense	50.00	50.00	
Program Telephone Expense	700.00	50.00	teleconferenc es meetings
Course Development Expense	0.00	3,500.00	
<b>TOTAL PROGRAM EXPENSE</b>	<b>24,250.00</b>	<b>23,925.00</b>	
<b>SPECIAL EVENT EXPENSE</b>			Local Arrangement s / Int'l Conf
International Conference - Reservation Costs		5,000.00	
Teleconference Expense		750.00	
Miscellaneous		500.00	
<b>TOTAL SPECIAL EVENT EXPENSE</b>		<b>6,250.00</b>	
<b>ADMIN. &amp; OTHER EXPENSE</b>			
Admin. Postage Expense	25.00	25.00	
Admin L/D Telephone Expense	50.00	15.00	
Bank Charges Expense	150.00	150.00	
Credit Card Charges Expense	1,000.00	1,000.00	
Bookkeeping/Support Expense	1,250.00	1,000.00	
Board Meetings Expense	250.00	250.00	refreshments
Office Supplies	500.00	400.00	
<b>TOTAL ADMIN. &amp; OTHER EXPENSE</b>	<b>3,225.00</b>	<b>2,840.00</b>	
<b>TOTAL EXPENSE</b>	<b>47,025.00</b>	<b>50,315.00</b>	
<b>NET INCOME</b>	<b>300.00</b>	<b>7,510.00</b>	

## Membership Report

### Key points:

- This year a new member letter was developed and will be sent to all new members as an introduction to our Chapter.
- Profile of our Ontario Chapter members examined in April and now in August (see attached profile below)
- Current numbers of our members are greater because of the conference.

### PROFILE OF OUR MEMBERS

In October 2005, chapter membership files were queried to assemble a few descriptive facts about our members.

At the end of August, we had 329 members, including those who had expired within the past 3 months (there is often a lag in membership renewals and renewal information receipt).

- Location of members' listed addresses (members usually use work addresses):
  - o 136 (41%) Toronto
  - o 27 (8%) Peel region: 15 Mississauga (4.6%), 9 in Brampton (2.7%)
  - o 20 (6%) Waterloo Region, most (14) in Waterloo
  - o 21 (6%) Guelph
  - o 15 (5%) London
  - o 11 (3%) Halton Region, most (7) in Oakville
  - o 7 (2%) Barrie
  - o 7(2%)Sudbury
  - o 6 (2%) Kingston
  - o 5 (1%) Hamilton
  - o 4 (1%)Windsor
  - o 4 (1%) Scarborough
  - o 4 (1%) North York
  
- Membership types:
  - o 85% regular members
  - o 10% student members
  - o 1% International
  - o 1% AEA Members
  - o 3% other codes (Unclear)
  
- Employment (data for 268 members only)
  - o 27% government – federal, provincial, or municipal
  - o 20% private firms
  - o 20% educational institutions
  - o 13% social services and nonprofits
  - o 9% health care
  - o 11% other
  
- Involvement in PE: (data for 268 members only)
  - o 27% primary focus
  - o 48% major focus
  - o 23% minor focus
  - o 1% not at all
  
- Type of training in evaluation received (data for 270 members only) more than one may apply:
  - o 62% formal training
  - o 78% on the job training
  - o 74% continuing education
  
- Membership fee paid by (data for 274 members only):
  - o 50% self
  - o 48% employer
  - o 2% other
  
- How found out about CES (data for 166 members only):
  - o 29% personal contacts/networks
  - o 25% Employer/Coworker
  - o 11% attended ESS
  - o 7% other events
  - o 7% the Canadian Journal of Program Evaluation
  - o 39% other

- Year became member (data for 317 members only):

- o 4% 1987-1989
- o 7% 1990-1995
- o 13% 1996-1999
- o 6% 2000
- o 7% 2001
- o 10% 2002
- o 11% 2003
- o 20% 2004
- o 20% 2005

Communications information:

The chapter communicates announcements, news, event information, and professional development opportunities to members via a group email list. When a new member joins, their preferences for receipt of information is reviewed to confirm their wishes, and when critical information is incomplete, attempts are made to contact these members by telephone to confirm their wish to be included in email notices and to confirm their email address. Members are also contacted by telephone to obtain updated information when emails are rejected. When the member is no longer at the designated telephone number or organization, an attempt is made to leave a message at the number to forward to the member. When the member cannot be contacted the members email address is deleted from the email list.

- Only one member does not wish to be notified of opportunities, news, or chapter business by email. One of these has requested alternative notification by fax when the issue is important.
- Another 3 members do not have a listed email address. These members are not included in dissemination of information to members given that the only feasible way to reach all members simultaneously and rapidly is by email.
- 10 emails were taken off due to unreachable addresses.

## **Board Development Report**

Board Development Committee Members 2005:

Mark Dadebo, Keiko Kuji-Shikitani, Jennifer Yessis.

The Board Development Committee helps CESO by supporting effective Board functioning in order to carry out the Chapter's mission. Keiko Kuji-Shikitani and Jennifer Yessis were very instrumental in preparing the 2005 Activity Plan for the committee.

Though we prepared the plan to strengthen the Board's activities, individual items could not be carried through in the months stipulated due to unforeseen circumstances.

The committee, however, prepared a Board Appreciation Certificate to be presented to Board members as a token and recognition of their contribution to the Chapter. The first certificate went to the Professional Development Committee Chair and members.

I became inactive, as chair of the committee, due to situations beyond my control. I hope the Board accepts my apologies. That indicated, the committee's 2005 Activity Plan is still relevant and could be used for 2006. I appreciate the support of Keiko Kuji-Shikitani and Jennifer Yessis during the short period I committed to the committee. I am not able to continue in this capacity and wish the next chair of the Board Development Committee success in supporting the objectives of the Chapter.

Submitted by:  
Mark Dadebo  
Chair, Board Development Committee

## **Strategic Planning Report**

This year the CES (Ontario Chapter) conducted a survey of members to assist in the update of the strategic plan. As well, the Ontario Chapter examined the previous Ontario Chapter survey results and strategic plan and consulted the National Council's strategic plan.

The Strategic Planning web survey was sent by email on May 10<sup>th</sup> to all current members (n=395). A reminder was sent on May 13<sup>th</sup> and May 18<sup>th</sup>. We extended the initial deadline of May 17<sup>th</sup> (n=57) to May 24<sup>th</sup> (n=68) to give members extra time to respond. The final response was 68 members out of 395 for 17% response rate.

### Key Findings

- Professional development was a strength that respondents highlighted across all questions.
  - Members want basic level, intermediate and advanced level training.
  - Members value professional development opportunities that they have currently
  - Members indicated professional development is a strength of the Chapter
  - Want the workshops to be based on what members identify as a need
- Networking is something that members highlighted as important
  - Valued the breakfast sessions of the past
  - Some suggested networking in new ways (electronic networking, online discussions, etc); suggested that the Chapter's focus is too Toronto based
  - Sharing positive case studies of evaluation activities
  - Having evaluation "mentors" was mentioned several times
- Communication: sharing resources, information and news is also viewed as important
  - A number of suggestions for sharing resources were made
  - Website and email communication were viewed as two ways of doing this
  - Several respondents mentioned the value of having a newsletter (both electronic and hard-copy) and one member suggested an example to look at
- Respondents highlighted specific content areas for evaluation needs, in particular the not-for-profit sector (which is not included in our mission statement)

- Promotion and advocacy for increasing the profile of the chapter and for doing evaluation (particularly at the government level) were viewed as important, but difficult.
- Recruitment and retention of members is important to members.
- Many members indicated that their work/employer pays for their membership to the society and they feel they benefit from their membership for their job (that is why many are members)
- A number of respondents across questions mentioned the importance of evaluation standards, accreditation, etc.
- Some of the events were seen as too Toronto based. However, 51% of our membership as of March was from Toronto. The rest of our membership is located all around the rest of the province.
- We did get a number of possible volunteers for the Chapter. One member expressed that they offered to be a volunteer, but haven't been contacted.
- Members appreciated being given the opportunity to provide input.

### What the Board Did with the Results

The Board of Directors held a strategic planning session in July of this year. At this session the results of the survey and the research were described to members and then an appreciative inquiry approach was utilized to update the strategic plan. The Board brainstormed, planned and decided to continue the exercise in November. The update of the strategic plan will involve old and new Board members in a strategic planning session. The planning will continue at the subcommittee level after the meeting in November.

### **National Council Report**

National Council has been working on a number of items that may be of interest to CESO:

#### **1. CES/AEA Conference**

This has been a primary focus. And here it is.

#### **2. The direction being taken by National regarding advocacy:**

Council agreed that advocacy be a sub-committee of Member Services with involvement of the Vice-President. It was also agreed that production of the Manager's Guide be given priority (consider an external review led by Rochelle Zorzi with input from key people). Committees are tasked with looking at priorities and product development in collaboration with Member Services.

#### **3. Francis Remedio has been elected the new Vice-President of National Council. Sandra Bozzo will remain as treasurer for another year. The election for president will occur in 2006.**

#### **4. Professional Development**

The PD Committee considers it advisable that a policy be developed for CES course offerings and that this policy includes the following elements:

- i. Only one course would be sanctioned by CES as a teaching course in each subject area for which a professional development course will be offered.
- ii. Chapters that use a sanctioned CES course may not modify the course without advance permission from the PD Committee. Courses are offered by CES to Chapters on a “turn key” basis.
- iii. Chapters which develop a course on a subject area are encouraged to transfer such courses to CES for consideration by CES as a sanctioned course and then made available for use by all Chapters.
- iv. The transfer of courses to CES from a Chapter, or the approved modification of a sanctioned course by a Chapter, will be recognized by National both by a statement of acknowledgement and appreciation within the Course material and by the temporary removal of the obligation by the Chapter to pay the fee for a sanctioned CES course. The fee normally remitted by a Chapter for participants in the course delivered by that Chapter would be retained by the Chapter until such time as there has been a recovery of the capital spent by the Chapter for the course development.

Consultation on the above proposed policy with Chapters is essential. Discussions are to include methods of quality control, ensuring credibility, degree of flexibility on delivery of content, and integrity of presenters.

CESO responded to this policy with general support, raising some questions regarding the details of implementation.

#### **5. Student Paper Contest Eligibility**

Brad Cousins to present suggested text on Student Paper Contest eligibility to PD Committee for discussion on web forum and develop a motion for the PD Committee to present to Council for and e-vote

Submitted by:  
Martha McGuire  
National Council Representative