



Canadian Evaluation Society



Canadian Evaluation Society – Ontario Chapter

2006 – The Year in Review

Annual General Meeting, November 27, 2006

MESSAGE FROM THE CHAIR

It is a tradition and privilege for the outgoing chair to begin the board's annual report to the membership by offering thanks for our year's accomplishments.

I first need to thank the membership for the opportunity to serve on the board for these past 3 years. The experience has exceeded my expectations – meeting my needs to connect, and to help, and much more. This has been the single most important professional development opportunity I've had in recent years. It may not have directly increased my understanding of evaluation theory or practice, but it has given me knowledge in other ways.

I did not expect to gain through this experience such a strong sense of shared spirit with “my evaluation “peeps”. This has come not just through specific relationships developed, although those are important. I think that being involved with the association over a few years has really strengthened my sense of connection with a field. It has boosted my professional self-concept, confidence, clarity, independence, and perspective in my everyday work. I don't think that other forms of professional development or networking would have had the same power.

And so for this gift, I sincerely thank you, my fellow members, and especially my fellow volunteers. I really hope you've gotten as much out of it as I have.

Martha McGuire, our National Council Representative, has balanced this liaison role in stellar fashion this year. She has been an advocate and strategic communicator on National Council for us, as well as a reliable source of information and interpretation of developments at the national level. We have a few issues we are working through with national right now, so we need a strong link, which Martha provides for us. As our longest serving board member currently, Martha also passes on important knowledge of the history of issues. This and her instincts at

critical junctures have been invaluable in board discussion and decision making. So we thank you, Martha, for your continued service to the chapter.

Jennifer Yessis, our Board Development Chair, has been the board's handmaiden, starting with board orientation early in the year. She has tracked pertinent developments from board discussions to capture policy or procedural decisions, supported the board and committee chairs to clarify what it is that we do and how we do it, and revised or expanded areas of our operational manual that had not yet been developed. She's been a key member of our nominations and AGM organizing committees, strategizing and doing what needed to be done to prepare for today. She has also been an active member of our Advocacy committee. Many thanks, Jennifer for your continuing service!

Keiko Kuji-Shikatani, our Advocacy Chair, has done a tremendous job this year with the advocacy committee, whose work at our chapter level is also contributing to directions at the national level. Keiko and the committee deserve congratulations for starting from scratch, developing a vision, cohering into one of our strongest committees, and completing important initiatives. Keiko's dedication and hard work also make her a tremendous asset to the board. She always pitches in with ideas and discussion, and to share the workload. I've benefited from her help as Past Chair in orienting me to the Chair job and reminding me of things that need to be done. We've all benefited from her ongoing consistency as an active member of the team. So thank you, Keiko for all you did for the chapter this year.

We've also benefited this year from the strong organizational skills and leadership of Erica Procter, who has served not only as board Secretary, but also as Student Chair. She has been incredibly committed to developing the student committee and to advocating for student interests at the chapter and national levels. The student committee's accomplishments this year were outstanding and so a big thank you goes to Erica for many hours of hard work and for having the vision and the commitment to help our chapter "walk the talk" when it comes to student interests.

Yet another amazing term of service has been delivered by Dale Vaillancourt, our Treasurer. In the past 11 months she learned the job and our systems, managed our ongoing financial activities, gone on to identify areas for improvement, and then implement them. She encouraged us to contract for an independent audit to help us further improve, then spent many hours getting the information required by the auditor. Then she helped us get together our financial reports for this AGM. Dale, we are indebted to you for your clear mind, patience and hard work to take care of business and bring us a leap forward in accountability. We will continue to benefit from your contributions in the coming year.

Putting together the chapter's annual conference is a really big job, and our Conference Chair, Ron Saranchuk, came through for us. The conference really lived up to expectations, with an effective 25th anniversary theme and stimulating keynote, concurrent and lunchtime sessions. With one year as conference chair under his belt, we are excited about the potential for our 2007 annual conference under Ron's leadership. We are also very appreciative of Ron's contributions to the PD committee, and to the board. Your feet are now officially wet, and we look forward to another year working with you, Ron!

We are always sad to lose board members but it has to happen! We have three outgoing board members who deserve very special thanks for their contributions.

Christine Frank has led the PD committee to be as active and strong as ever this year, offering many well-attended and received courses. The committee continues to work on completing the updating of ESS, and on professional development policy issues we have to work through within our chapter and in partnership with national CES. The PD chair job is one of our most demanding, and despite many other obligations, Chris has continued to move us forward. We are better off and very grateful for your leadership and dedicated service, Chris.

Fatenah Zarinpoush, as Communications Chair, put a valiant effort into the demanding communications area this year. She has also been one of our most reliable contributors to board business, communicating in a forthcoming and clear manner whatever the issue, not only during, but also between meetings. It is too bad to lose her as our only board member in the philanthropic sector, and I hope we might find another in the future as pleasant and generous as Fatenah.

I am sorry to lose a fellow public health unit evaluator Chine Nkado, from the board. This year he distinguished himself by acclimating to the membership portfolio and putting a great deal into consideration and board discussion of membership related issues. With his keen interest in membership promotion, he has brought a strengthened sense of direction to the membership chair role and to the membership committee. We hope that this direction will be continued by our next Membership Chair.

Chris, Fatenah, and Chine, thank you so much for your fellowship. We are sorry to lose you on the board. We hope that you will continue to be as active as you can in the chapter, for you are valuable resources for us.

I must say that I think this is the strongest board we've had in my three years, and it has been a privilege to work with all of you. We have another big year ahead and I look forward to continuing to grow the chapter, working with other enthusiastic returning and new board members, our committees and other volunteers.

Finally, thanks go to our bookkeeper, Sue Moore, our registrar Elana Gray, and our webmaster, Chris Botterill. Their generosity and the quality of their work exceeds what they are paid to provide the specialized supports that are so necessary to functioning competently as volunteer organization.

Once again, thank you to everyone who has shared their hearts, minds and sweat on behalf of the CES and this chapter especially.

Catherine Bingle

Chair

TREASURER'S REPORT

The Board of Directors and Committee Chairs reached new heights on behalf of its members. We responsibly undertook an in-depth review of our financial operations as well as our resources at hand. The present report with its draft 2007 budget reflects our decisions and continued commitment to fulfill the mission of the Canadian Evaluation Society Ontario Chapter (CES-ON).

From the present Treasurer's recommendation, six (6) new practices and policies have been initiated: 1) Zero-based budgeting by Committee has been implemented; 2) A successful pilot study realized systemic improvements to the expense and tracking procedures; 3) Budget line items have been subsumed and expanded as necessary to more accurately forecast, depict, and track key activities; 4) For the first time in its history, a financial audit was conducted on the books of the Ontario Chapter. The audit is expected to be completed before year-end; 5) To more efficiently reconcile fiscal and administrative differentials around membership fees, a financial policy was drafted and submitted to National for their consideration and response; 6) Capital assets such as a computer or data projector will be reported as expenditures in the year they are acquired.

From the previous Treasurer's recommendation, expense procedures relating to teleconferencing and travel were updated to settle the under-reporting of entitled expense claims.

The Board is sincerely appreciative of Sue Moore who managed our accounts on a part-time basis throughout this past year.

CES-ON reports on a calendar year basis, ending December 31st. Attached are the interim financial reports that reflect the period from January 1, 2006 through October 31, 2006.

Income Statement

The Income Statement is a record of revenues and expenses. Because CES-ON reports on an accrual basis and because year-ends for National and CES-ON are different from each other, some revenues from CES-ON's share of the memberships reported in 2006, were actually generated in 2005. Some of the revenues generated in 2006 will not be received until 2007.

Program revenues were \$71,993.00. While our year is still uncompleted, this is an exceptional increase of \$31,993.00 over projections. The increase was due in large part to revenue fees generated from the multiple Essential Skills Series, Logic Model, and Survey Analysis workshops during which CES-ON hosted the international conference.

Program expenses were \$10,217.30, favorably under budget by \$9,732.70. Highlighted in the previous forecast, expectations were that Membership expenses would be higher in 2006. While Board members are allowed to claim travel/food or teleconferencing costs for meetings, they remain fiscally conscientious and seek cost-effective measures. Several Board members are located several hours beyond the Toronto location where most meetings are held and have never until this year, requested any form of entitled reimbursement. For this reporting period, teleconferencing expenses were under budget by \$300.00 while food was over budget by

\$435.00. Operational demands and expenses will likely see a similar pattern until year-end. Additionally, the new 25th Anniversary evaluation awards at the AGM will also be expensed within the next couple of weeks.

While Membership revenues are \$6,198.00 and consistent with the \$7,000.00 forecasted amount, such actuals only account for the first half of last year. CES-ON is awaiting National's decision as to the amount and timing of reimbursement for the remainder of revenues earned in the year, 2005.

Balance Sheet

The attached Balance Sheet shows that as of October 31, 2006, CES-ON has total assets valued at \$117,257.60. Since we have no liabilities, we have the same amount of equity.

Proposed Budget 2007

Several exciting programs will be offered in the upcoming year and are represented in the proposed budget. CES-ON will be holding its Annual Conference. Two (2) Essential Skills Series will take place, a Logic Model Workshop, and additionally, a 2-day Qualitative workshop has been proposed.

Due to the number of hours required to implement existing and new CES-ON plans, to attract and develop new Board members from across the province, and to maintain a rigorous watch over our financial situation, Administrative costs are projected to be higher. With an additional 3 new positions, the cost of teleconferencing and Board meeting expenses will increase. Additionally, a half-day induction session for new Board members and attendant logistical expenses have been planned. Due to changing conditions and new demands, procedures will continue to need attention. With progress made toward a financial policy resolution with National, CES-ON will be in a very healthy financial position as it continues its strategic planning and implementation.

The Canadian Evaluation Society Ontario Chapter expects 2007 to be a very exciting year of new challenges and successful outcomes.

Respectfully Submitted,

Dale Vaillancourt

Treasurer

Canadian Evaluation Society - Ontario
Income Statement 01/01/2006 to 31/10/2006

REVENUE

MEMBERSHIP REVENUE

Membership Share - CES Revenue	6,198.96
TOTAL MEMBERSHIP REVENUE	6,198.96

PROGRAM REVENUE

Registration Fees Revenue	63,443.00
Non-CESO Program Revenue	8,550.00
TOTAL PROGRAM REVENUE	71,993.00

OTHER REVENUE

Bank Interest Revenue	3.44
Investment Interest Revenue	558.49
TOTAL OTHER REVENUE	561.93

TOTAL REVENUE	78,753.89
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EXPENSE

MEMBERSHIP EXPENSES

CES ESS Module Levy Expense	2,260.00
Mmbrshps from Program Registrations	3,868.00
Newsletter/Notification Expense	0.00
Postage Expense - Membership	0.00
Website Design/Development Expense	638.00
Refreshments Expense - Meetings	935.87
Printing Expenses - Meetings	103.61
Teleconference Expense	1,745.25
Facility Rental - Meetings	0.00
Recognition/Gifts Expense	666.57
Promotion/Prizes	0.00
Board Development Expense	0.00
TOTAL MEMBERSHIP EXPENSE	10,217.30

PROGRAM EXPENSE

Speaker Expense	9,160.00
Contract Fees Expense	9,037.50
Facility Rental Expense	3,919.07
Equipment Rental Expense	307.80
Speakers' Gifts Expense	0.00
Printing Expense	1,890.16
Food Services Expense	4,255.74
Travel/Accomodation Exp. - Board	535.05
Travel/Accom. Exp. - Spkrs/Support	3,414.49
Program Postage Expense	97.92
Non-CESO Program Expense	0.00
Program Telephone Expense	0.00
TOTAL PROGRAM EXPENSE	32,617.73

ADMIN. & OTHER EXPENSE	
Admin. Postage/Courier Expense	96.49
Admin L/D Telephone Expense	439.76
Bank Charges Expense	137.14
Credit Card Charges Expense	3,431.15
Bookkeeping/Support Expense	960.62
Board Meetings Expense	0.00
Office Supplies	714.25
TOTAL ADMIN. & OTHER EXPENSE	5,779.41

TOTAL EXPENSE 48,614.44

NET INCOME 30,139.45

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Canadian Evaluation Society - Ontario
 Balance Sheet As at 31/10/2006

ASSETS

CURRENT ASSETS

TD/CT Bank Account	27,665.01	
BMO M/C Account	17,647.20	
Total Cash		45,312.21
Accounts Receivable		0.00
Prepaid Expenses		0.00
Investment - Can. Money Market Fund	0.00	
Investment - Term Deposits	63,595.85	
Total Investments		63,595.85
Equipment	8,349.54	
Accum. Deprec. - Equipment	0.00	
Total Equipment		8,349.54
TOTAL CURRENT ASSETS		117,257.60

TOTAL ASSETS 117,257.60

LIABILITIES

CURRENT LIABILITIES

Accounts Payable		0.00
TOTAL CURRENT LIABILITIES		0.00

TOTAL LIABILITIES 0.00

EQUITY

RETAINED EARNINGS

Retained Earnings - Previous Year		87,118.15
Current Earnings		30,139.45
TOTAL RETAINED EARNINGS		117,257.60

TOTAL EQUITY 117,257.60

LIABILITIES AND EQUITY 117,257.60

Generated On: 24/11/2006

Canadian Evaluation Society - Ontario

Proposed Budget 2007

For reference only

REVENUE	2007.00	2006
MEMBERSHIP REVENUE		
Membership Fees	7,000.00	6,198.96
TOTAL MEMBERSHIP REVENUE	7,000.00	6,198.96
PROGRAM REVENUE		
Registration Fees Revenue	45,100.00	63,443.00
Non-CESO Program Revenue		8,550.00
Sponsorship Revenue	2,000.00	
TOTAL PROGRAM REVENUE	47,100.00	71,993.00
SPECIAL EVENT REVENUE		
International Conference Registration Revenue		0.00
TOTAL SPECIAL EVENT REVENUE		0.00
OTHER REVENUE		
Bank Interest Revenue	10.00	3.44
Investment Interest Revenue	350.00	558.49
TOTAL OTHER REVENUE	360.00	561.93
TOTAL REVENUE	54,460.00	78,753.89
EXPENSE		
MEMBERSHIP EXPENSES:		
CES ESS Module Levy Expense	2,500.00	2,260.00
Memberships from Program Registrations	7,000.00	3,868.00
Newsletter/Notification Expense - Membership	0.00	0.00
Postage Expense - Membership	0.00	0.00
Webmaster Services - Membership	2,000.00	638.00
Refreshments Expense - Meetings (excl PD, Conf)	1,500.00	935.87
Printing Expenses - Meetings (excl PD & Conf)	750.00	103.61
Board Meetings Expense	2,000.00	
Teleconference Expense (excl PD, Conf)	5,000.00	1,745.25
Facility Rental - Meetings	400.00	0.00
Recognition/Gifts Expense	500.00	666.57
Advocacy Award	1,000.00	
Board Development Expense	0.00	0.00
CESO Student Sponsorship - Natl Conf Expense	500.00	0.00
Database and list management	1,400.00	
Administrative Contract Fees	0.00	0.00
TOTAL MEMBERSHIP EXPENSE	24,550.00	10,217.30

PROGRAM EXPENSE		
Speaker Expense	10,800.00	9,160.00
Contract Fees Expense	3,350.00	9,037.50
Facility Rental Expense	2,020.00	3,919.07
Equipment Rental Expense		307.80
Speakers' Gifts Expense	500.00	0.00
Printing Expense	1,600.00	1,890.16
Food Services Expense - PD, Conf only	6,600.00	4,255.74
Travel/Accom Exp. - Board	500.00	535.05
Travel/Accom. Exp. - Spkrs/Support	2,900.00	3,414.49
Program Postage Expense	500.00	97.92
Program Telephone Expense	120.00	0.00
Course Development Expense		0.00
TOTAL PROGRAM EXPENSE	28,890.00	32,617.73
SPECIAL EVENT EXPENSE		
International Conference - Reservation Costs		
Teleconference Expense		
Miscellaneous		
TOTAL SPECIAL EVENT EXPENSE	0.00	
ADMIN. & OTHER EXPENSE		
Admin. Postage Expense	200.00	96.49
Admin L/D Telephone Expense	50.00	439.76
Bank Charges Expense	150.00	137.14
Credit Card Charges Expense	1,000.00	3,431.15
Bookkeeping Expense	3,500.00	960.62
Board Meetings Expense	0.00	0.00
Office Supplies	500.00	714.25
TOTAL ADMIN. & OTHER EXPENSE	5,400.00	5,779.41
TOTAL EXPENSE	58,840.00	48,614.44
NET INCOME	(4,380.00)	30,139.45

PROFESSIONAL DEVELOPMENT COMMITTEE REPORT

Committee members: Chair, Christine Frank, Siobhan Kelly, Keiko Kuji-Shikatani, Melanie Jameson, Erin Read, Ron Saranchuk, Daniela Seskar-Hencic, Carol Townsend, Sarah Wallace

The PD committee provided two Essential Skills Series and three intermediate workshops in 2005. The intermediate offerings were a back-to-back offering of the new nationally sanctioned Survey Methods workshop and Paul Favaro's Performance Measurement workshop, plus the nationally sanctioned Logic Model workshop. All were well-attended and well received. The ongoing committee tasks include the following: instructors hired, materials chosen or developed, workshop logistics planned and carried out, and feedback digested and applied.

The ESS update has been finished except for the integration of a single case study that will tie all modules together. Dialogue continued with the National PD Committee and other Chapters regarding the ESS update. In addition, a response is being prepared to the National Committee's draft PD Policy, which we received in October. It was discussed in a joint meeting of our PD members and Ontario Board in November.

The committee has been working on a new offering on Qualitative Methods in response to feedback from member surveys and workshop evaluation sheets. We are now planning two intermediate workshops in 2007. The Logic Model Workshop will be held in February, and if ready, the Qualitative will be offered in May or June. We expect to offer ESS series in spring and fall.

PD members and board members have agreed that chapter visibility in training very important and that training is a high priority since it responds to member needs, is our main source of income and is our chief source of new members.

Respectfully submitted,

Dr. Christine Frank,
Professional Development Chair

CONFERENCE COMMITTEE REPORT

CES-ON Annual Conference: September 18, 2006 Building a Case for Evaluation in the Next 25 Years

The purpose of the Conference Committee is to plan, organize, supervise, and evaluate the Chapter's annual conference. This year's conference, held at The Old Mill in Toronto on September 18th, 2006. The theme of the CES-ONTARIO 25th Anniversary Annual Conference was Building a Case for Evaluation in the Next 25 Years.

Keynote speaker Dr. Brad Cousins spoke on Evaluation in the Past, Present and Future; Martha McGuire on Evaluation – An Evolving Profession; Catherine de Leeuw on Capacity Building for Evaluation; and Karyn Hicks on Evaluation in Disaster Relief Efforts. As well, Erica Proctor coordinated the thematic lunch session Entering the Field of Evaluation while Catherine Bingle moderated the end-of-day all-presenter panel discussion.

Evaluations received from the attendees showed a very high satisfaction with the programming and especially with the food served! Besides those invited to present, coordinate, and moderate the day's sessions, very special appreciation is given to the student volunteers and to Ms. Elana Gray for helping to ensure a successful conference!

Eighty-three people attended the conference. You can find various materials from our conference on the chapter website, including the presentations from our conference presenters, this conference report, the list of evaluation books that we gave away in our book draw, and the promotion brochure.

Detailed information received from the attendee evaluations of the conference will help immensely in planning for a successful 2007 CES-ON Annual conference.

Ron Saranchuk, PhD
Conference Coordinator

Evaluation Results

Compiled by Ron Saranchuk, PhD
Conference Chair, 2006

Synopsis

1. Overall Theme: 81% + Overall Satisfaction with Conference: 85% +
2. Satisfaction with Keynote Speaker, Concurrents, Thematic Lunch, Panel: 87-90% +
3. Satisfaction with Facilities: 95% + Lunch 90% + Registration Procedures/Kits: 90% +
4. Satisfaction with Networking: 77% *
5. Gender: 75% Female; 25% Male *
6. Experience in Evaluation: 55% (1-5 yrs); 26% (6-10 yrs)
7. Currently Involved in Program Evaluation: 66%
8. Organizations Represented:
 - Provincial/Municipal Governments 36%
 - College/University 15%
 - Consultants 19%
 - Not-for-Profits 9%

11. CES Members: 85% (55% did not previously attend a CES Annual Conference)
12. Satisfaction with Promotion: 65%
13. Satisfaction with Conference Fee: 62%
14. Delivery Preferences:
 - Presentations/Workshops: 80%
 - Concurrent: 77%
 - Panel: 74%
 - Thematic Lunch: 72%
 - Paper Presentations: 60%
15. How found out about:
 - E-Mail/Internet: 47%
 - E-Newsletter: 21%
 - Friend/Colleague: 15%
16. Ending Time & Attendance

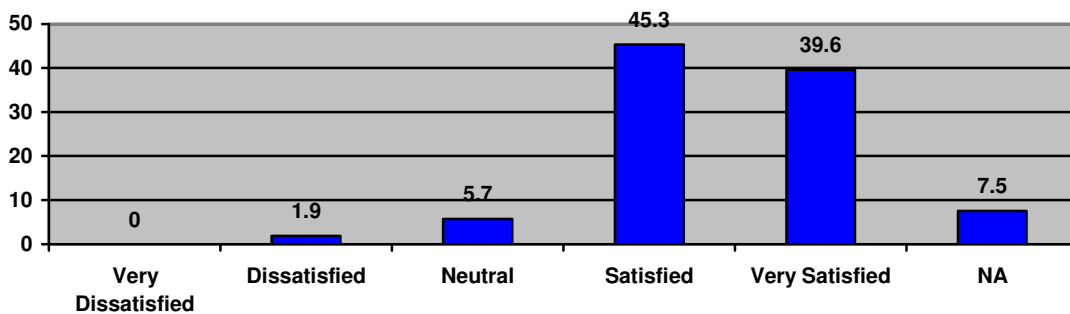
When beginning in the early a.m., 3 p.m. may be the threshold for how long people are willing to stay.

Details

Number of Survey Respondents = 53
 Number of Registrants who Attended (excluding presenters) = 84
 Response Rate = 63%

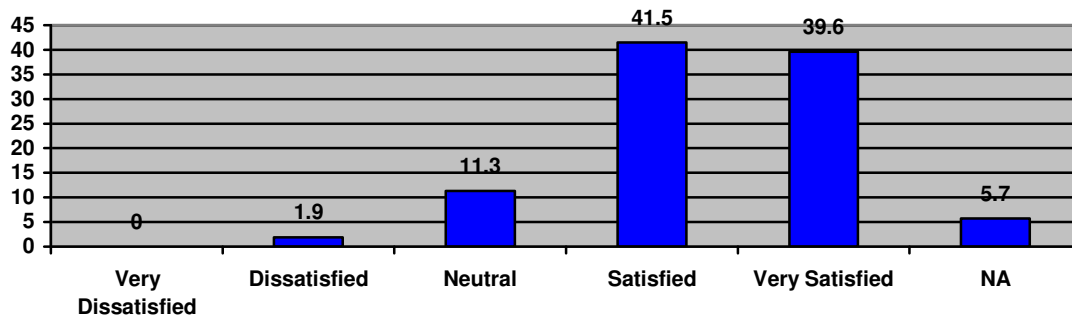
Graphs Shown by % of Responses

1. Overall Satisfaction with CES Conference-ON 2006-10-23

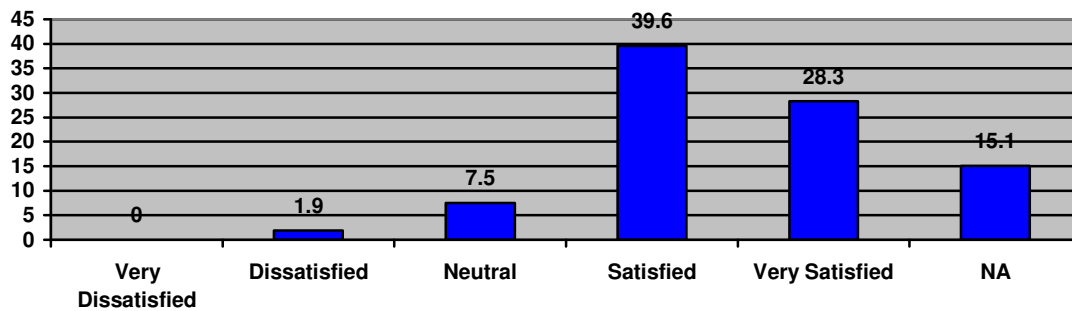


2. Choice of Conference Theme:

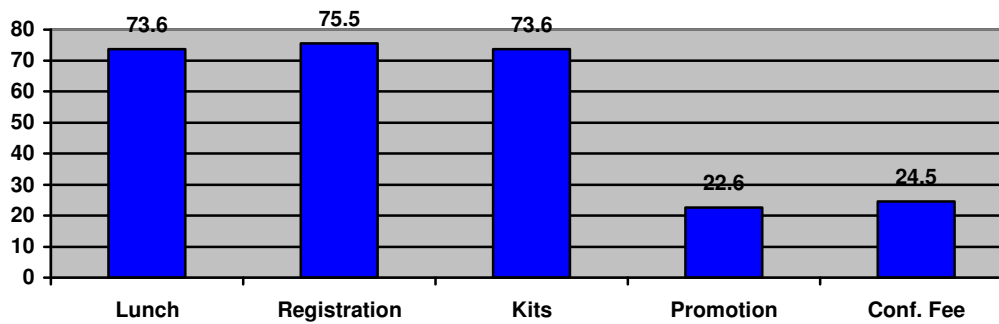
Building a Case for Evaluation in the Next 25 Years



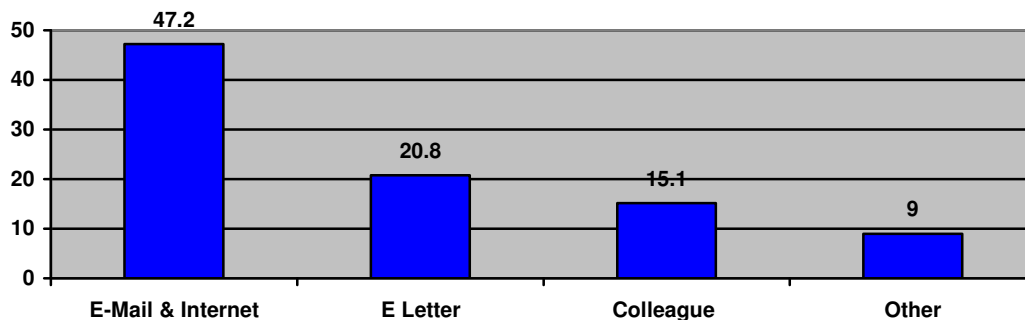
3. Networking Opportunities



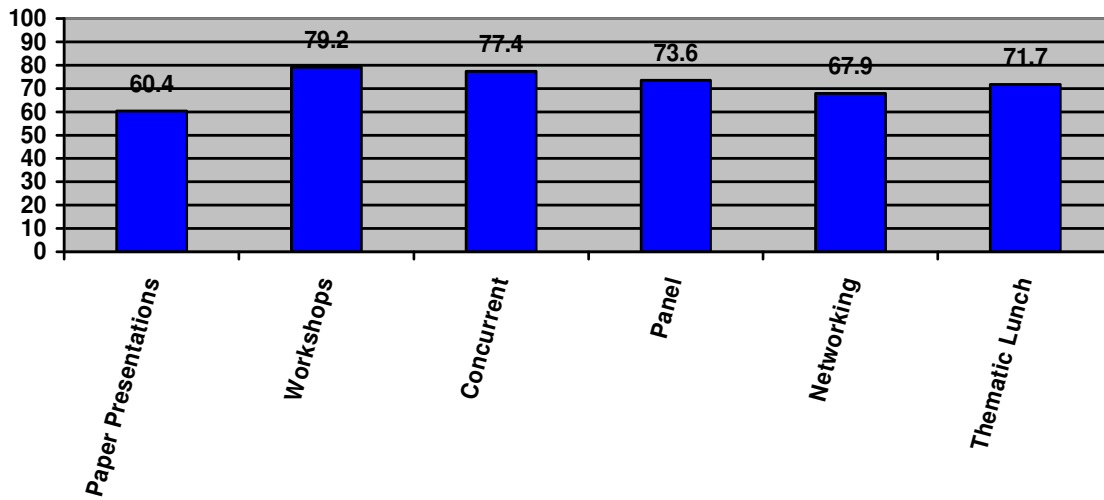
4. Very Satisfied: Services & Fees



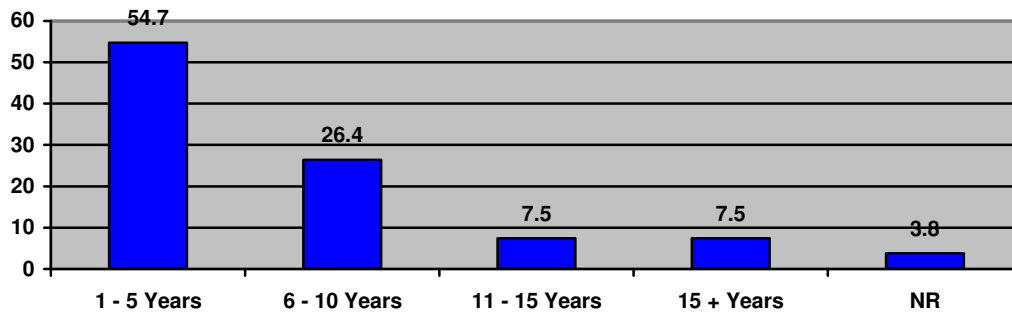
5. Received News of Conference Via



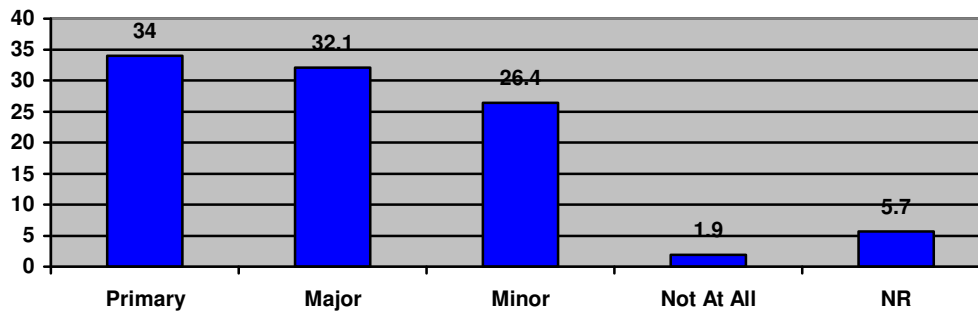
6. Preferred Format Presentations



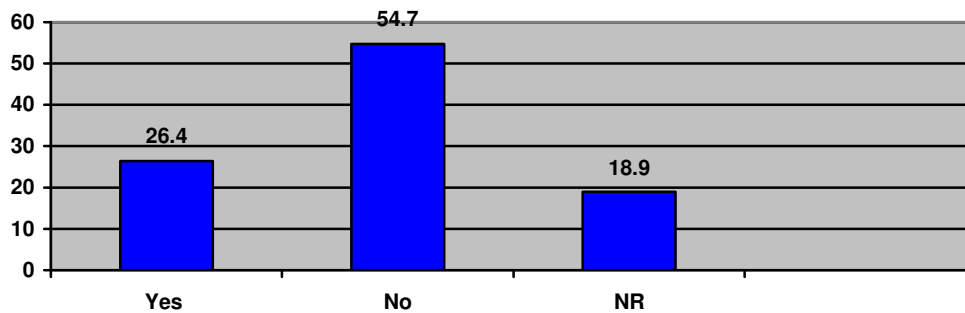
7. Experience in the Evaluation Field



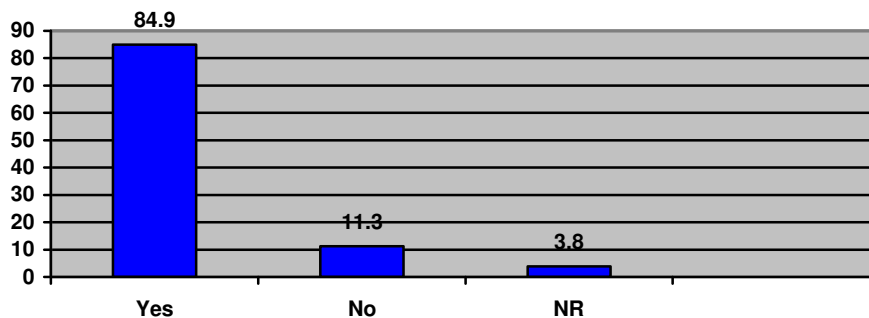
8. Currently Involved in Program Evaluation at Work



9. Previously Attended CES Conference(s)



10. Currently a CES Member



Overall Comments on Conference, and Suggested Topics for the Future

17. General comments on conference:

- perhaps the plenary should have a question to discuss
- perhaps 4:30 is a little late to end it
- we hear too much from private evaluators, what about from non-profit evaluators
- great revue although rooms were bit cool
- very well organized, great location
- good balance between info for "newbies" ("how to get started") and in-depth info on specific topics
- good hand-outs – maybe more takeaway materials would be good (even websites or reference materials)
- hopefully stronger marketing to increase the no. of attendees
- separate – perhaps simultaneous conference for new evaluators???
- presentation on one or two actual evaluations that have actually been done
- better promotion
- need to watch 'start-end' times of sessions, addresses, etc
- continue to offer thematic lunch sessions
- workshop facilitators to be more aware and responsive to students and practitioners in the audience
- afternoon session too long – should have a midi-break..it ran from 1:45 to 3:15
- rooms too cold...A/C
- put address on conference registration form for out-of-town people

- very good speakers selected
- would have liked more speakers from more diverse fields who could talk concretely about their work
- lunch break far too long – we're all busy people, and almost two hours for lunch is a waste of time
- enjoyed the reference to values & reflection

18. ...suggest evaluation topics/themes you would like to see...

- client satisfaction survey development – benefits & limitations
- building evaluation into the logic model development phase
- hints for gaining evaluation experience (mentoring opportunities)
- actual evaluations conducted in different views
- more detailed information/discussion on basic methods of evaluation
- working with the media – how to use media (with cooperation of the program being evaluated) to publicize the evaluations & its findings
- difference between evaluation & research?
- thought this has been done before, don't lose the topic around the turf wars of audit/performance measurement/evaluation
- more on building evaluation capacity (case studies, internal evaluation, community-based context)
- evaluation of public health programs (maternal child/health protection/chronic disease)
- identity as a Program Evaluator
- program evaluation, evaluation methodology (practical & academic)
- interested in evaluating international NGO programs, projects & its challenges
- prevention planning & influencing social policy/social impact
- evaluation in particular areas – health/social services, etc.
- evaluation in education & tourism/travel
- participatory evaluation
- personal professional story of an evaluation process – soft skills
- how to place evaluations into the current activities of an organization
- new findings, theories
- credentialing, statistics refresher & cheat notes, evaluating evaluations
- determining if it is the right career path for an individual
- evaluation and its relationship to social policy
- working as a consultant-issues, benefits, problems, how to get into consulting
- establishing a consulting service & contract negotiations
- international voluntary sector, problems of evaluation in international settings
- marriage of performance measurement & evaluation
- diversity/inclusion
- session on effective communication, esp. synthesizing key findings, effective communication
- case studies – real evaluations to illustrate key issues/themes (presenting bad news, report writing, presentations)
- how to apply experimental designs
- CES advocacy via affiliations (i.e., join with other groups on projects)
- More student-focussed topics – e.g., thematic lunch sessions
- working as a consultant – issues, benefits, problems, how to get into consulting

ADVOCACY COMMITTEE REPORT



Our mission is to foster a vibrant evaluation community in Ontario by promoting best practices in evaluation to achieve excellence in public, private and nonprofit action.

CES-ON believes that evaluation is necessary for building democratic institutions and ensuring social justice. Evaluation is essential for accountability, for organizational learning, and for organizational and community development. In every community, quality evaluation yield direct benefits that contribute to more effective social programs, financial savings and an improved human condition.

2006 CES-ON Advocacy Committee Annual Report

2006 was a reactivation year for the Advocacy Committee which was dormant during the CES/AEA Joint Conference preparation period. We initiated the 25th CES-ON Anniversary contest, defined our value statement (see above), and carried out the strategic planning process. Please review our strategic plan and send your comments to: advocacy@evaluationontario.ca

Canadian Evaluation Society, Ontario Chapter, Advocacy Committee Members:

Active – Charlotte Burkhardt, Siu Mee Cheng, Anna Engman, Martha McGuire, Hubert Paulmer, Keiko Kuji-Shikatani (chair), Jennifer Yessis;

Corresponding – Norma Akinbiyi, Catherine Bingle, Orlena Broomes, Christine Frank, Gillian MacKay, Susan Scott, Dale Vaillancourt

November 27, 2006

2006-08 CES-ON CHAPTER ADVOCACY STRATEGIC PLAN

Based on an environmental scan, key informant interviews and a stakeholder analysis that were undertaken during Summer 2006, a Advocacy Strategic Plan was developed. The purpose of this plan is to provide direction and outline the key strategic goals for the Advocacy Committee, Ontario Chapter of the Canadian Evaluation Society for 2006–2008.

STRATEGIC ISSUES

Based on the data collected, the following strategic issues were recognized:

1. Small organizations (in public, broader public and not-for-profit sectors) do not have budgets to engage in Program Evaluation.
2. Many organizations do not have in-house expertise to engage in Program Evaluation, but would like to find program evaluation easier to understand.

3. Management in organizations (all sectors), does not appear to be aware of / appreciate the benefits of Program Evaluation.
4. There is no commitment and focus by the current provincial government to invest in Program Evaluation as a programming and management tool.

ADVOCACY COMMITTEE 2006-07 STRATEGIC PLAN

Based on the strategic issues identified, 4 key strategies have been identified:

1. Increase awareness of benefits and need to engage in program evaluation to the Public, Broader Public and Not-For-Profit sectors.
2. Increase Program Evaluation capacity within the province.
3. Make Program Evaluation more “accessible”, in order to increase uptake, by making it easier to understand and undertake by non-evaluation professionals.
4. Leverage current government’s focus on results and reposition Program Evaluation as critical to government, with respect to public accountability.

STRATEGIC OBJECTIVES

A number of key objectives have been identified, which will assist in advancing the Strategic Plan:

1. Develop a Program Evaluation Communication Advocacy Package that can be presented at venues / conferences for advocacy purposes.
2. Increase professional development and informational offerings, seminars, and courses for organizations, targeting primarily small and medium-sized organizations. These offerings should focus on “de-mystifying” Program Evaluation for non-Evaluation professionals.
3. Identify and approach a number of key stakeholders and establish partnerships to assist in advocating Program Evaluation.
4. Develop and monitor key indicators of program evaluation advocacy success.

MEMBERSHIP COMMITTEE REPORT

The Member Committee exists as a standing committee of the Canadian Evaluation Society Ontario Chapter. The mandate of this committee is to monitor and plan services to the membership. This Committee is responsible for recruitment/retention efforts, and member services.

The membership committee was chaired by Chine Nkado, and benefited from the dedication and support of two volunteers: Wendy Yen and Nichole Fraser

Membership Profile: A profile report of the membership of the CES Ontario Chapter was prepared based on the CES membership directory from the National office as of March 2006. The report was posted on the CES-ON website. One of the key findings from the analysis was that the overall retention rate between February 2005 and March 2006 was about 60%.

This raised some questions in relation to member retention issues, and a proposal was made to conduct an exit survey of non-renewing members in order to facilitate a better understanding of the reasons why did not renew their membership, as well as to obtain feedback about membership perception of the services they receive from the Society.

Exit Survey: An exit survey was sent via email to 250 non-renewing members in July 2006. The response rate was however, very small for a variety of reasons including invalid email addresses. As a result, the returned survey was not analyzed. In order to increase the response rate, a phone survey approach is recommended. Also, conducting the survey in the spring or fall might yield a better result.

One lesson learned from the exercise was the need to ask members to indicate alternate email/snail mail addresses during the registration process. The reason is that when members use their work email addresses to enroll, in most cases they do not update their address when they change jobs, especially if their membership was tied to their employment with the organization.

Discrepancy in Membership information: We identified some issues with our membership files when individuals join CES at conferences or other events. As well, our membership files from the CES National office were often behind showing some people in the expired category when in fact they have already renewed their membership. These issues were raised with the National office and there was a renewed commitment from them to keep memberships current and members happy. We have seen a small improvement in this area.

Membership Information Policies and Procedures: Chapter specific Membership information policies and procedures were designed to ensure that member information is protected and used appropriately. Board members were required after their orientation to signify that they understood and would uphold the information policies including guidelines for access to membership files and use of membership information.

Anyone including volunteers, engaged by the CES-ON chapter board to carry out work that would require them to access or use member information were also required to sign the undertaking. The Membership Chair was responsible for securing and storing original signed copies of the undertaking.

Next steps: Recommended next steps for the Membership Committee include active membership promotion activities; adequate understanding of members expectations through regular feedback via surveys and interactions at Chapter events; and ensuring that such feedback informs the planning of Chapter events such as workshops, ESS, etc.

Respectfully submitted,

Chine Nkado,

Membership Committee Chair

COMMUNICATIONS COMMITTEE REPORT

The Communications Committee facilitates communications within the chapter board and with members and the public. The committee produces and assists other committees in producing content for the chapter website and directly to chapter members by regular e-newsletter, and identifies communication needs and responds to needs identified by other chapter committees and officers for communication of information via website and newsletter. It also maintains the chapter Board and committees' electronic communications and documentation systems.

Over the last calendar year, the Ontario Chapter website was updated constantly with current information and news about chapter activities, with coordinated dissemination of information via e-newsletter approximately twice a month to chapter members and posting requests to the national CES website and member broadcast e-news services. The Ontario Evaluation Courses list was updated and posted to the website. The committee also initiated and put some efforts into two unfinished activities: One is to conduct interviews with the members who had been nominated for their distinguished work on evaluation, and the second one is to create “Ontario Evaluators Marketplace”, which is a non-endorsed public listing service for members to allow them to indicate their availability to provide services to the public or their interest/availability for collaboration or mentoring with other CES-ON evaluators. During the 2005-2006 year, welcome letters have been sent by the chapter Chair and Student Committee Chair to new members and new student members of the chapter.

To provide the expected level of chapter communications services to members and the public requires several key supports. The chapter contracts additionally for professional support for webmaster and member contact information maintenance services. The forum, website, and all-member broadcast e-news supports provided by CES national have also invaluable roles to strengthen our communication with the members.

Respectfully submitted,

Fatenah Zarinpoush

Communications Committee Chair

STUDENT COMMITTEE REPORT

The Student Committee has continued its work since being revitalized last year. While there have been some changes in membership, the committee remains at eight active members. Some of their key accomplishments include updating the Student's Corner on the website on a regular basis, releasing the second student newsletter, and organizing a thematic lunch session at the Ontario conference in September. The committee also hosted an Ontario Chapter students' table at the CES conference in Charlottetown in June. Most recently, the student committee initiated a Student Scholarship for one student to attend each session in the Essential Skills Series. The student committee has also been involved in the development of a proposal to create a National Council Student Representative. In the coming months, the student committee plans to conduct a survey of current student members to inform their work for the upcoming year.

Respectfully submitted,

Erica Procter,

Student Committee Chair

BOARD DEVELOPMENT COMMITTEE REPORT

Accomplishments:

- ◆ Updated *Board Orientation Manual*
 - Developed in consultation with Subcommittee Chairs roles & responsibilities for Finance and Conference subcommittees
 - Added Student Subcommittee Terms of Reference
 - Updated information as it changed over the year (e.g., mission statement, travel policy)

- ◆ Did internal scan to understand board needs regarding resources
 - Made recommendations to Board for additional Board members
 - Made recommendations to Board for additional Board Orientation in January

- ◆ Documentation of Historical Information of Board

- ◆ Began development of Board Orientation Presentation and Agenda for January 2007

Remaining Tasks:

- ◆ Complete Board Orientation in consultation with Subcommittee Chairs

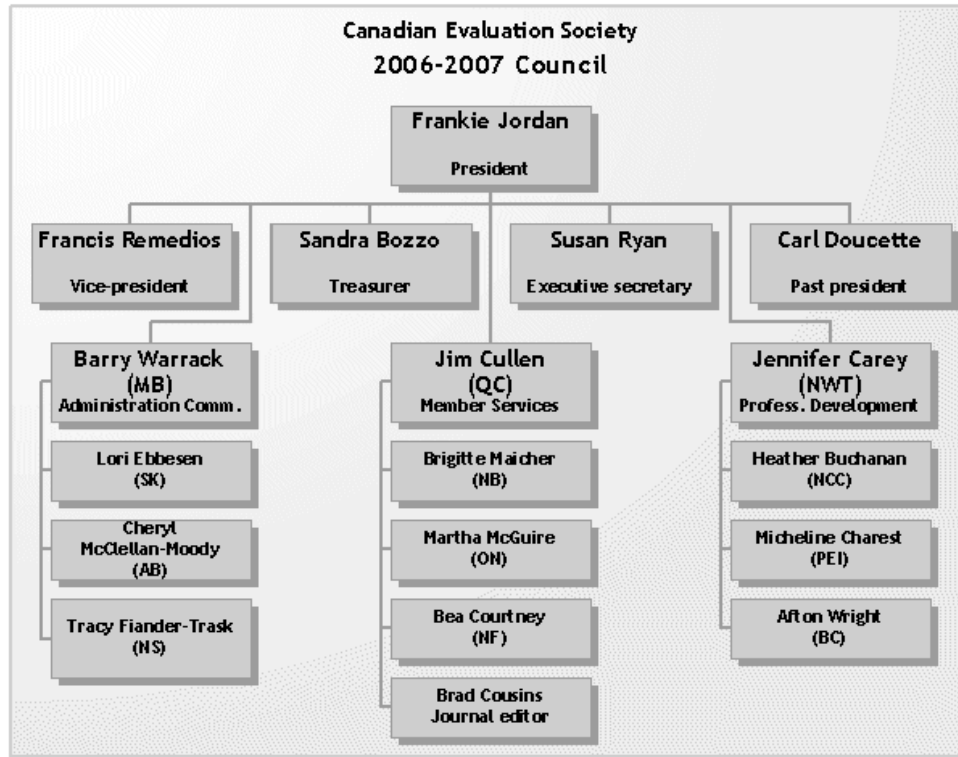
Submitted by:

Jennifer Yessis

Board Development Chair

NATIONAL COUNCIL REPORT

The National Council Membership



Annual Conference

The 2006 Annual Conference was in Charlottetown, P.E.I. in June, 2006. Attendance was relatively low, in part because it came so soon after the Joint CES/AEA Conference in Toronto in October, 2005.

The theme of the 2007 Annual Conference is Culture, Community and Social Justice in Evaluation – Do the Pieces Fit? It will be held in Winnipeg, Manitoba from June 3 – 6, 2006.

National Annual Budget

The National Council Treasurer reported that the conference revenue from CES/AEA was \$207,706. This is not included in the operating budget but contributes to a reserve as well as one time projects. An electronic version of the budget adopted by Council is not yet available.

CES Ontario asked about the general membership voting on the budget and was advised that this had never been done; that National Council always voted on the budget. Council indicated they understood the issues around transparency and discussed the possibility of changing the AGM so that it followed the preparation of the audited statement. No decision was made.

Key Activities

1. Credentialing

Credentialing was the main item addressed by National Council. The following consortium headed by Gerald Halpern of Fair Findings was awarded the contract to conduct research regarding credentialing.

Shelley Borys Benoît Gauthier Gerald Halpern Natalie Kishchuk Keiko Kuji-Shikatani Robert Lahey	Bud Long Arnold Love John Mayne Jim McDavid Robert Segsworth
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Key elements of the research are a literature review and interviews with key contacts in other credentialing bodies to obtain information regarding various approaches to credentialing and the process used. They were to have completed a draft report by October 10th for consideration by Council. The literature review was completed and submitted to council. It provides excellent information. Council was impressed by the quality of the work. The draft report had not been completed because of difficulties in reaching some of the key informants over the summer.

It is anticipated that an interim report will be received by December 1, 2006. National Council will then prepare a response and post both the report and the response on the CES website to provide membership with an opportunity for comment.

2. Case Competition

National Capital Chapter will be organizing the Case Competition this year. They are interested in having other chapters work with her and possibly have different chapters organize it each year since it is a lot of work. National Council will be approaching CESEF to determine their interest in organizing future case competitions. A sub-committee has been created to pursue a home for the case competition and to explore interest at the Chapter level.

3. Student Representative

The Ontario Chapter posed the idea of having a student representative on National Council. Executive Committee discussed having a student representative. No decision was made.

4. Essential Skills

A number of chapter representatives asked about Ontario's updated version of the Essential Skills Series. Some of the chapter reps indicated that they had been asked by Arnold Love to review the curriculum and were quite impressed. There was extensive interest across Canada in this updated version.

