

Canadian Evaluation Society
Ontario Chapter



16th Annual General Meeting, Speakers Event, and Holiday Toast

Novotel North York, Toronto, Ontario
Thursday, November 7, 2012

Meet Your Board



Andrea L. K. Johnston
Chairperson



Nikhat Rasheed
Vice-Chairperson



Kate Powadiuk
Treasurer



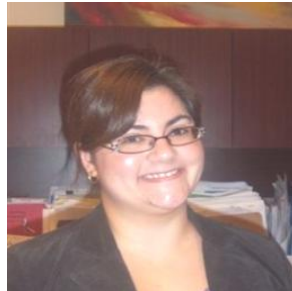
Morgan Braganza
Secretary



Terry Spencer
National Council Rep &
Immediate Past Chair



Dawn Campbell-Borland
Director



Shirley Von Sychowski
Director



Erin McKenney
Director**



Dina Franchi
Director



Pina Pejovic
Director



Peter Shermer
Director



Agenda

- 8:00 Breakfast & Registration
- 9:00 Welcome to AGM Event
Andrea L. K. Johnston, CES-ON Chairperson
- 9:05 Welcome from CES-National
Larry Bremner, CES-National President
- 9:10 Annual General Meeting
- 10:20 Speaker Panel & Q&A
- 11:25 Wrap Up & Champagne Toast



Welcome



Andrea L. K. Johnston
CES-ON Chairperson



Larry Bremner
CES National President



16th Annual General Meeting

- Welcome, Apologies & Call to order

AGM AGENDA

- Minutes of October 2011 Annual General Meeting
- Presentation of the Chair's Report
- Presentation of the Committee Reports & Achievements
- Treasurers Report & Financial Statements
- Election of Board of Directors (Officers, Directors)
- Strategic Marketing Plan Outcome overview
- Resolutions

- Other Business?



16th Annual General Meeting

- Minutes of October 2011 Annual General Meeting



- Motion: *Adoption of 2011 AGM Minutes*



Chair's Report Andrea L. K. Johnston

- Looking back at this year, our successes are owed to:
 - ✓ The Last Year's Chair undertaking an aggressive Board recruitment campaign
 - ✓ The dedication and hard work of an 8 member Board
 - ✓ Our ability to work together as a cohesive and efficient Team
 - ✓ The high energy of a few members igniting a fire in the whole Board to move a number of strategic activities forward through to completion, that could not have been done without the hard work of the Board as a whole
 - ✓ All the while, last year, our Board questioned what is the value to the Membership and how do we best add value beyond our old way of doing business, for example hiring a full-time *Program Administrator*



Vice-Chair's Report Nikhat Rasheed



Achievements:

- ✓ Lead a technology sub-committee that identified initial needs for scope of work
- ✓ Delivered a brand new (interim) CES-ON website with updated content and consistent branding that will tide us over till further discussions with CES National
- ✓ Conducted an internal SWOT and brand analysis for the Board that prepared them for the strategic marketing review
- ✓ Strongly supported a strategic marketing review of CES-ON with a focus on what value means to members by participating in RFP design, vendor interviews and consultant selection
- ✓ Supported the consultant in effectively conducting a survey of current and former members
- ✓ Supported the Chair and chaired meetings when required



Treasurer's Report Balance Sheet

ASSETS	2012 (As of September 30, 2012)	2011
Cash Clearing	-1,073.50	-1073.50
TD Canada Trust	0	23,889.90
BMO Mastercard	146,158.74	134,334.69
Total Cash		158,224.59
Accounts Receivable	0	-
Prepaid Expenses	0	0
Investment Term Deposit	26,005.92	26,005.92
Total Investment	26,005.92	26,005.92
Total Assets	171,091.16	183,157.01
LIABILITIES		
Accounts Payable	5,787.40	17,094.47
HST Collected	8,663.11	4,386.37
HST Paid Out	-1,568.28	-956.17
HST Penalties & Interest	-68.01	-68.01
HST Owing/Refund	7,026.82	3,362.19
Total Liabilities	12,814.22	20,456.66
EQUITY		
Retained Earnings	162,700.35	170,003.89
Current Earnings	-4,423.41	-7,303.54
Total Retained Earnings	158,276.94	162,700.35



Treasurer's Report Income Statement

BUDGET ITEM	2012 (As of September 30, 2012)	2011
REVENUE		
Membership Revenue		
TOTAL MEMBERSHIP REVENUE	7,251.95	8,370.67
Program Revenue		
TOTAL PROGRAM REVENUE	63,930.03	70,715.80
Other Revenue		
TOTAL OTHER REVENUE	-	-
TOTAL REVENUE	71,181.98	79,086.47
EXPENSES		
Membership Expense		
CES ESS Module Levy	3,640.00	6,390.00
Membership from Program Registration	5,213.40	165.00
Marketing	13,600	1,465.00
Refreshment – Meetings	135.90	309.66
Teleconference	767.90	2,267.30
Recognitions / Gifts	-	225.00
Board Development	240	1,036.60
Postage	135.31	110.10
Student Case Competition	2,500	-
TOTAL MEMBERSHIP EXPENSE	26,232.51	11,968.66
Program Expense		
Speakers	13,000.40	15,902.04
Contract Fee	8,325.00	13,846.50
Facility Rental	8,400.00	3,677.38
Equipment Rental	798.00	1,907.00
Printing	1, 532.16	3,325.85
Food Services	7,642.43	21,415.20
Travel / Accommodation for Board	1,721.00	3,576.87
Travel / Accommodation for Speakers & Support	951.95	1,627.50
Program Postage	10.14	116.33
Speakers Gifts	-	300.00
CES National Mentoring Program	500.00	-
TOTAL PROGRAM EXPENSE	42, 880.68	65,694.67
Admin and Other Expense		
Admin Postage / Courier	484.57	532.64
Bank Charges	280.95	57.16
Credit Card Charges	1,635.74	3,124.90
Bookkeeping / Support	3,120.45	4,164.43
Board Meetings	212.33	-
Office Supplies	380.16	469.55
Directors and Officers Liability Insurance	378.00	378.00
TOTAL ADMIN AND OTHER EXPENSE	6,492.20	8,726.68
TOTAL EXPENSE	75, 605.39	86,390.01
NET INCOME	-4, 423.41	-7,303.54



Committee Report Finance

Members: Kate Powadiuk (Chair), Terry Spencer and Andrea L. K. Johnston



Achievements:

- ✓ Secured a corporate MasterCard for CES-ON (in process of being finalized)
- ✓ Opened new account for 2013 National Conference
- ✓ Secured event planning firm which will organize finances, in consultation with Board Chair and Treasurer
- ✓ In process of hiring a consultant to assist with financial planning.
- ✓ 2010 audit finalized and signed-off - 2011 audit in progress

Motion: *Adoption of Accounts*

Motion: *Appointment of Independent Auditor*



Committee Report Advocacy

Members: Terry Spencer (Chair), Kate Powadiuk and Pina Pejovic



Achievements:

- ✓ Review of CES promotional materials (e.g. PowerPoint, banner, brochure)
- ✓ Development of resource bank of evaluation related resources
- ✓ Reviewed the marketing, promotional strategies, and jurying process for the CES-ON Evaluator Excellence Award (EEA) with consultation from a strategic marketing expert. Recommendations advanced by the strategic marketing expert will be implemented for the next EEA round



Committee Report Board Development

Members: Dawn Campbell-Borland (Chair) and Terry Spencer



Achievements:

- ✓ Renewed Board complement for 2013 –welcome new members
- ✓ Reviewed Board complement (aligned to strategy) and to better reflect member demographics and chapter focus for 2013 forward with ongoing recruitment
- ✓ Developed refreshed Board member onboarding approach to support accelerated integration of Board members – deployment 2013
- ✓ Contributed to strategic marketing



Committee Report Conference



Members: Shirley Von Sychowski (Conference Chair) and Dawn Campbell-Borland (Conference Program Chair)

Achievements:

- Focused on preparing for a successful CES National Conference for 2013, which will be the from June 10 to 12, 2013 in Toronto
- Recruited Core Organizing committee
- Ongoing liaison with National Council on the planning of the conference
- Secured conference venue (Fairmont Royal York hotel (*at a complete price*))
- Engaged *Dragos Productions* to coordinate the conference planning logistics
- Released Request for Quotes (RFQs) for graphics design and web registration & abstract submission system – with two firms selected
- Sought broad input from leaders in evaluation field to develop conference theme: *Evaluation Across Boundaries – Locating Evaluation Within and Across Settings*
- Conference website goes live Dec 1st 2012 – we will provide the link through our chapter's membership e-newsletter otherwise Google, CES Conference 2013, and as always it will also be linked on the national site at www.evaluationcanada.ca



Committee Report Membership

Members: Nikhat Rasheed (Chair), Morgan Braganza (Vice-Chair),
Natasha Kyle, Jacqui Dover



Achievements:

- ✓ Delivered a successful 2012 AGM including planning, venue, speakers, online registration
- ✓ Delivered a success regional event in Peel (November 2011) with over 80 attendees
- ✓ Conducted a value comparison of CES-ON and AEA membership benefits
- ✓ Supported strategic marketing consultant and reviewed findings on member demographics, member work and focus, membership trends, engagement patterns and satisfaction with CES-ON events and services



Committee Report Prof Development

Members: Erin McKenney (Co-Chair), Eleanor Pierre (Co-Chair), Dina Franchi, Christine Frank, Terry Spencer, Geetha Van den Daele, Marisha Holmberg, Sarah Plonka, Edem Tsogbe, and Retta Alemayehu



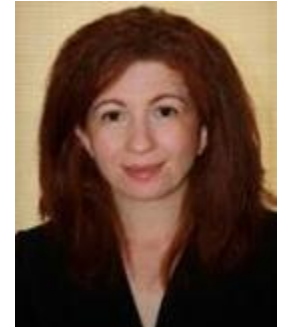
Achievements:

- ✓ Delivered a full line up of PD sessions – 1 -2 per month over March, May, October, and November 2012
- ✓ Hired a part-time Administrative Coordinator to manage all workshop logistics and registrations, which has greatly streamlined the organization of workshops
- ✓ Partnered with Georgian College and the Research Analyst Program (RAP) to host an Essential Skills Series at the College. This collaboration was a first for PD in Ontario. Registration was open to current CES members and the public, and to RAP students with an interest in Evaluation.
- ✓ Developed guidelines and fee structure for private Essential Skills Series training, and piloted these with a training for staff at the Ministry of Housing and Municipal Affairs
- ✓ Moved workshop registrations online, and piloted using an online format for gathering workshop feedback/comments (*replacing evaluation forms*)



Committee Report Student

Members: Dina Franchi (Chair), Yinka Macaulay (Vice-Chair), Mary Jane Bauer (past co-chair), Hassan Ali Hassan, Sutha Balasingham, Kristin Beaton, Suman Budhwani, Keita Demming, Roxana Girip, Yassir Hassan, Cameron Hauseman, Chi Y Lam, Chelsea Lougheed, Michelle Searle, and Sarah Sousa.



Achievements:

- ✓ Expanded committee representation to include students, new graduates and early career professionals
- ✓ Consulted with students and members to identify new opportunities to create value to students and new graduates
- ✓ Background and policy work conducted to create a New Practitioner membership category for CES Ontario
- ✓ Developed a plan to engage and support students, graduates and new practitioners joining CES-ON (*its in the early stages of implementation*)
- ✓ Developed website content to reflect the committee's new direction
- ✓ Created a forum on Linked-In to enable social networking among members entering the evaluation field



16th Annual General Meeting

- Motion: *Adoption of Annual Report*



Strategic Marketing Overview

The Challenge

- The CES-ON recognized that there were opportunities to refresh and invigorate its mission and specifically services to members.
- To realize our goals and continue to respond to emerging member needs, we recognized that expert advice was needed.



Strategic Marketing Overview

What we did

- Spring 2012 – Sought strategic marketing services expertise through RFP
- Magnitude Marketing selected to help the CES-ON develop a strategic marketing plan which will serve to assist CES-ON in fulfilling its mission and vision.
- Strategic aims/principles in our approach:
 - While numerous, we really asked ourselves are we doing enough to reach as many evaluators as possible throughout the province and are we sending the right messages out to our membership, and what can be do better to provide value to our members.



Strategic Marketing Overview

What we did next

- April – May 2012
 - Magnitude Marketing engaged the Board in a visioning session
- May – June 2012
 - Surveyed current and lapsed members [146 responses] resulted in a comprehensive understanding of our members':
 - Demographics, work and focus, trends as members, engagement patterns, satisfaction with past CES-ON events and services, and expectations.
- July – September 2012
 - Data analysis, strategy matrix and recommendations for a plan



Strategic Marketing Overview

Strategic Aims

1. Increase awareness of the CES generally and the Ontario Chapter specifically
2. Improve perceptions of value among past, current and prospective members
3. Better respond to changing member needs
4. Increase and stabilize membership
5. Increase and stabilize revenues



Strategic Marketing Overview

Our Opportunities

- Redefine the membership categories, such as adding New Practitioners
- Focus on an appealing and exciting website as the anchor for communications and value delivery
- Getting involved in social media
- Delivering valuable / affordable and accessible professional development opportunities
- Partner with Eval Café
- Increase awareness of evaluation and how to find an evaluator
- Commit to regular outbound member communications
- Take a lead with the National chapter to work together on initiatives



Strategic Marketing Overview

Focus Areas

1. **Brand and Branding** - refocus
2. **Membership Definitions and Management** - key improvements and mechanics
3. **Credentialing and a focus on new practitioners**
4. **Value Creation and Delivery**
 - Professional Development Programs
 - Professional Development Delivery
 - Networking
 - Advocacy
 - Member Awards and Recognition
5. **Social Media** – building communications and collaboration
6. **Website** – anchoring and supporting communication and staying connected
7. **Governance** – a board that reflects our members
8. **Technology** – infrastructure to support our efforts



Strategic Marketing Overview

Renewed Vision and Mission

- **Vision:** The recognition of evaluation as a valued and respected profession necessary for the well-being of all Canadians.
- **Mission:** CES-Ontario supports evaluation and its practitioners in the public, private and not-for-profit sectors in Ontario through professional development, standards, member support, education and the promotion of evaluation.



16th Annual General Meeting

RESOLUTION 1 - Motion: *Appointment of Board, Officers and Directors*

Be it resolved that the Canadian Evaluation Society- Ontario Chapter accepts the proposed Board of Directors and their roles on the Board. The following are appointed as Members of the Board of Directors:

- Andrea L. K. Johnston
- Dawn Campbell-Borland
- Dina Franchi
- Kate Powadiuk
- Morgan Braganza
- Nikhat Rasheed
- Peter Shermer
- Pina Pejovic
- Shirley Von Sychowski
- Terry Spencer
- Vacancy* (members attending the AGM are encouraged to nominate themselves)
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The following are appointed as Officers of the Board for 2012-2013:

- Andrea L. K. Johnston is appointed Chair of the Board
- Nikhat Rasheed is appointed Vice-Chair of the Board
- Kate Powadiuk is appointed Treasurer of the Board
- Morgan Braganza is appointed Secretary of the Board
- Terry Spencer is appointed National Council Representative of the Board
- Terry Spencer is appointed Immediate Past Chairperson of the Board



16th Annual General Meeting

RESOLUTION 2 - Motion: *Adopting a new Vision and Mission*

- Be it resolved that the Canadian Evaluation Society- Ontario Chapter will accept a new vision and mission:
 - Vision: The recognition of evaluation as a valued and respected profession necessary for the well-being of all Canadians.
 - Mission: CES-Ontario supports evaluation and its practitioners in the public, private and not-for-profit sectors in Ontario through professional development, standards, member support, education and the promotion of evaluation.

RESOLUTION 3 - Motion: *Adopting the proposed priorities and strategies*

- Be it resolved that the Canadian Evaluation Society- Ontario Chapter outlines its new strategic priorities as being the following:
- Increase awareness of the CES generally and the Ontario Chapter specifically;
 - Increase and stabilize membership and revenues;
 - Better respond to changing member needs; and
 - Improve perceptions of value among past, current and prospective members.
- And that the: Canadian Evaluation Society- Ontario Chapter will utilize appropriate organizational development, staffing, marketing, technology, finance, product and professional development strategies to achieve its strategic priorities.



16th Annual General Meeting

RESOLUTION 4 - Motion: *Adopting the proposed amendments to the chapter by-laws recommended by the Board of Directors*

- Be it resolved that the Canadian Evaluation Society- Ontario Chapter proposes the following amendments to its Board of Directors manual:
 - To clarify and define the role of Secretary of the Board to the following:
 - The position of Secretary will be awarded to any Board Member interested in fulfilling the position.
 - Consults with the Chairperson and in his/her absence with Vice-Chairperson to arrange for and prepare agendas for all regular meetings of the Board of Directors.
 - Keeps, distributes, and submits minutes for the annual and any other Board meetings/ teleconferences.
 - The preference is that the Board Secretary is not expected fulfill any other position in addition to attending meetings and provide secretarial services.
 - To remove the reference to Secretary in sections 3.8 and 3.8.3 and update section 4.3 to reflect the above.
 - To clarify and define the following for each Committee:
 - Under "membership": reword to say:
 - The term of membership will be two years (renewable).
 - Under "meetings":
 - It is recommended that there are four (4) to six (6) meetings per year however under certain circumstances, and determined through consensus, more meetings could be held if required.
 - At least one meeting will be held face-to-face, if at all possible, and the remaining meetings may be held by teleconference.



16th Annual General Meeting

- Any Other Business?
- Adjournment



Canadian Evaluation Society

Ontario Chapter

Speaker Event

Novotel North York, Toronto, Ontario
Thursday, November 7, 2012

Culturally Competent Evaluation: What, How, Why

Bob Gardner, PhD

What

Director of Policy, The Wellesley Institute
Academic, public sector executive, consultant and community activist on urban health, HIV/AIDS, reproductive health and health equity

Andrea L. K.
Johnston

How

Chair, Canadian Evaluation Society - Ontario Chapter
CEO, Johnston Research Inc.
First Nations Expert in the use of Aboriginal traditional and contemporary knowledge in evaluation

Sanjeev Sridharan,
PhD

Why

Director, Evaluation Centre for Complex Health Interventions,
St. Michael's Hospital
Associate Professor in Health Policy, Management and Evaluation at the University of Toronto



Holiday Toast & Website Launch

