



How You Can Harness the Power of Evaluation Culture

Workbook

AS Community Consulting, Inc.



www.asevaluation.com

Start with questions

Define your question

Choose a question that you wish you had the answer to or would help inform your work.

Example: How can we continue to keep youth engaged as we/they transition from online to in-person activities?

What are you currently doing to answer your question?

Tip: Don't limit yourself to "evaluation" activities. Examples could be talking to students during sessions, talking to staff, chatting with parents during drop-off or pickup.

Where are there new opportunities to gather more information?

This is where you define your data collection methods.

What are you already doing that could help you gather information?

How can you deepen or structure the activities you're already doing?
For example, if you already talk to students, could you create an activity to gather information; how could you structure gathering feedback from staff.

Tip: Documentation is your friend!

List your data collection methods here:

-
-
-
-

Analysis and Communication

How can you incorporate community analysis?

Examples could be sharing findings with staff or parents to get feedback.

How can you communicate your findings to the community?

How do you turn this information into language, products, or events that will resonate with your community?



How would you communicate your findings to funders?

List some words or phrases you could use to describe your work in evaluation or research terms.

Other notes, thoughts, and questions:

If you would like more information about how this approach applies to your work, contact our team for a [free consultation!](#)

Integration

What steps can you take to help integrate evaluation into your work?

Envision a situation where the process seems easy, seamless, and natural.

How can you plan for the future?

Budget

Evaluation
Planning

Grant
Writing

Evaluation
Expertise

Want help applying this strategy to your organization?

AS Community Consulting supports community organizations in building evaluation culture and integrating evaluation into everyday work through consulting, coaching, and leading trainings and workshops.

We specialize in making evaluation accessible, meaningful, and transformative. We believe that a strong evaluation culture is a powerful tool for learning and growth and that these tools should not be reserved for high-resourced communities or elite institutions. Not only are we committed to equitable, culturally responsive consulting practices, but believe in the power of information creation and ownership in facilitating social justice, equity, and meaningful change.

If you are interested in learning more about building an evaluation culture in your organization, please contact our team to schedule a [free consultation!](#)

Please visit us as www.asevaluation.com to learn more!

