



Evaluating Community Change

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Designing Evaluations for What Communities
Value
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Community Science



EMBRACE COMPLEXITY

Lee Schorr



**AN EVALUATION IS NEVER
BETTER THAN WHAT IT
EVALUATES: STRATEGY
MATTERS!**



**COMMUNITY CHANGE
RESULTS FROM CHANGING
SYSTEMS AND
ENVIRONMENTS, NOT
PROGRAMS**



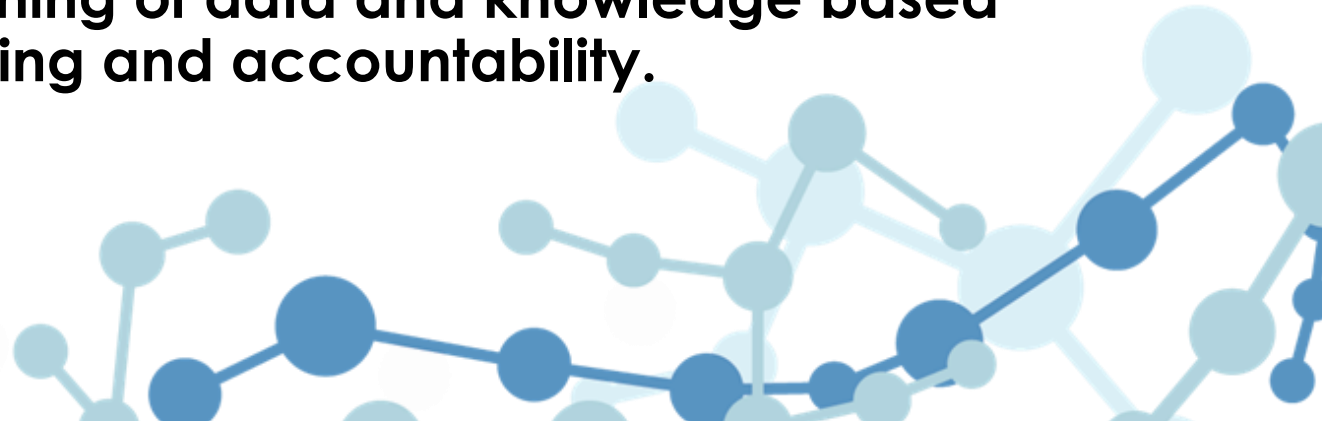
SOME LESSONS LEARNED

- **Communities value inclusive decisionmaking processes and achieving the results promised.**
- **Everything must align-** Strategies and activities must align with desired outcomes. Measures must align with strategies.
- **Level of change must be appropriate-** Strategies **and** evaluation design must be appropriate to the desired level of change. Changing communities means changes to organizations, systems and environments that affect people's lives.
- **We need powerful strategies-** Strategies must be powerful enough to make systems and environmental changes.



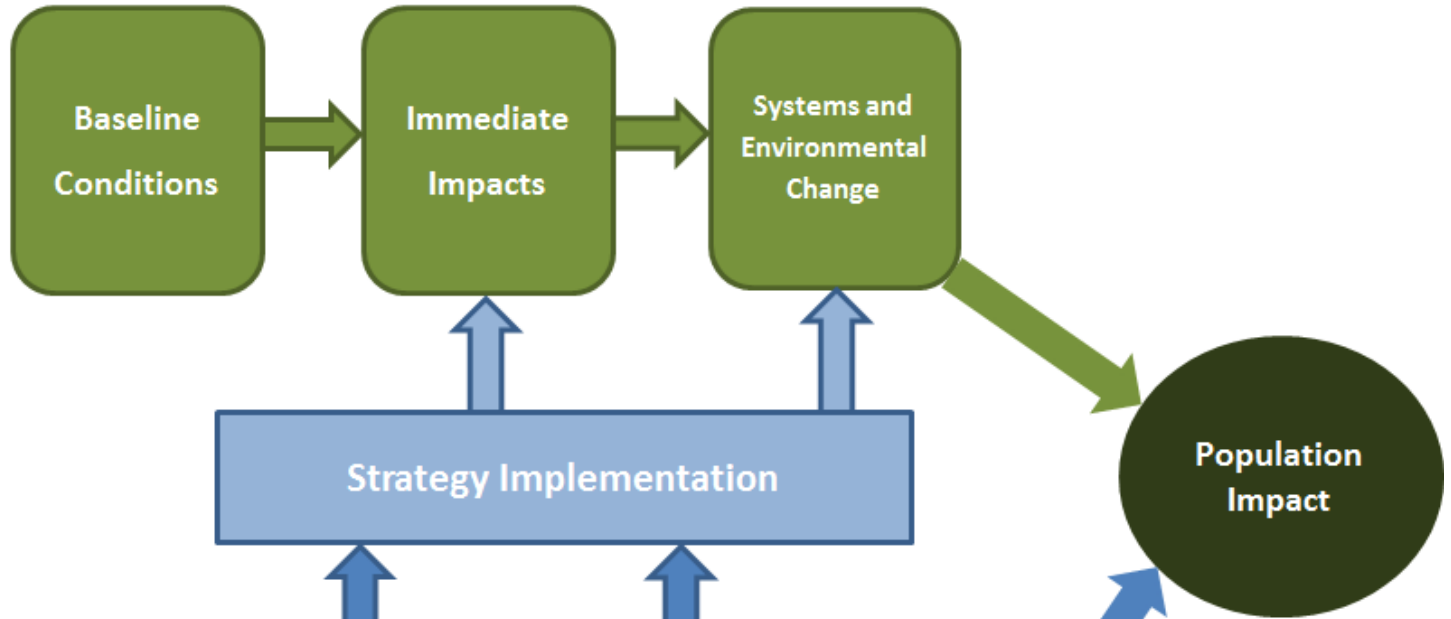
SOME MORE LESSONS

- **No justice, No results-** "The community" is not just one group of people, but typically people divided by differences in power, culture, position, stake, time and capacity to participate, etc. Inequities must be addressed.
- **Context matters-**It is dynamic, and not only does it affect how things are done and if they will be successful, but in fact these initiatives need to change context in order to be successful.
- **Scale, sustainability, and capacity make communities change.**
- **A culture learning of data and knowledge based decision making and accountability.**

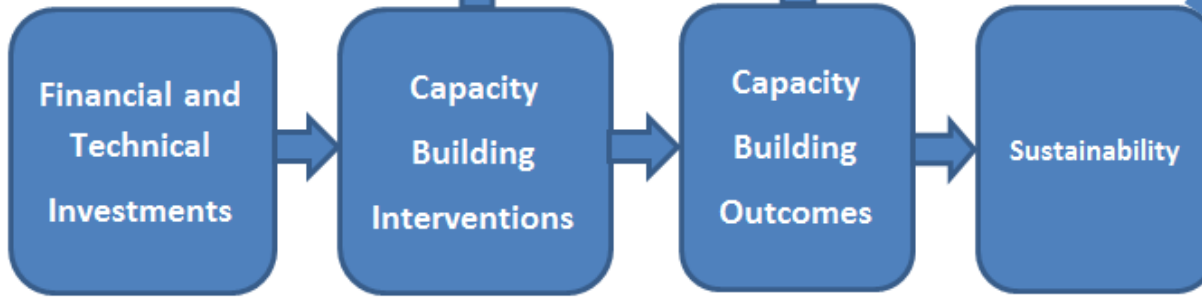


Community Change Framework

Changes



Levers of Change



Political, Economic and Cultural Context



A WORD (OR TWO) ON DESIGN

- Traditional experimental and quasi-experimental designs are not THE Gold Standard.
- Rigor is scientifically principled, not rigid.
- Other appropriate evaluation designs include cross case study and regression discontinuity.
- New rigorous designs need to be developed and promoted.
- Standards should be adapted, not lowered.



IT'S NOT EASY!

(WE NEED TO BE THE CHANGE WE WANT TO BE)

David Chavis



**“IF YOU CAN'T FLY THEN RUN, IF YOU
CAN'T RUN THEN WALK, IF YOU CAN'T
WALK THEN CRAWL, BUT WHATEVER YOU
DO YOU HAVE TO KEEP MOVING
FORWARD.”**

— MARTIN LUTHER KING JR.



THANK YOU!

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(SUFFICIENT) SCALE

Degree to which the initiative reaches the population of a place so that targeted trends in the place begin to be reversed.



GETTING TO SCALE

Progress in increasing the number of persons exposed to the implementation strategy or program



SUSTAINABILITY

Degree to which the place based initiative's approach to addressing the selected outcomes is integrated into community life with sufficient long-term resources, support, and capacity.



COMMUNITY CAPACITY

The capacity of public, private, non profit, and civic organizations to individually and collectively create effective and lasting change.

