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**Culturally Responsive Evaluation Practices**  
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# Agenda

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- What is Culturally Responsive Evaluation Practice?
- Why do we need it?
- How should be doing it?
- What does it look like?
- What are some tools we can use?
- Next steps/action items

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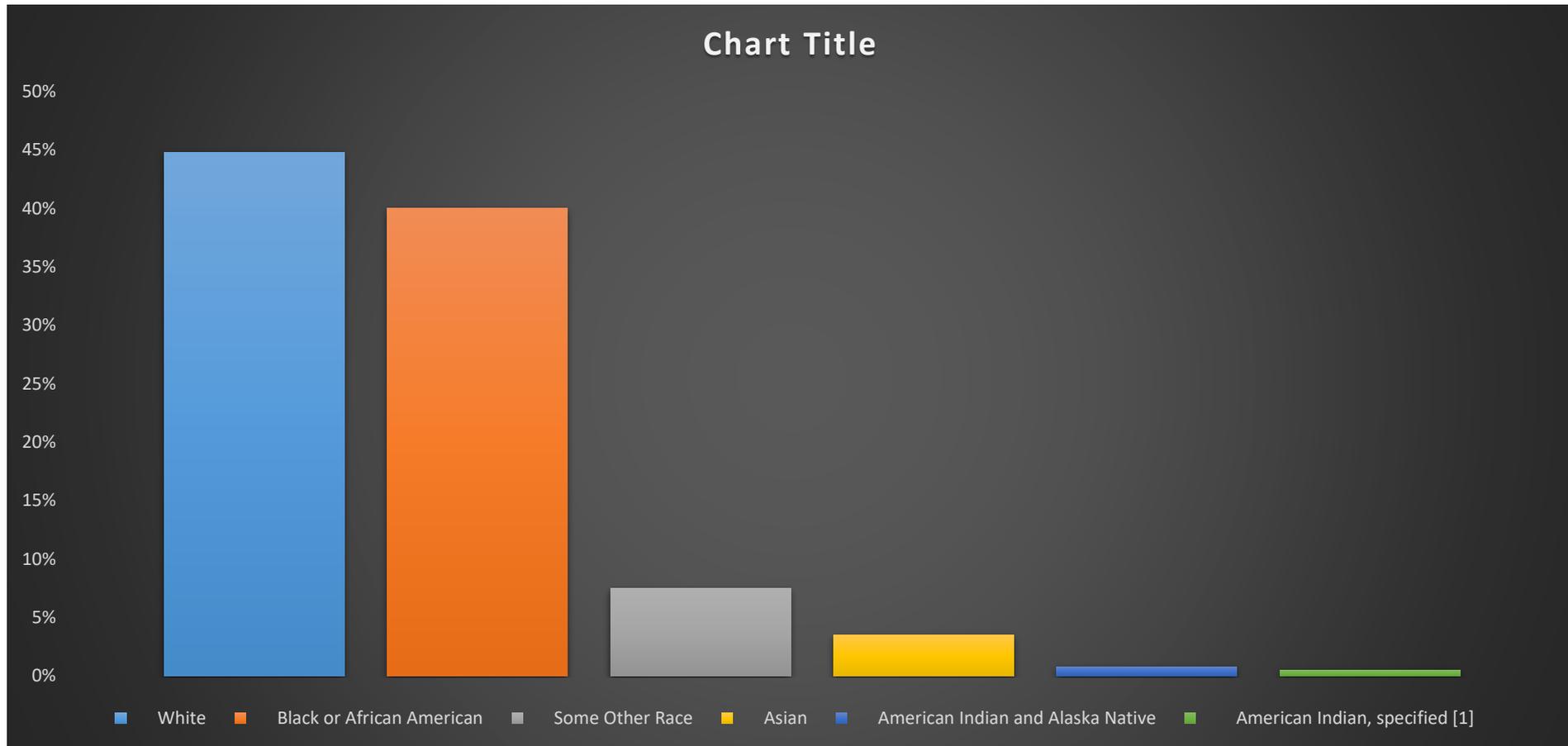
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- Culturally responsive evaluators honor the cultural context in which an evaluation takes place by bringing needed, shared life experiences and understandings to the evaluation tasks at hand and hearing diverse voices and perspectives. The approach requires that evaluators critically examine culturally relevant but often neglected variables in project design and evaluation. In order to accomplish this task, the evaluator must have a keen awareness of the context in which the project is taking place and an understanding of how this context might influence the behavior of individuals in the project. - (Frierson, Hood, Hughes, and Thomas - 2010 User-Friendly Guide to Project Evaluation (NSF 2010a, p. 75))

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# City of Milwaukee by Race



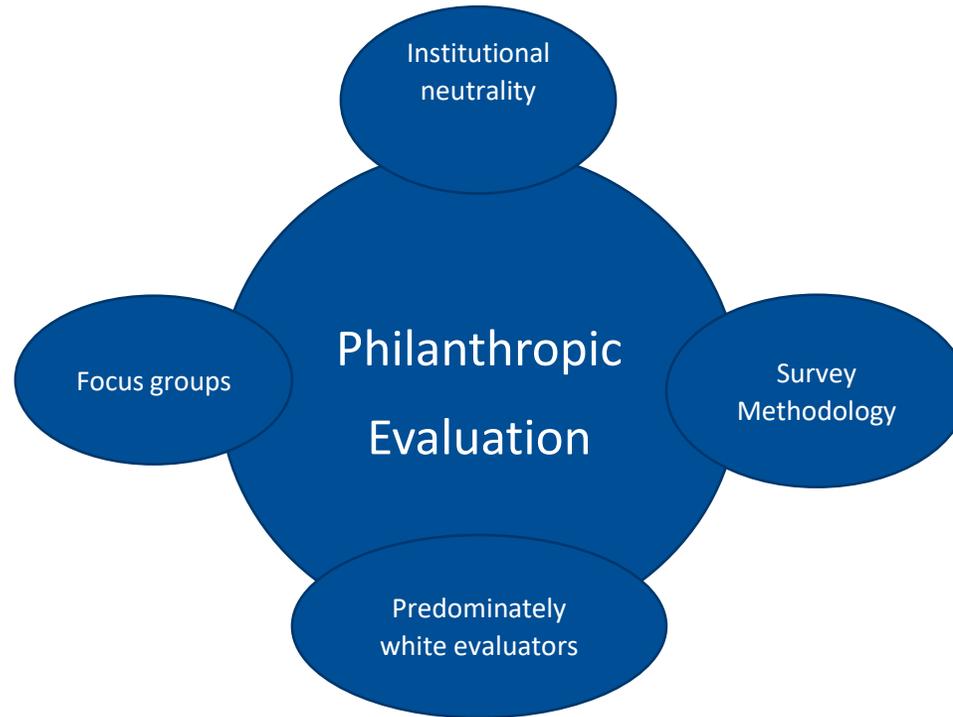
# Why?

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- Evaluation work should always align with equity work
  - Diverse community
  - Different cultures
  - Evaluation is rooted in white culture
    - “Philanthropic evaluation practices may inadvertently reinforce racism” – Jara Dean Coffey

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Evaluators  
of color

Storytelling

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# How?

- Internal education of in house evaluators
- Recognize that race is always a factor in the ills of our society (poverty, crime, education, health)
- ALWAYS collect demographic information that links to evaluation methodology
- Disaggregate data to find the disparities. (Example – Youth program)
- Educate communities
- Include communities of color in conversations

# What does it look like

- Storytelling
  - Example of what that looks like
- Evaluation should answer four critical questions
  - What are the historical and/structural decisions that have contributed to the conditions being addressed?
  - What are the effects of our strategies on the populations we serve?
  - What are the effects of the underlying systemic drivers of inequality?
  - What are the ways in which cultural context is tangled in the structural conditions and the program itself?

# What does it look like

- To truly be equitable evaluation work should be owned by the participant
- Diversity of teams
- Culturally appropriate and valid methodologies
- Evaluation of structural and systemic systems
- Community power
- Outsourcing

# Awareness

- Learning about priorities and preferences of the culture you are evaluating
- Assessing traditional approach
- Learning from the community and how they might be impacted by the evaluation
- What DON'T you have in common – learn and be transparent

# Tools to use

Self-Reflection Questions for Evaluators As the saying goes, where we stand depends on where we sit—or are situated. To understand the impact of culture in our own lives and others', we can look directly at how we are situated and the ways in which it might influence our perspectives and behaviors. To help us explore our own identity, we can ask ourselves the following self-reflection questions:

1. Where am I from (nationality, region, and heritage)?
2. What are my beliefs, values, and religious and political orientations?
3. What is my biological sex and gender identity?
4. What is my age group?
5. What is my social class?
6. What are my vocations and avocations?
7. What life events have greatly affected me?
8. Which of the above factors are significant to me?
9. What do I see as resources I can use in this evaluation?
10. What do I see as potential opportunities, challenges, or conflicts for this evaluation?
11. What stereotypes do I hold?

# Tools to use

- “Considerations for conducting evaluation using a culturally responsive lens” Public Policy Associates, Inc.
  - <http://publicpolicy.com/wp-content/uploads/2017/04/PPA-Culturally-Responsive-Lens.pdf>
- “What’s Race Got to do With it? Equity and Philanthropic Evaluation Practices” Jara Dean-Coffey
- “Practical Strategies for Culturally Competent Evaluation” – Center for Disease Control
  - [https://www.cdc.gov/dhdsp/docs/cultural\\_competence\\_guide.pdf](https://www.cdc.gov/dhdsp/docs/cultural_competence_guide.pdf)
- <https://crea.education.illinois.edu/>
- <http://beyondrigor.org/index.html>

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# Finally...

- Culturally responsive evaluation practice is:
  - A skill
  - Takes time and practice
  - Fails forward
  - Done every time
  - Builds trust and credibility
  - Is hard
  - Is worth it



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***“Give. Advocate. Volunteer.”***

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*Thank you.*