

**TITLE: Equitable Evaluation**

**DATE: October 15, 2019**

**SPEAKER: Chera Reid, Kresge Foundation**

**PRESENTATION:**

Whoever controls information, whoever controls meaning, acquires power – Laura Esquivel

- Why it so important to us and grounds the way that we work, research and evaluate at Kresge and with partners
- As strategic grantmaker, no longer capital challenge, to begin to shift systems and power to seek equity, justice in places, the complexity and the way we learn together, what eval means, we had to shift that too
- What should it be? What is the right size? Why would we focus on...x, y, z
- Data is not neutral, information/evaluation reflects certain world view
- We are not dismissing evaluation itself, we are not saying that it's not important to understand what's actually happening
- Rigor is important, but we are trying to shift our analysis and ask who it is in service is for, what is it actually about, what is the purpose, move the practice to serve as a tool and resource to advance equity
- Field transformation having an increasingly shared analysis
- What is the "what" we are trying to share our efforts around
- Equitable eval: a set of principles
- Evaluation work is in service of and contributes to equity
- Effects of strategy on different populations: disaggregating data
- Should be designed in a way that are culturally aligned with participant ownership
- How do we share back? Compensating people for their time, really important starting point
- We mean throughout ALL of the work; the way we design questions to who the audience and users are
- Took a sort of "year in the life" of FreshLo, have big evaluation and what I was hearing from people from the evaluation was that a number of folks in philanthropy wanted to participate, they want to see what they could shift or nudge in their orgs, and they didn't feel like they could do it without case studies, references, etc. they were not ok just going first, much less that we know what we are doing with equitable eval but that we were willing to be documented and hear our own decision points and milestones, teaching case that was written about a year in the life of what happened in this eval
  - More about what we didn't do well and opportunities missed than what we did do well
- Resist simplicity and the quick fix
- Questioning and unlearning what we believe to be true – super hard
- Part of what we are finding of the artifacts that we have built is when we try to operationalize equity within, we are coming up against them... way we do contracting with consultants is timeline, deliverables, etc. and we are bumping up against what we should be collecting, what are the indicators, and are the indicators too quantitative and activity outputs

- How can we do this differently? Open up more time in the earlier months of a contract, what in our norms and policies can be adjusted
- The invitation: embrace and reflect to drive justice seeking philanthropy and non-profits
- What we can do is send over “what to even begin to ask” in terms of self-evaluation