

Evaluation Champions help embed evaluation

This case study is about developing organisational evaluation champions

You should read it if you are interested in how good evaluation practice can be embedded within an organisation

It will tell you how ESS supported *Who Cares? Scotland* to embed evaluation by having trained evaluation champions to work with colleagues to capture evidence for each service.

Introduction

Who Cares? Scotland [WC?S] supports care-experienced young people. It provides a range of services including advocacy, group support, campaigning and working with corporate parents.

WC?S received a significant grant from The Life Changes Trust, as part of which they also received a package of evaluation training and logic modelling support from ESS. One of the goals was to make sure that what was learned about self-evaluation was cascaded throughout the organisation. This was potentially challenging due to the variety and geographical spread of WC?S' services.



What we did

From the staff who had attended the evaluation training, we invited a small group to become evaluation champions for WC?S. The senior management team approached people for this role, ensuring each service and (as far as possible) each geographical area was represented. The champions were predominantly front-line staff with some responsibility for evaluating their own services. One of the champion's roles requires them to attend senior management meetings so they were in a position to ensure communication between the groups was maintained easily.

The champions spent two full days working with ESS. We took the outcomes from the organisational logic model, checked they would make sense for staff on the ground, developed indicators and then identified which methods each service could use to capture evidence. Each champion took responsibility for one or two suggested methods – writing clear guidance which would make sense within the context of WC?S. They

also undertook to try out some of the methods.

Six months later the group came back together to review how they had got on.



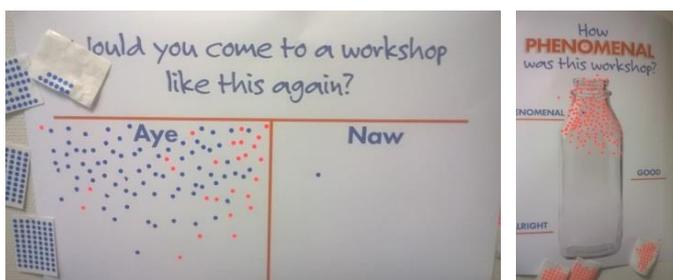
Challenges and successes

Because of the geographical spread of the group it was difficult for the group to meet informally between sessions.

Spreading ESS' support over a period of time gave the champions the opportunity to try things out and then bring any questions back.

The difference we made

"I noticed the use of a range of different evaluation tools at the May event, clearly there has been considerable benefit to this support from ESS". Head of Operations, Who Cares? Scotland



5 Rose Street, Edinburgh, EH2 2PR
0131 243 2770
info@evaluationsupportscotland.org.uk
Company No. SC284843 Charity No. SC036529

What we learnt

Truly embedding self-evaluation practice within an organisation (especially one with a variety of services) takes a long time.

You need enthusiastic people as champions – and their role matters too. If they have some front-line duties they can help to explain to other staff why gathering evidence is important. If they have some managerial responsibilities they may already have some responsibility for evaluation in their job, making it more relevant and ensuring they can overcome any organisational barriers more easily.

Providing a follow-up day of evaluation support several months later can help to ensure that enthusiasm doesn't wane.

If you are thinking of doing something similar we suggest you ...

Draw up a **realistic timetable**.

Build regular opportunities for **reviewing progress** into everyone's work plans.

Identify **enthusiastic people** who have an interest in the topic and who are likely to be listened to by their colleagues.

Make sure there is at least **one champion in each service / geographical area**.

Contact details

For more information please contact
Evaluation Support Scotland
0131 243 2770
info@evaluationsupportscotland.org.uk

Website for guides, tools and resources
www.evaluationsupportscotland.org.uk