

# **CANADIAN EVALUATION SOCIETY ONTARIO CHAPTER**

**CES - Ontario Chapter  
Annual General Meeting Minutes  
November 30, 2007**

**CES Ontario Annual General Meeting Minutes– November 30, 2007.**  
**12:30 p.m. to 2:00 p.m.**

*Members present: Barb Adam, Milena Babik, Charlotte Burkhardt, Siu-Mee Cheng, Nadine d'Entremont, Chris Frank, Elana Gray, Keiko Kuji-Shikatani, Martha McGuire, James McTavish, Cindy Nhan, Hubert Paulmer, Kate Powadiuk, Erica Procter, Susan Scott, Natalie Sibille, Sarah Wallace, and Biljana Zuvela.*

Item	Discussion	Action
1. Call to Order (Chair)		
2. Verification that AGM Notice and Quorum Requirements are met		Quorum met - Chair verifies 18 members present.
3. Approval of minutes of the AGM 2006	<b>Motion</b> to approve minutes by <b>Erica Procter</b> , seconded by <b>Martha McGuire</b> .	All members supported the motion.
4. Chair's Comments	Erica Procter gave her report which is attached as Appendix A. Erica expressed her sincere thanks to all members of the Board, committee members, and volunteers. She thanked the membership for allowing her to serve. Recently, the Board has offered members the opportunity to meet by teleconference, helping to increase the locations where members can contribute from. Board members contributed to various policy strategy developments. Serving on the board gave Erica a sense of community, identity as an evaluator, and she is proud to be an evaluator.	
5. Treasurer's Report and Financial Statements	In the absence to a treasurer, Erica prepared a brief report to the end of October 2007 – see Appendix B. We are in good financial standing. Erica thanked Dale Vaillancourt for her contribution to the various systems she put into place. <b>Motion</b> to approve minutes by <b>Erica Procter</b> , seconded by <b>Sarah Wallace</b> .	All members supported the motion.
<b>6. Report from committees</b>		
a) Advocacy	Siu Mee Cheng presented the report – see Appendix C. A challenging year as the chair engaged members Charlotte Burkhardt, Hubert Paulmer, Kate Powadiuk and Keiko Kuji-Shikatani. The committee worked on the direction of the strategic plan by tackling resource and capacity issues. They developed supporting materials, engaged in collaboration with other committees (Communication, Membership and PD) to reflect them in all our work. <b>Motion</b> to accept the report by <b>Siu Mee</b> , seconded by <b>Chris Frank</b> .	All members supported the motion.
b) Board Development	Keiko Kuji-Shikatani presented the report on behalf of Jennifer Yessis – see Appendix D for details. The Board Development committee initiated a number of new activities this year to enhance the development of the Board including: a Board orientation session at the beginning of the year, interviews with individual Board members to learn about the strengths and areas for improvement for the Board, and a strategic planning session to develop priorities for the next few years.	All members supported the motion.

Item	Discussion	Action
	<b>Motion</b> to accept the report <b>Keiko</b> , seconded by <b>Sarah</b> .	
c) Communications	Siu Mee presented the Communication report since Elisabeth Rees-Johnston had resigned during the course of the year. Over the past year, the communications committee has worked to increase their coordination with other committees, streamline communication activities, and create new communication policies and an implementation plan. See Appendix E for details. <b>Motion</b> to accept the report by <b>Siu Mee</b> , seconded by <b>Hubert Paulmer</b> .	All members supported the motion.
d) Conference	Sarah Wallace presented the Conference report – see Appendix F for details. The AGM was conducted during the annual conference, therefore the feedback information regarding the conference was not available for presentation. Sarah thanked all of the conference presenters: Rebecca Jones, Susan Scott, Jim McTavish, as well as contributors to the Student Panel: Rochelle Zorzi, Hubert Paulmer, Natalie Ceccato (Sarah was also a contributor to the panel). <b>Motion</b> to accept the report by <b>Sarah</b> , seconded by <b>Keiko</b> .	All members supported the motion.
e) Membership	Jim McTavish presented the Membership report – see Appendix G for details. The membership committee organized seven town hall meetings to engage members in discussions concerning professional designation, as well as prepared a report to National concerning designation. The committee also examined membership profile and trends, and increased coordination with other committees. <b>Motion</b> to accept the report by <b>Jim McTavish</b> , seconded by <b>Chris</b> .	All members supported the motion.
f) Professional Development	Sarah presented the Professional Development report – see Appendix H for details. The Professional Development committee conducted 2 offerings of the Essential Skills Series, as well as the intermediate level Logic Models workshop and a tailored training over the course of the year. In addition, the committee finalized the revision of the ESS materials, including a case study. A Qualitative Methods workshop is currently under development. <b>Motion</b> to accept the report by <b>Sarah</b> , seconded by <b>Kate Powadiuk</b> .	All members supported the motion.
g) Student	Erica presented the Student report – see Appendix I for details. The Student committee continued a number of their activities over the year, including the student newsletter, the Students’ Corner on the website, the panel at the annual conference and the ESS scholarship. In addition, the committee conducted a survey of student members to guide their future activities. <b>Motion</b> to accept the report by <b>Erica</b> , seconded by <b>Sarah</b> .	All members supported the motion.
h) National Council	Keiko presented the National Council report – see Appendix J for details. The majority of the National activities have concerning the professional designation project. Council has agreed that there is member support to pursue a system of professional designation for evaluators in Canada. Therefore, work on this project will continue into 2008. National will be looking for volunteers	All members supported the motion.

Item	Discussion	Action
	to assist with this project. <b>Motion</b> to accept the report by <b>Keiko</b> , seconded by <b>Hubert</b> .	
7. Elections for vacant positions of the Board	See Appendix K for nominees. <b>Motion</b> to accept all nominees by <b>Erica</b> , seconded by <b>Chris</b> .	All members supported the motion.
8. Adjournment	<b>Motion</b> to adjourn the meeting by <b>Erica</b> and seconded by <b>Sarah</b> .	All members supported the motion.

# **Appendix A: Canadian Evaluation Society – Ontario Chapter 2007 ANNUAL GENERAL MEETING**

*Report from the Chair  
Erica Procter  
November 30, 2007*



As others have said before me, it is a tradition and privilege for the outgoing Chair to begin the Board's Annual General Meeting by offering thanks to those who have contributed to this year's accomplishments. I would first like to thank the membership for providing me with the opportunity to serve on the Board for the past three years and, in particular, for allowing me the opportunity to serve as Chair this past year.

The Board has continued to manage both strategic and operational activities, through the commitment and hard work of our volunteer members. This has required a substantial commitment from our Board members and committee volunteers in terms of time, energy, and enthusiasm. The Board has continued to grow and offer opportunities for those outside of the GTA to become involved with the Board by offering all of our meetings by teleconference. We hope this will allow for a greater representation of our membership on the Board. We are also in the process of initiating some changes in terms of the administrative work of the Board to allow members to focus more of their energy on the strategic direction of the Chapter.

The benefits and personal rewards I have gained from my experience on the Board are difficult to put into words. While my involvement on the Board has been challenging, I have gained so much more than I ever could have anticipated. Most importantly, I have developed a strong sense of community with members of the Board, the Ontario Chapter, and the evaluation community as a whole. When I began my involvement with the Board, I had only a vague understanding of evaluation. As my role on the Board continued, I began to understand, appreciate, and become an advocate for evaluation.

I would also like to take this opportunity to strongly encourage other students to take advantage of the learning and development opportunities offered by the Chapter.

I am very pleased to be able to thank our continuing Board members for next year.

First, Siu Mee Cheng has taken on a leadership role as Advocacy Chair, in addition to taking over the role of Communications Chair for the past few months. Siu Mee has taken a strong role in forwarding the advocacy goals of the Board. Siu Mee has taken the initiative to create a number of important new documents. These documents provide the Board with effective and consistent advocacy materials, including my presentation from this morning, the brochures provided today, and the new letterhead we have used for the AGM materials.

Keiko Kuji-Shikatani is a long standing member of the Board. I am very pleased that Keiko has agreed to be the Ontario Representative to the National Council. I am confident that her numerous skills will allow her to effectively forward the interests of the members of the Ontario Chapter to the National level. We all greatly value Keiko's enthusiasm, willingness to lend a hand, and never-ending source of new ideas for our Chapter. I would also like to personally thank Keiko for her encouragement and support as Past-past-chair.

Jim McTavish is a new member to the Board this year. Jim has taken on the role of Membership chair and has taken the leadership in a number of important Chapter activities, including the outreach to members regarding the professional designation project and the preparation of our response to National. Jim always brings a calm voice of good sense and straightforwardness to our discussions, which is very much appreciated.

Sarah Wallace is also a new member of the Board this year and has taken on the challenging task of chairing the Professional Development committee. Due to Sarah's leadership and commitment, the professional development offered by the Chapter is as strong as ever. Sarah has continued the committee's work in developing our partnership with National, and has furthered our activities by organizing specialized training to groups.

Finally, I am very happy that Jennifer Yessis will be staying with us for next year, guiding our Board Development committee. Jennifer has also been involved with the Board for a number of years and is an invaluable source of information concerning the history of the Board and our development. Jennifer has demonstrated her continued commitment to the development of the Board this year by organizing an enhanced Board Orientation Session, conducting individual interviews with Board members, and hosting our very successful strategic planning session.

Sadly, Martha McGuire will be leaving the Board at the end of this year. Martha has served an invaluable role on the Board for many years and she will be greatly missed. Martha has served many roles on the Board, including Conference Chair, Board Chair, and National Representative. Martha has been strongly committed to voicing the concerns of the Ontario members to the National Council, and ensuring that those concerns are heard. She continues to be a strong advocate for evaluation, CES, and the Ontario Chapter. I sincerely hope that Martha will stay involved with the Board in future years.

There are a number of members who have had to leave the Board this year for both professional and personal reasons. I would like to thank them all individually for their work on the Board.

First, I must extend an enthusiastic thanks to Catherine Bingle, who has moved to Austin, Texas. Catherine served on the Board for three and a half years, including her term as Chair last year. Catherine also served as my mentor this year, guiding me into my role as Chair. Catherine was always willing and interested to discuss Board issues and concerns, and share her own experiences and knowledge. I have greatly missed her expertise and guidance.

Brian Putnam was an enthusiastic member of the Board this year. Brian brought many issues concerning accountability forward for discussion. He provided the Board with the opportunity to discuss our future direction and where we would like to be as a Board in the future.

Elizabeth Rees-Johnston served as our Communications Chair for most of this year. Elizabeth effectively took on the role of communicating to our membership. She was also innovative in her ideas for the future direction for the committee. I hope that our incoming Chair will be able to continue this innovation and provide members with new ways to communicate with one another.

Next, I would like to thank Ron Saranchuk for arranging the large majority of the details for this wonderful conference. The conference requires tremendous organization and creativity. The theme of the conference this year is "Evaluation in Support of Strategic and Long-Range Planning". Ron carefully developed the theme in response to feedback from last year's conference. I am sure that the conference developed by Ron will serve to enhance the skills and knowledge of our members in attendance today.

Our treasurer, Dale Vaillancourt, was also missed this year. During her time as treasurer, Dale vastly improved our financial and budgeting processes, including initiating an independent audit last year.

Dale spent long hours initiating new financial measures and improving all of our knowledge to ensure the Board's financial accountability.

Finally, I would like to thank Natalie Ceccato. Even though Natalie was with the Board for only a short time, she has remaining involved with the Student Committee and will be hosting our panel this afternoon. I hope Natalie will continue to remain involved with Chapter activities.

I would like to also thank Elana Gray for the registrar and organizational services she provides. Elana goes well beyond what is asked of her, in terms of responding to inquiries and answering questions about the Chapter and the Board. We greatly appreciate Elana's dedication to the Board and her willingness to provide some of her services on a volunteer basis. Elana's organization and attention to detail have been invaluable in providing our workshops and today's conference.

I must also thank our bookkeeper, Sue Moore, for her attention to detail and doggedness in ensuring we follow appropriate financial procedures. Thanks also to our past and incoming webmasters, Chris Botterill and Dmitriy Masko.

I would also like to thank David McCoy for his assistance with our strategic planning this year. His guidance and encouragement provided members with a new sense of enthusiasm for our work.

Last but not least, I would like to thank all of the other volunteers who have given their time, energy, and dedication to the Chapter. In particular, I would like to thank the student volunteers. As with all professions, the future of evaluation lies with students and I hope we can continue to encourage their involvement in the field of evaluation and CES.

I look forward to the year ahead!



# **Appendix B:**

## **Canadian Evaluation Society – Ontario Chapter**

### **2007 ANNUAL GENERAL MEETING**

*Finance Committee Report*  
*Erica Procter*  
*Board Chair*  
*November 30, 2007*



Due to the absence of a Board Treasurer at this time, only a brief Finance Report will be provided.

CES-Ontario reports on a calendar year basis, ending December 31<sup>st</sup>. Therefore, attached are the interim financial reports (including an Income Statement and Balance Sheet) for January 1, 2007 to October 31, 2007. Unfortunately, a Proposed Budget for 2008 is unavailable for presentation to the membership at this time. The Proposed Budget will be shared with the membership via email communication and posting to the website in the New Year.

The Board remains in good financial health.

The Income Statement is a record of revenues and expenses. The current income statement indicates a negative value of 1,582.51. Nonetheless, the balance of Board revenue and expenses for the year will change once the revenue from the last ESS offering and the conference are included.

The Board has had a number of additional expenses this year. The intention is that these expenses will improve the participation of Board members, allowing them to focus on planning activities. In addition, a number of significant advocacy activities have been initiated this year. It is anticipated that these expenses will lead to an increase in membership, and hence membership revenue.

The size of the Board was increased by three members last year. Therefore, there were additional, anticipated costs for these members.

Due to a number of member losses this year, the Board has maintained the regular activities of the Chapter but has struggled somewhat to initiate new activities. Board members have a number of ideas to generate increased revenues in the coming years.

The attached Balance Sheet shows that as of October 31, 2007, CES-ON has total assets valued at \$102,453.69. Since we have no liabilities, we have the same amount of equity.

The Board would like to sincerely thank Dale Vaillancourt for all of her dedication to the Board and her commitment to improving the financial and budgetary processes of the Chapter. Dale initiated a number of important changes to the financial processes of the Board during her term as Board Treasurer, greatly improving our financial accountability. The Board also thanks past finance committee members Catherine Bingle and Brian Putnam for their contribution to the committee.

The Board would also like to express their appreciation for the work of Sue Moore, who managed our accounts on a part-time basis throughout this past year.

Canadian Evaluation Society - Ontario  
Income Statement 01/01/2007 to 31/10/2007

REVENUE

MEMBERSHIP REVENUE

Membership Share - CES Revenue	14,674.39
TOTAL MEMBERSHIP REVENUE	14,674.39

PROGRAM REVENUE

Registration Fees Revenue	21,477.50
Non-CESO Program Revenue	1,600.00
TOTAL PROGRAM REVENUE	23,077.50

OTHER REVENUE

Bank Interest Revenue	0.00
Investment Interest Revenue	0.00
TOTAL OTHER REVENUE	0.00

TOTAL REVENUE	37,751.89
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EXPENSE

MEMBERSHIP EXPENSES

CES ESS Module Levy Expense	1,680.00
Memberships from Program Registrations	1,500.00
Newsletter/Notification Expense	0.00
Postage Expense - Membership	0.00
Website Design/Development Expense	0.00
Refreshments Expense - Meetings	381.43
Printing Expenses - Meetings	0.00
Teleconference Expense	2,541.94
Facility Rental - Meetings	298.60
Recognition/Gifts Expense	0.00
Promotion/Prizes	150.00
Board Development Expense	0.00
Membership Data Base	333.90
TOTAL MEMBERSHIP EXPENSE	6,885.87

PROGRAM EXPENSE

Speaker Expense	4,569.00
Contract Fees Expense	5,340.00
Facility Rental Expense	3,770.35
Equipment Rental Expense	0.00
Speakers' Gifts Expense	0.00
Printing Expense	955.59
Food Services Expense	6,429.14
Travel/Accommodation Exp. - Board	341.32

Travel/Accom. Exp. - Spkrs/Support	67.72
Program Postage Expense	0.00
Non-CESO Program Expense	0.00
Program Telephone Expense	0.00
Chapter Awards	0.00
TOTAL PROGRAM EXPENSE	21,473.12

ADMIN. & OTHER EXPENSE	
Admin. Postage/Courier Expense	169.80
Admin L/D Telephone Expense	0.00
Bank Charges Expense	80.00
Credit Card Charges Expense	896.60
Bookkeeping/Support Expense	1,080.00
Board Meetings Expense	0.00
Office Supplies	399.47
Equipment Purchases	8,349.54
TOTAL ADMIN. & OTHER EXPENSE	10,975.41

TOTAL EXPENSE	39,334.40
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NET INCOME	<u>(1,582.51)</u>
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Canadian Evaluation Society - Ontario  
 Balance Sheet As at 31/10/2007

ASSETS

CURRENT ASSETS

TD/CT Bank Account	14,223.97	
BMO M/C Account	23,867.18	
Total Cash		38,091.15
Accounts Receivable		0.00
Prepaid Expenses		0.00
Investment - Can. Money Market Fund	0.00	
Investment - Term Deposits	64,362.54	
Total Investments		64,362.54
Equipment	0.00	
Accum. Deprec. - Equipment	0.00	
Total Equipment		0.00
TOTAL CURRENT ASSETS		102,453.69

TOTAL ASSETS 102,453.69

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LIABILITIES

CURRENT LIABILITIES

Accounts Payable		88.80
TOTAL CURRENT LIABILITIES		88.80

TOTAL LIABILITIES 88.80

EQUITY

RETAINED EARNINGS

Retained Earnings - Previous Year		103,947.40
Current Earnings		(1,582.51)
TOTAL RETAINED EARNINGS		102,364.89

TOTAL EQUITY 102,364.89

LIABILITIES AND EQUITY 102,453.69

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# **Appendix C:**

## **Canadian Evaluation Society – Ontario Chapter**

### **2007 ANNUAL GENERAL MEETING**

*Advocacy Committee Report*  
*Siu Mee Cheng*  
*Chair, Advocacy Committee*  
*November 30, 2007*



## **INTRODUCTION**

2007 saw many changes, not only for the Board, but also for the Advocacy Committee.

1. Keiko Kuji-Shikatani, a long-time member of the Advocacy Committee and co-chair had formally stepped down as the Chair, in order to support the Board at the National level. She will continue on as a committee member.
2. The committee revitalized its membership, and has established a strong, engaged and dynamic group of individuals. They are:
  - Charlotte Burke
  - Kate Powadiuk
  - Hubert Palmer
  - Keiko Kuji-Shikatani

## **2007 CHALLENGES**

Following the presentation of the Advocacy Committee strategic plan in the last AGM, the Committee was tasked with raising awareness and interest in evaluation across all sectors within the province. Some of the key challenges impacting CES' efforts in advocacy included the lack of tools to support advocacy efforts and a need to make a substantive impact given the resourcing and capacity challenges faced by the Committee.

Consequently, a feasible and rational operational plan had been developed in 2007 by the Committee. The intent was to initiate some first steps using an approach that would ensure greatest impact with focused direction and efforts, and develop some key tools to ensure the success of our advocacy efforts.

Using the plan as the guide, the Advocacy Committee also sought to actively promote better coordination and collaboration with the other Committees, including Communications, Professional Development, and Membership. As a result, the efforts undertaken by this Committee will reflect, to varying degrees the issues and concerns of our sister committees.

## **2007 SUCCESSES**

This Committee is pleased to present to you our achievements for 2007.

The Committee has been hard at work leading the development of an advocacy and marketing package, in conjunction with inputs from the sister agencies. As a result, we have developed advocacy and marketing materials that can support our advocacy agenda. Our pamphlet has been enclosed (Appendix 1). We are excited by the key advocacy messages around program evaluation we will be bringing forward. Reflecting coordination and collaboration with the sister committees, these materials will be visible at PD sessions, CES conferences, and other key chapter forums. I would like to urge members to visit the CES booth in the conference to view the materials. On behalf of the Board, I also urge members to actively participate in advocacy efforts in evaluation within your sector, and utilize the resources the chapter now has in place.

For 2007, the Committee has also decided to direct its efforts toward conferences in the public and not-for profit sectors, in the social and health sectors. By doing so, it is hoped that this will garner us heightened exposure and presence in these sectors with a very targeted approach. We have been focusing our efforts in the education and health sectors in 2007.

Lastly, the Committee is pleased to inform chapter members that the Chapter will continue to support the Excellence in Evaluation Award. This will provide an opportunity to showcase best examples of evaluations that have made a positive impact for any organization.

## NEXT STEPS

The Committee will continue to build on its 2007 efforts and direction as detailed in the Advocacy Committee Strategic Plan 2007-2009. In 2008, members can expect:

1. Winners for the 2007 Excellence in Evaluation Award will be reported in the early part of the year.
2. Continued coordination with sister Committees, including advocacy in PD and other chapter forums.
3. Presence at key industry sector conferences, including education and health.
4. Increase communication and collaboration with sister chapters across Canada.
5. Identify and initiate methods to better leverage current strengths and resources for advocacy purposes.
6. In order to see greater advances in advocacy efforts, CES needs to begin to collate the body of evidence in existence that demonstrates evaluation's contribution towards organizational success and improved outcomes. In so doing, we can tell a better story when advocating evaluation. This chapter will initiate activities in this area, and will collaborate with sister chapters and with CES National.

On behalf of the Committee, I am pleased to present this report to Chapter members, and we look forward to continuing to serve the chapter and its members. I would also like to acknowledge and thank Keiko for her leadership and commitment to the Advocacy Committee.

Committee Contact: [advocacy@evaluationontario.ca](mailto:advocacy@evaluationontario.ca)



# **Appendix D: Canadian Evaluation Society – Ontario Chapter 2007 ANNUAL GENERAL MEETING**

***Board Development Report  
Jennifer Yessis  
Chair, Board Development  
November 30, 2007***

## 2007 ACCOMPLISHMENTS

This year the Board Development Committee helped to coordinate its first Board Orientation Session (full day) for board members to orient board members to the board. After holding the Orientation Session, Board members agreed that it was a worthwhile session, but also felt that it could be improved by doing more planning/visioning together as a board, and doing more team building during the day.

The Board Development Committee conducted interviews with Board members to better understand the different perspectives of Board members, and to learn about the strengths and areas for improvement of the Board. From that activity, it was clear that the Board needed to do some Strategic Planning to establish a clear vision and priorities. As a board we hired a facilitator (David McCoy) who helped us establish priorities using an Appreciative Inquiry Approach. This session reinforced our Mission Statement:

*Our mission is to foster a vibrant evaluation community in Ontario by promoting best practices in evaluation to achieve excellence in public, private and nonprofit action.*

The key priorities that emerged from this session, for the Ontario Chapter over the next two years include the following:

### Plan 2008 Priorities

- Define the value of evaluation (rationale: mandate, purpose)
- Build new partnerships
- Achieve a full board complement
- Stabilize our infrastructure
- Increase our communication with members
- Find additional revenue sources and support in kind

### Plan 2009 Priorities

- Make evaluation accessible to:
  - ⇒ Evaluators via:
    - Training
    - Outreach
    - Materials
- Position evaluation as a necessity (in the public eye)
- Brand CES-ON as evaluation (*Evaluation is us!*)

At our Board Orientation Session in January of 2008, we will work together as a Board to determine the strategies needed to work on the priorities. As well, we agreed as a Board to establish a mentorship program for new Board members. (e.g., an experienced Board member will be paired with a new Board member to “show them the ropes” and assist whenever possible)

We are working towards building our Board’s infrastructure so that we do less administration in order to bring additional value to our members.

Committee Contact: [boarddev@evaluationontario.ca](mailto:boarddev@evaluationontario.ca)

# **Appendix E: Canadian Evaluation Society – Ontario Chapter 2007 ANNUAL GENERAL MEETING**

*Communications Committee Report  
Siu Mee Cheng  
Chair, Communications Committee  
November 30, 2007*



## **INTRODUCTION**

As in other Committees, the Communications Committee saw many changes in 2007.

3. Firstly, I want to acknowledge the efforts and leadership of Elisabeth Rees-Johnston, co-chair of the Committee, and who had committed much time, leadership and effort. She recently stepped down as co-chair, and her leadership will be missed.
4. Secondly, the Committee suffered another loss in membership.
5. The committee underwent an assessment of its needs, and made an effort to streamline, improve and reduce duplication in all its communication activities.

## **2007 CHALLENGES**

One of the greatest challenges that the Communications Committee faced in 2007 was to increase coordination with other sister committees, in order to better support their efforts and help the sister committees to better leverage each other's agenda.

Another key challenge was to adopt more strategic approach in its activities. This was done by assessing current chapter communication tools and activities, and determining how to better increase membership value given available resources.

## **2007 SUCCESSES**

As a result of our efforts, I am pleased to present to you the Committee's 2007 achievements.

The Committee has seen incremental improvements in streamlining communication activities across all areas of the chapter.

The Committee has implemented policies, which ensures consistency and coordination in communication activities, both internal and external (see Appendix 1), and which will also allow for the chapter to leverage its existing communication resources towards offsetting chapter costs (i.e., a small nominal administration fees will be charged for members to post communications in the chapter newsletter or website).

Lastly, the Committee has identified an implementation plan to increase the value of its website for its members and the chapter, and which will require revitalization of the website.

## **NEXT STEPS**

The Committee will commit to the development of a Communications Committee Strategic Plan, which will be aligned with the Chapter's Plan. In the coming year, members can expect the following:

1. Revitalized website with enhanced usability and functionality, in order to enhance membership value.
2. Engaging chapter members to develop a Communications Strategy.
3. Exploration and identification of other activities that will assist in both offsetting chapter costs and increasing revenue.
4. Leveraging and coordinating sister chapters' and national's communication efforts in order to better support Membership, PD, Advocacy, and Conference Committees' efforts.

Before closing, I would once again, like to acknowledge the leadership and commitment provided by Elisabeth Rees-Johnston. Lastly, I would like to take this opportunity to extend an invitation to any chapter members to

join the Communications Committee. The year ahead will be an exciting and dynamic year, and the Committee's success will be highly dependent on its members.

Committee Contact: [communications@evaluationontario.ca](mailto:communications@evaluationontario.ca)

## COMMUNICATIONS GUIDING PRINCIPLES

### Purpose:

The following CESO Communications Guiding Principles are intended to provide direction and guidance to members and non-members on Communication within the CESO Chapter, and shall be adhered in all communications activities and products from the CES-ON Chapter.

### Principles:

- 1) All communications to CES-ON members and non-members shall reflect the CES Values: Propriety, Utility (e.g. Information is useful); and Accuracy (information is accurate, to the best of our knowledge).
- 2) All communications shall reflect and advance CES-ON's mission:
  - Promote awareness of PE and its values (promotion)
  - Advocate the use of PE (advocacy)
  - Disseminate knowledge (knowledge transfer)
  - Supports research in PE (research in PE / innovation)
  - Facilitates networking (networking)
  - Recruits students (recruitment)
- 3) The following communications activities will not be engaged by CES-ON :
  - CES-ON does not market / advertise goods/services for private, public, NPOs
  - CES-ON does not engage in communications that would be unethical and as per Ethics Principles; and
  - Advocacy, unless tied to CES and its advocacy mandate.
- 4) There are restrictions to the types of communications that may be directed to the following CESO stakeholders. These restrictions are detailed in the CES-ON Communications Committee standard operating procedures, which are reviewed annually:
  - CESO Board members
  - CES – general members
  - CES – National Board members
  - CES – other chapters
  - External: public sector, NGOs / NPO's, Private
- 5) Communication to members and non-members shall satisfy the Society's and existing federal and provincial privacy and information protection legislation.
- 6) Communication to members and non-members shall be streamlined, with duplication and redundancy minimized and frequency of communication engagements shall be regular, scheduled and kept to an appropriate level.
- 7) External requests to communicate with CES-ON chapter members and readership (via newsletters, websites, etc.), and meeting all Guiding Principles and Communications Committee Standard Operating Procedures may be charged an administrative fee to address costs. This fee schedule will be set annually as per the Communications Committee.

**Approval by: Co-chairs, Cheng, Siu Mee & Rees-Johnston, Elisabeth**

**Original Date: June 13, 2007**

# **Appendix F: Canadian Evaluation Society – Ontario Chapter 2007 ANNUAL GENERAL MEETING**

*Conference Committee Report  
Sarah Wallace  
Co-Chair, Conference Committee  
November 30, 2007*



CES – ON Annual Conference: November 30, 2007  
“Evaluation in Support of Strategic and Long Range Planning”

The purpose of the conference committee is to plan, organize, supervise, and evaluate the Chapter’s annual conference. This year’s conference is being held at Hart House, University of Toronto, on November 30, 2007 to coincide with the Annual General Meeting. The theme of the conference is “Evaluation in Support of Strategic and Long Range Planning.”

Erica Procter and Keiko Kuji-Shikatani will present the opening address. Concurrent sessions will include “From Planning to Implementation: Minimizing Trips and Falls” presented by Rebecca Jones (Dysart & Jones Associates), “Prominent Issues in Evaluation” presented by Susan Scott (SPS Research & Evaluation Inc.), and “OK, The Evaluation Has Been Done, Now What?” presented by Jim McTavish (Assessment Assistance Plus). The Annual General Meeting will take place over the lunch hour and the day will end with a Student Panel “Evaluation Experiences” hosted by Natalie Ceccato and Networking Session. For the Student Panel, Hubert Paulmer, Sarah Wallace, and Rochelle Zorzi will share their evaluation experiences.

Materials from the conference will be posted to the Ontario Chapter website. Feedback collected from participants will be used to inform planning for a successful 2008 CES – ON Annual Conference.

Thanks go to Ron Saranchuk for arranging the logistics of the conference, the exceptional presenters, the student volunteers, and to Elana Gray for helping to ensure a successful conference.

Committee Contact: [conference@evaluationontario.ca](mailto:conference@evaluationontario.ca)



# **Appendix G: Canadian Evaluation Society – Ontario Chapter 2007 ANNUAL GENERAL MEETING**

*Membership Committee Report  
Jim McTavish  
Chair, Membership Committee  
November 30, 2007*



## INTRODUCTION

In 2007, the Membership Committee was chaired by Jim McTavish. Committee members included Jennifer Yessis, Brian Putman and Nichole Fraser MacDonald. No formal committee meetings were held but issues were discussed and input provided by email several times during the year.

## 2007 ACCOMPLISHMENTS

**Credentialling:** In response to a request from National Council for Chapter input regarding the issue of credentialing of members, the Membership Committee facilitated the organization of 7 town hall meetings of members in different cities from London to Kingston. Input was analyzed and a report reflecting member views prepared for the Ontario Chapter and submitted to National Council.

**Membership Profile:** In July, a profile of current members was prepared and presented to the board. It indicated that the greatest number of members were employed by private firms, followed closely by those in colleges and universities, then those in provincial government or agencies. By far the primary focus of evaluation activities by members was in health care. Half of the members indicated that program evaluation was their major focus, while for almost a quarter it was their primary focus.

**Membership Trends:** There has been a definite decrease in membership from December 2006 to September 2007. This is of great concern to the Membership Committee.

Date	Total Names in Database	Current members	Expired members
December 2006	795	<b>485</b>	310
September 2007	886	<b>347</b>	539

**Advocacy:** The Membership Committee has worked very closely throughout the year with the Advocacy Committee to develop an advocacy strategy, marketing agenda and materials that will ultimately assist in recruiting new members for CES-ON.

**Strategic Planning:** The Membership chair participated in a Board strategic planning session designed to look at addressing current challenges in innovative ways. The task for the Membership Committee in 2008 will be to ensure that services to members are up-to-date, useful and available/accessible across the province.

Committee Contact: [membership@evaluationontario.ca](mailto:membership@evaluationontario.ca)

# **Appendix H: Canadian Evaluation Society – Ontario Chapter 2007 ANNUAL GENERAL MEETING**

*Professional Development Committee Report  
Sarah Wallace  
Chair, Professional Development Committee  
November 30, 2007*



Professional Development (PD) Committee members:

Sarah Wallace (Chair), Carol Townsend, Chris Frank, Erin McKenney, Daniela Seskar-Hencic, Keiko Kuji-Shikatani, Martha McGuire, Min Zeng, Melanie Jameson, Ron Saranchuk

## **2007 ACCOMPLISHMENTS**

The Ontario Chapter PD Committee provided two Essential Skills Series (ESS), one intermediate level skills workshop, and one tailored training session in 2007. The ESS workshops were held in May and November. The intermediate level workshop was the nationally sanctioned Logic Models course held in February. The tailored training session was held with Advanced Practice Nurse Educators at the Hospital for Sick Children in Toronto. All workshops were well attended and well received.

Ongoing committee tasks include planning workshops, selecting or developing workshop materials, hiring workshop instructors, and event planning. Feedback from workshop participants is collected at every offering and taken into consideration in planning.

The Ontario Chapter spearheaded the revision of ESS materials to reflect current workshop participant needs. This year the updated ESS curriculum was completed. The ESS update was delivered to the Ontario Chapter and includes the integration of a case study which ties the four modules together. The revised curriculum has been piloted in the Ontario Chapter and has been shared with the National Council. The National Chapter has already presented workshops using the updated curriculum.

Work continues towards development of a Qualitative Methods workshop. It is expected that the RFP will be posted early in 2008.

The PD Committee is planning to hold two series of ESS workshops to be scheduled for May and November 2008. We also hope to offer three intermediate workshops in 2008. The Logic Model workshop will be held in February and October, and if ready the Qualitative Methods workshop will be held in June.

PD continues to be a priority for the Ontario Chapter as the Board sets strategic directions for the coming years. PD activities enable the Chapter to fulfill its mission through promoting awareness of evaluation and the value that evaluation can add to government and business, disseminating knowledge about quality evaluation, and facilitating networking within the evaluation community. Workshops are also the main source of income for the Chapter, and are the main source of new members for the Canadian Evaluation Society.

I wish to thank the Board, the committee members, and our peerless registrar Elana Gray for helping to ensure quality PD opportunities are available to the Ontario evaluation community.

Committee Contact: [pd@evaluationontario.ca](mailto:pd@evaluationontario.ca)

# **Appendix I: Canadian Evaluation Society – Ontario Chapter 2007 ANNUAL GENERAL MEETING**

*Student Committee Report  
Erica Procter  
November 30, 2007*

## INTRODUCTION

The Student Committee has continued its work this year to facilitate the inclusion and retained participation of students in CES and CES-Ontario activities. The activities of the student committee aim to foster relationships lending themselves to the ability of students to publish and present their evaluation related research, strengthen their own evaluation knowledge and practices, and network with fellow students, in addition to potential colleagues and employers.

The Committee has maintained a strong membership of active and dedicated members, including:

- Surbhi Bhanot
- Robin Blanchard
- Natalie Ceccato
- Roxana Girip
- Erica Procter
- Heather Travis
- Linda Yuval
- Biljana Zuvela

## 2007 ACCOMPLISHMENTS

**Student Survey:** In January 2007, the committee conducted a survey of student members of CES-Ontario. Twenty-four students provided feedback regarding the Student Committee and CES-Ontario's support for students. A complete report was posted to the Students' Corner in May 2007. The findings of the report were employed to determine the priorities for the committee.

**Student Panel at the Annual Conference:** Based on the success of last year's panel, a second panel was arranged to take place at this year's conference. The panel members will discuss their evaluation experiences, how they came to work in their current position, the type of work they do, the advantages and disadvantages of this work, and the type organization they have chosen. Thank you to Hubert Paulmer, Sarah Wallace, and Rochelle Zorzi for participating in the panel and to Natalie Ceccato for hosting the event.

**Newsletter:** The Student Committee released two newsletters this year regarding activities and news items specifically relevant to students.

**Students' Corner:** The format of the Students' Corner section on the CES-Ontario website was updated this year to facilitate use by students and access to information.

**ESS Scholarship:** The Committee has also continued to administer the ESS Scholarship for one student to attend each session of the workshops series for free. We would like to once again thank the Chapter for their support of this initiative.

## NEXT STEPS

In addition to maintaining their regular activities, the members would like to initiate a number of new activities, including:

- Student Mentorship program
- Increase materials for students on the Students' Corner, especially materials related to employers and employment opportunities
- Additional networking opportunities

The possibility of adding a Student Representative to the National Council is still being considered by the Council. Hopefully, the student committee and National Council will be able to work towards finding ways to provide further representation of student issues at the National level.

The Student Committee will be losing a number of members this year, as a number of us will be graduating! This is great news for the members of our committee. Nonetheless, there will be a need to recruit new students to the committee to continue our activities next year. The Student Committee has also been functioning without a chair for most of the year as Natalie Ceccato was unable to continue her duties as Chair, due to unexpected circumstances. Therefore, a new Chair will need to be recruited for next year.

Committee Contact: [students@evaluationontario.ca](mailto:students@evaluationontario.ca)

# **Appendix J: Canadian Evaluation Society – Ontario Chapter 2007 ANNUAL GENERAL MEETING**

*Report of the Chapter Representative to National Council  
Keiko Kuji-Shikatani  
National Council Representative  
November 30, 2007*





## INTRODUCTION

The Professional Designation Project has dominated the discussions of the National Council as we have presented to you this morning. Martha McGuire (Cathexis Consulting) has successfully completed her term as the Ontario Chapter's representative to the National Council. Her ability to constructively facilitate the sometimes difficult discussions of the Professional Designation Project was invaluable to CES. I have succeeded as the Ontario Chapter Rep, was given the responsibilities as members of the Professional Designation Core Committee and as the National PD Committee. The following are some of the highlights of the other activities of the National Council.

### National Council Executive

- **Professional Designation Project** – Following the extensive consultation process with our members and associated organizations, a vote in August of 2007 by the Canadian Evaluation Society National Council confirmed its belief that there is member support to pursue a system of professional designation for evaluators in Canada. At its October meeting, Council discussed and supported the draft Project Plan that is posted on the CES-National Web site. Call for volunteers as well as regular updating will be posted on the Web site. CES-National Council recognizes that local Chapters and individual members are critical to the success of this project. This collaboration may slow the process but in the end it makes it stronger as we collectively chart the direction for the profession and our Society. If you have questions about the process described in the Project Plan, please contact a CES-Executive member or Keiko (ON Chapter Rep) or see: <http://www.evaluationcanada.ca/site.cgi?s=5&ss=6&lang=EN>
- **Winnipeg 2007 Conference Report** - The evaluation report shows that participants were extremely satisfied. Revenues from this conference is estimated at \$25,000, with CES National receiving 80% estimated profit of \$20,000 and the host Chapter receiving 20% estimated profit of \$5,000.
- **Quebec 2008 Conference Update** – SQEP is very busy planning the May 11 to May 14, 2008 - CES 2008 Annual Conference at Château Frontenac, Quebec City which is celebrating its 400th anniversary.
- **National Council Executive Succession** - The Call for Nominations for President will be distributed on November 1, 2007 with a deadline of February 1, 2008. An election, if required, will be held in March 2008. The term for Vice-President expires June 30, 2008. The term is for one year and only one, one-year extension is allowed.

### Professional Development Committee Report

- **PD Monitoring** - Cost benefit demonstrates that every \$1 put into funding courses generates \$1.50 back. CES sanctioned courses are revenue generating as well as capacity building for both Chapters and CES. Revenue generated from PD sustain training (reinvested in course development as well as to cover basic operational costs) and deliver capacity building for its members. PD will establish a tracking process for PD revenue.
- **PD support and course development**- Feedback from all previous Essential Skills Series courses will be reviewed. Evaluations from Logic Models and Survey Research courses will be monitored. Speaker's bureau or repository of facilitators outlining experience/ training as a resource for Chapters will be created. Explore appetite for online training.
- **Partnership with Chapter PDs** - Pursue partners in professional development by regions and develop more personal relationships with Chapter PD Chairs. Establish a PD discussion forum on the website. Hold a teleconference to link Chapter PD Chairs and encourage a meeting at the Quebec 2008 conference. Distribute the PD policy. Develop a document outlining what material is available, how to navigate the system in Council, the roles of PD Chairs, where resources are, etc.
- **Develop curriculum for streaming and targeting Aboriginal communities for 2008 conference.** - PD to develop ESS or concrete basic training for Aboriginal groups prior to the conference to raise awareness of evaluation and encourage participation at the conference.

### **Member Services Committee**

- **Canadian Journal of Program Evaluation** -The Fall 2007 issue will be sent after Christmas, a Special Issue 2007 on educational evaluation and assessment and the Spring 2008 issue will be available before the 2008 annual conference. SSHRC extended funding for one year but they are revising criteria for funding and CES have not heard any decisions. The University of Ottawa \$5k contribution to provide graduate editorial assistance for CJPE may be in jeopardy. The Editorial Board does not support the issuance of CJPE in electronic format only.
- **Student Paper Contest** – Is placed on hold for 2008 since last year there were only four submissions and none were prize worthy. CES will work with CESEF (Canadian Evaluation Society Educational Fund) to revamp the process and report to Council in June 2008 with a revised approach.
- **Case Competition eligibility** is now extended to a student enrolled in a Canadian university or a Canadian or permanent resident of Canada that is registered at a non-Canadian university. The SSHRC travel assistance grant is for Canadians enrolled in Canadian schools. Offshore Canadian teams would be offered the maximum amount being given to a Canadian team. Funding offshore teams would be sought from the private sector.
- **CES Website** - Annie-Pierre Marchand has been contracted as web content manager. Members are encouraged to provide information for posting.
- **Joint Standards Committee** – PDCC will develop a plan to recognize the Standards as Canadian Standards since Canadians have been very involved in introducing these standards and that have been endorsed by CES.

### **Administrative Committee Report**

- **CES Budget** - Proposed budget for 2007/2008 was presented at the last National Council meeting in Ottawa. There is a deficit of \$25,295 in the general operating fund (carry forward). The Society cannot be maintained with a deficit of \$26k. Constant drawing down of the asset base puts the Society at risk. The budget does not have an allocation of funds for professional designation.
- **Membership Fee increase** - Current membership fees do not cover basic operating costs of CES, the Council decided to increase membership in all categories rounded to nearest dollar by 32% The Chapter fee allocation policy states that 20% of the membership fee goes to Chapters.

Contact: [councilrep@evaluationontario.ca](mailto:councilrep@evaluationontario.ca)

**Appendix K:**  
**Canadian Evaluation Society – Ontario Chapter**  
**2007 ANNUAL GENERAL MEETING**

*Candidates for Board of Directors, 2008*



# Canadian Evaluation Society

## CANDIDATES FOR BOARD OF DIRECTORS, 2008

There are 7 director positions available for the 2008 CES – Ontario Chapter Board of Directors. The length of the terms are as follows:

- Six 3-year terms
- One 2-year student representative position

Two candidates have been nominated for the director positions.

Current CESO board members whose terms continue in 2008 are:

1. **Siu Mee Cheng** – Canadian Partnership Against Cancer Corporation
2. **Keiko Kuji-Shikatani** - Program Evaluation and Learning Specialist
3. **Jim McTavish** – Assessment Assistance Plus
4. **Erica Procter** – Ministry of Community Safety and Correctional Services
5. **Sarah Wallace** - Centre for Behavioural Research and Program Evaluation
6. **Jennifer Yessis** - NRC & Picker Canada

The individuals who have been nominated for the CESO 2008 director positions are:

1. **Lisa MacDonald** - Brant County Health Unit
2. **Terry Spencer** - London District Catholic School Board

Biographies follow.

## **Biographies of Candidates – Director Positions**

### **Lisa MacDonald, M.Sc.**

Lisa's background includes training in kinesiology, health studies, scale development and evaluation. Lisa has recently completed her Master's degree at the University of Waterloo, during which she investigated the role of self-perceptions in the driving behaviour of older adults. Her research contributed to the development of a scale to measure older drivers' perceived confidence. Additionally, Lisa was involved in a project evaluating a computerized self-assessment tool for older drivers.

During graduate school, Lisa participated in the 2007 National Student Case Competition and was also a member of the CES-ON Student Committee. Lisa's current position is a Health Promoter at the Brant County Health Unit in which she works as part of a multi-disciplinary team to plan, develop, implement and evaluate population-based activities and programs.

### **Terry Spencer, M.Sc.**

Terry is currently the Research and Evaluation Officer for the London District Catholic School Board and also serves as an Information and Referral Specialist for ConnexOntario Health Services Information. Prior to these postings he was a Research Associate with the Acquired Brain Injury Program of the Hamilton Health Sciences Centre. Terry has extensive clinical experience in neurobehavioural rehabilitation and has worked in various children and adult mental health centers and hospitals. Previous job roles include program manager, psychometrist, behaviour therapist, residential life counselor and college instructor. Terry has a Bachelor of Arts degree in psychology, as well as a Masters of Education degree. Terry is experienced in program evaluation, practitioner research and applied behavioural research.