

# Canadian Evaluation Society- Ontario Chapter (CES-ON)

## 2009 ANNUAL GENERAL MEETING

### Committee Reports

### October 1, 2009

## REPORT FROM THE CHAIR

By  
Terry Spencer

It is with pleasure and a privilege to have this opportunity to highlight some of the strategic and operational activities, as well as key accomplishments of the Ontario Chapter for 2009. I have endeavoured to be succinct, as Committee Chairs and Board members will address in more detail the specific activities and accomplishments of their respective committee or portfolio.

For 2009 the CES-ON Board was almost at full compliment. Though the position of Vice-Chair remained unfilled, all other officer and director positions were filled with a highly dedicated and committed group of volunteers. The CES-ON Board was especially excited by the recruitment of Brenton Faubert to the Student Committee Chair and who also assumed the role of Board Secretary. Regrettably though, Keiko Kuji-Shikatani had to resign her position as National Council Representative for the Ontario Chapter, as a result of her appointment as Vice-President, Professional Designation at National Council. Terry Spencer was voted in as the Ontario Chapter's representative on National Council.

As noted by National Council, the Professional Designation – Credentialed Evaluator (CE) project is intended to bring greater clarity and definition to the profession of evaluation in Canada. This is an innovative and pivotal initiative for the Canadian Evaluation Society. As has been previously documented Keiko has been a long standing champion of CES-ON and the Ontario Chapter has benefited immeasurably from her visionary and passionate leadership. We will greatly miss Keiko's influence and we wish her great success in her new role on National Council Vice-President, Professional Designation.

The CES-ON Board conducted eight board meetings via teleconference since the time of the last Annual General Meeting (October 7, 2008). In addition, a face-to-face orientation session for all Board members was convened in January and the Board also participated in a face-to-face strategic planning session in June.

I would like to take this opportunity to highlight just a few of the significant accomplishments of the Board and Chapter for 2009 in relation to the committees that took a lead role in the design and execution of the initiative. Each committee is chaired or co-chaired by a Board member.

The Advocacy Committee was chaired by Mina Singh who is in her second year on the Board. The Advocacy Committee was the first committee to advance their operational plan for the year and the Committee continues to take the lead regarding the Evaluator of Excellence Awards. Mina was very capably and strongly supported in her role by her dedicated committee members.

The Board Development Committee co-chaired by Nancy Russell and Natalie Sibille played a key role in facilitating the Board's strategic planning session convened on June 13, 2009. Nancy began serving on the Board in 2008 while this is Natalie's first year on the Board. Nancy and Natalie along with the rest of the Board Development Committee will also be working towards revising the Board's Orientation Manual, a much needed but time-consuming endeavour. The CES-ON Board has benefited immensely from Nancy's and Natalie's dedication and commitment to organizational effectiveness.

As noted earlier, the CES-ON Board of Directors in 2009 decided to undergo a formal and systematic strategic planning renewal process, in light of various environmental influences, and on-going changes and challenges within the profession of evaluation. Though the CES-ON Board has previously engaged in a number of strategic planning and visioning activities, the Board wanted to be very clear about its strategic directions and priorities for the next three years, as well as have in place a well conceived implementation plan. CES-ON contracted the professional services of SHERCON ASSOCIATES INC to facilitate the Chapter's strategic planning process. A number of strategic planning tools and processes were employed throughout interactive session including reflections and predictions, SWOT analysis, environmental scan and visioning. The Strategic Plan is currently being updated in response to feedback from the Board Directors, as well as feedback and input from CES-ON committees and members. The Strategic Plan along with an updated mission and vision statement will be posted soon on the Chapter's website.

Another spectacular annual CES-ON conference was organized this year under the superb leadership of Nichole Fraser MacDonald in her second year on the Board, as well as Shirley Von Sychowski who came on to the Board this year. These two co-chairs along with their very committed and dedicated Conference Committee members have worked tirelessly in organizing and executing this year's annual conference. Nichole and Shirley and the rest of the Conference Committee continue to demonstrate their talent for innovation and creativity in conference planning and this year, in particular, has striven hard to build strategic partnerships with other organizations involved in evaluation.

Our Communication Committee is very ably chaired by Scot Cholewa who began his term on the CES-ON Board in 2008. Scott has continued to do a stellar job of enhancing all of the ON Chapter's communication vehicles. This year Scott and the Communications Committee revamped the format of the member's newsletter so as to make it more appealing to the membership, as well as enhanced and refined the Chapter's website. Scott took the lead role on the Board in developing the Membership Needs Survey which was disseminated to the membership this past spring. The feedback derived from the membership survey has served to inform the strategic and operational plans of all the committees and an action plan template was created by Scott for all committees to use as a summary document.

Hubert Paulmer has served admirably for the past two years as the Treasurer and Co-Chair of the Finance Committee. Even though Hubert took up residence in Ottawa, as well as embarked on an exciting vocational opportunity earlier this year, he very graciously offered to continue to provide excellent fiscal leadership and stewardship to the Chapter. As Hubert is now residing within the Ottawa region he will be now affiliated with the National Capital Chapter. The CES-ON Chapter has benefitted enormously from Hubert's financial expertise and prudent counsel and though we will miss him very much, we wish Hubert the very best of success in his new transitions.

Seema Opal who joined the CES-ON Board last year and who also co-chairs the Finance Committee along with Hubert has worked very closely with all the Board committees this year and through their

combined efforts and along with the rest of the Finance Committee have greatly enhanced the Board's budgeting procedures and processes. The CES-ON Board is very fortunate to have Seema assume the principal fiscal leadership role on the Board. Seema has worked very diligently and expertly in understanding all of the various committee structures and will undoubtedly continue to be a tremendous asset to the Board's and Chapter's effective functioning.

Jim McTavish served as Chair of the Membership Committee this past year. Jim is completing his third year on the CES-ON Board and during his tenure and along with other members of the Membership Committee has steadfastly engaged the membership and advocated on their behalf. Jim's wise counsel is very much appreciated during Board discussions and he has immeasurably contributed to the successful operation of several other Board committees. In collaboration with Keiko Kuji-Shikatani, National Council Representative Jim played a lead role in facilitating the member consultations and feedback concerning the Professional Designation – Credentialed Evaluator project in March and April of this year. Jim also took the lead role in the Evaluator's Marketplace project.

The Professional Development Committee was expertly co-chaired by Megan Borner and Sue Behari McGinty this past year. The distributed and shared leadership style displayed by Megan and Sue was exemplary. Under their leadership and along with the active contributions of the other members of the Professional Development Committee organized and executed close to, if not a record breaking number of professional learning workshops for members and new members this past year. Workshops offered included two Essential Skills Series sessions, Performance Measurement, Logic Models, Survey Design and for the first time a two day workshop on Qualitative Methods led by Dr. Christine Frank.

As mentioned previously Brenton Faubert served as the Chair of the Student Committee this past year. Brenton has approached the Student Committee Chair role, as well as serving as Board Secretary with resolute commitment and dedication and he along with his committee members are advocating strongly on behalf of student members. Through Brenton's and his committee's efforts the Chapter hopes to enhance the profile of CES-ON to students and enhance our mentoring efforts to students. Toward this end the Ontario Chapter contributed \$500.00 this past year to the Student Case Competition which was held during the 2009 CES Conference in Ottawa last May.

I would also like to note that one of our members Martha McGuire who was also a previous Board member was nominated by the Ontario Chapter for the Contribution to Evaluation Award in Canada Award. Martha won the award and was celebrated during the CES Conference in Ottawa.

On a very special note I would like to extend to Erica Procter my heart-felt thanks for her exemplary leadership within the Ontario Chapter and beyond and more personally for her mentorship of me during this past year. Erica is moving on to another life transition (i.e., motherhood) and her term on the CES-ON Board is coming to a close and at least for the time being. Erica was the Past Chair on the CES-ON but over the past number of years has taken on many leadership roles and during her tenure has truly dedicated herself to the betterment of the Ontario Chapter. I could not have asked for a more engaging, supportive, nor skillful mentor. Without question Erica will be greatly missed on the Board, her wisdom during Board discussions is unsurpassed, we wish Erica and her family all the best.

The CES-ON Chapter is blessed with the talents and expertise of two staff members, Sue Moore our Book Keeper and Elana Gray, our Membership and Events Registrar. I would like to thank Sue and Elana for their dedication and commitment and often times going above and beyond in the performance of their mission critical duties and tasks on behalf of the Ontario Chapter.

Finally, I want to acknowledge the dedication, commitment and expertise of all the members who have volunteered their time and efforts in one or another to the CES-ON Chapter. Our success as a Chapter very much depends on the strength of our volunteerism.

I am pleased that many of the current Board members are returning as sustained capacity building is integral to an organization's success. I also very much welcome new members to the Board, so as to ideally strike that optimal balance between the benefits of continuity and engaging new and diverse perspectives. I am confident our Strategic Plan (2009 -2012) will serve as a dynamic guiding framework for our future directions.

It's an exciting time to be in the profession of evaluation. The year of 2010 holds much promise and potential.

Respectfully Submitted by Terry Spencer  
Chair, CES-ON Board of Directors

# FINANCE COMMITTEE REPORT

By  
Hubert Paulmer & Seema Opal

## Acknowledgements

We acknowledge the contribution and advice of the Canadian Evaluation Society Ontario Chapter (CES-ON) Finance Committee members: Hubert Paulmer, Erica Procter, Seema Opal and Nancy Russell. Special thanks to Sue Moore for managing our accounts and always providing quick responses. We also thank Keiko Kuji-Shikatani for her advice and participation in the committee until the end of 2008.

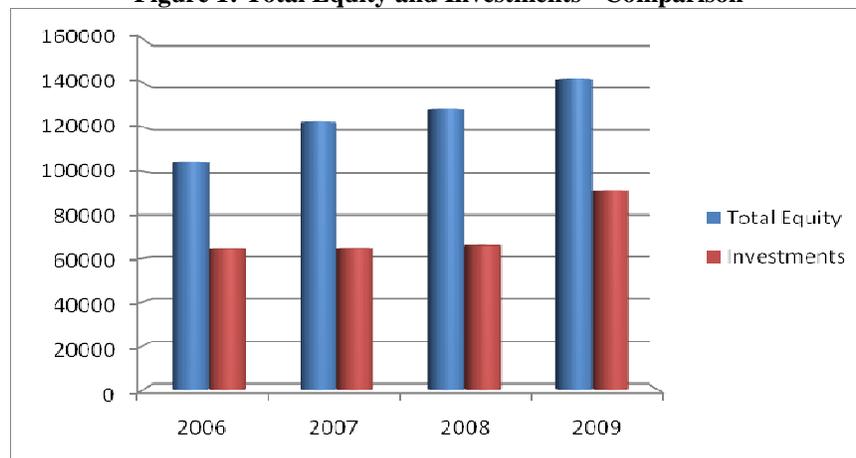
## The Committee

This year, the committee met four times to discuss the 2009 budget and conduct periodic financial reviews. With a ready budget template we helped the various committees finalize their annual budgets.

## Balance Sheet

It has been a great year for CES-ON, thanks to great efforts of the Board and the Board committees. This can be seen from the balance sheet (as of Aug 31, 2009) attached to this report (Annex 1). In the last eight months, CES-ON net worth increased to \$142,316.99 (August, 2009) from \$128,291.31(December 2008); an increase of 10.9% and CES-ON does not have any liabilities. The fiscal year ends on December 31 using accrual based accounting. Figure 1 indicates how CESON has grown and consolidated itself financially.

**Figure 1: Total Equity and Investments - Comparison**



## Budget

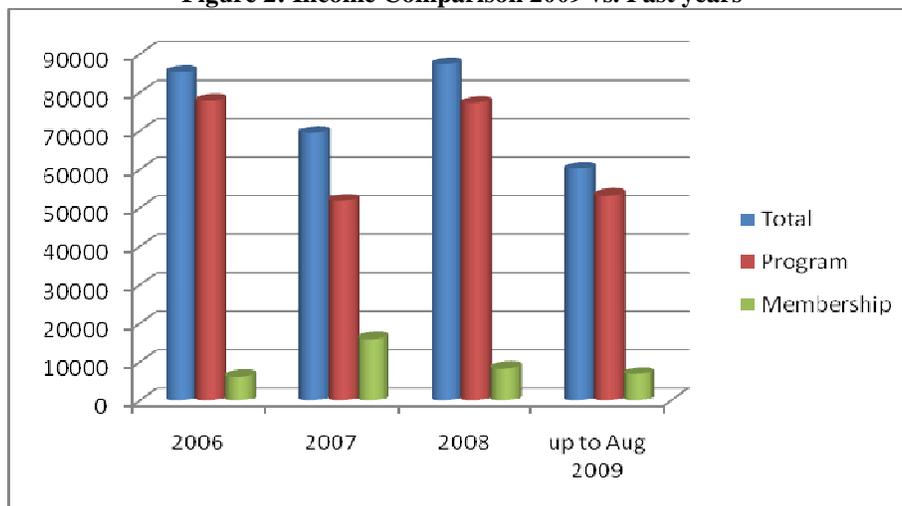
The committee chairs have prepared realistic budgets for each committee which has enabled the finance committee to prepare a systematic and strategic 2009 Annual Budget for CES-ON by the end of March 2009. The Annual Budget 2009 (Annex 2) was at a marginal surplus of \$2,649.00, and reflected the Board's decisions to invest in website development / maintenance, chapter awards and also to retain the services of Elana Gray on contract to support activities, communications and events organization, thereby providing better service to CES-ON members. With a positive feedback on the two-day Annual Conference last year, and a plan to have more PD events, the budgeted income and expense was higher than last year.

## Income Statement

The income statement as at August 31, 2008 is given in Annex 2 along with the 2009 budget and the 2008 actual. The income statement is the record of revenues and expenses during the year 2009. As mentioned earlier, CESON reports on accrual basis. Hence expense also includes payment made in 2009 for some expenses incurred in 2008.

PD events and the Annual conference are the main source of revenue for CES-ON. The membership share from CES is another constant income source. The CES-ON Board has strived to work within the revenues generated as per the 2009 budget. Figure 2 shows that the activities undertaken by the CES-ON Board and committees in the last 8 months has resulted in an income more than 1.5 times higher than corresponding periods of earlier years.

Figure 2: Income Comparison 2009 vs. Past years



As at the end of August 2009, income is \$14,025.68 more than the expenses by (Annex 2). The committees have worked within the budget so far in this year.

The Finance Committee also brings attention to the fact that CES-ON has recovered all the costs incurred for the ESS updates from CES National and CES-ON will now be responsible for remitting the ESS module levy fee.

## **Investments**

We have invested \$91,062.98 in GIC investments; an increase of 37.8% over last year (Figure 1). Our total investment is about 64% of our total net worth. We plan to invest another \$25,000 in another GIC to earn interest to be used for membership development as per the Board's new strategic plan. The CES-ON Board has decided to only invest in GICs.

On a personal note, it has been great working with everyone on the Board for the last years. Thank you so much for all the support during my two years as treasurer.

Respectfully Submitted by Hubert Paulmer and Seema Opal  
Co-Chairs, CES-ON Finance Committee

**ANNEX 1**  
**CANADIAN EVALUATION SOCIETY – ONTARIO**  
Balance Sheet As at August 31, 2008

	(as at Aug 31, 2009)		2008	
<b>ASSETS</b>				
<u>CURRENT ASSETS</u>				
TD Canada Trust Bank A/c	21,611.10		32,711.74	
BMO Master Card A/c	29,772.96		29,516.59	
<b>Total Cash</b>		<b>51,384.06</b>		<b>62,228.33</b>
<b>Accounts Receivable</b>		<b>0.00</b>		<b>0.00</b>
<b>Prepaid Expenses</b>		<b>0.00</b>		<b>0.00</b>
Investment – Can Money Market Fund	0.00		0.0	
Investment Term Deposit	91,062.98		66,062.98	
<b>Total Investment</b>		<b>91,062.98</b>		<b>66,062.98</b>
Equipment	0.00		0.00	
Accumulated Depreciation – Equipment	0.00		0.00	
<b>Total Equipment</b>		<b>0.00</b>		<b>0.00</b>
<b>TOTAL CURRENT ASSETS</b>		<b>142,447.04</b>		<b>128,291.31</b>
<b>TOTAL ASSETS</b>		<b>142,447.04</b>		<b>128,291.31</b>
<b>LIABILITIES</b>				
<u>CURRENT LIABILITIES</u>				
<b>Accounts Payable</b>		<b>130.05</b>		<b>0.00</b>
<b>TOTAL CURRENT LIABILITIES</b>		<b>130.05</b>		<b>0.00</b>
<b>TOTAL LIABILITIES</b>		<b>130.05</b>		<b>0.00</b>
<b>EQUITY</b>				
<u>RETAINED EARNINGS</u>				
<b>Retained Earnings – end of Previous Year</b>		<b>128,291.31</b>		<b>117,448.39</b>
<b>Current Earnings</b>		<b>14,025.68</b>		<b>10,842.92</b>
<b>TOTAL RETAINED EARNINGS</b>		<b>142,316.99</b>		<b>128,291.31</b>
<b>TOTAL EQUITY</b>		<b>142,316.99</b>		<b>128,291.31</b>
<b>LIABILITIES AND EQUITY</b>		<b>142,316.99</b>		<b>128,291.31</b>

## ANNEX 2

### CANADIAN EVALUATION SOCIETY – ONTARIO

Income Statement As at August 31, 2009 along with 2008 Budget and 2007 Actual

	Actual as at Aug31,2009	2009 Budget	2008 Actual
<b>REVENUE</b>			
<u>MEMBERSHIP REVENUE</u>			
Membership Share – CES Revenue	6,911.15	6,000.00	8,373.56*
<b>TOTAL MEMBERSHIP REVENUE</b>	<b>6,911.15</b>	<b>6,000.00</b>	<b>8,373.56</b>
<u>PROGRAM REVENUE</u>			
Registration Fees Revenue	53,278.75	80,166.00	76,269.28
Non-CESO Program Revenue	0.00	25,770.00	1,000
<b>TOTAL PROGRAM REVENUE</b>	<b>53,278.75</b>	<b>105,936.00</b>	<b>77,269.28</b>
<u>OTHER REVENUE</u>			
Bank Interest Revenue	0.00	0.00	0.00
Investment Interest Revenue	0.00	0.00	1,700.44
<b>TOTAL OTHER REVENUE</b>	<b>0.00</b>	<b>0.00</b>	<b>1,700.44</b>
<b>TOTAL REVENUE</b>	<b>60,189.90</b>	<b>111,936.00</b>	<b>87,343.28</b>
<b>EXPENSE</b>			
<u>MEMBERSHIP EXPENSES</u>			
CES ESS Module Levy Expense	330.00	6,300.00	580.00
Memberships from Program Registrations	4,109.28	10,545.00	7,814.28
Newsletter / Notification Expense	0.00	1,920.00	0.00
Postage Expense – Membership	0.00	0.00	0.00
Website Design / Development Expense	292.92	3,720.00	200.00
Marketing Materials	0.00	0.00	1,647.69
Refreshments Expense – Meetings	546.41	220.00	350.20
Printing Expenses – Meetings	0.00	300.00	240.83
Teleconference Expense	2,198.69	2,625.00	2,998.67
Facility Rental – Meetings	140.13	0.00	84.00
Recognition / Gifts Expense	56.50	557.00	489.52
Promotion / Prizes	250.00	0.00	100.00
Board Development Expense	2655.74	2,636.00	0.00
Student Case Competition	500.00	500.00	0.00
Membership Data Base	0.00	0.00	0.00
<b>TOTAL MEMBERSHIP EXPENSE</b>	<b>11,079.67</b>	<b>29,322.00</b>	<b>14,505.19</b>
<u>PROGRAM EXPENSE</u>			
Speaker Expense	13,438.55	22,474.00	15,842.00
Contract Fees Expense	5,811.75	8,395.00	7,988.55
Facility Rental Expense	0.00	400.00	7,918.77
Equipment Rental Expense	0.00	2,460.00	3,655.16
Speaker's Gifts Expense	0.00	400.00	200.00
Printing Expense	649.03	3,475.00	987.84
Food Services Expense	8,377.63	24,000.00	17,826.01
Travel / Accommodation Expense – Board	587.94	2,000.00	734.09
Travel/Accommodation Expense – Speaker/ Support	1,683.00	5,000.00	2,262.24
Program Postage Expense	37.86	300.00	22.51
Non-CESO Program Expense	0.00	0.00	0.00
Program Telephone Expense	0.00	0.00	0.00
Chapter Awards	0.00	1,000.00	0.00
<b>TOTAL PROGRAM EXPENSE</b>	<b>30,585.76</b>	<b>69,904.00</b>	<b>57,447.17</b>
<u>ADMIN &amp; OTHER EXPENSE</u>			
Admin. Postage / Courier Expense	151.04	216.00	212.57
Admin L/D Telephone Expense	0.00	0.00	0.00
Bank Charges Expense	380.04	240.00	242.50
Credit Card Charges Expense	1,499.43	2,700.00	2,646.73
Bookkeeping / Support Expense	1,323.75	1,710.00	1,068.75
Board Meeting Expense	0.0	3,800.00	0.00
Office Supplies	241.66	420.00	377.45
Equipment Purchases	902.87	975.00	0
<b>TOTAL ADMIN &amp; OTHER EXPENSE</b>	<b>4,498.79</b>	<b>10,061.00</b>	<b>4,548.00</b>
<b>TOTAL EXPENSE</b>	<b>46,164.22</b>	<b>109,287.00</b>	<b>76,500.36</b>
<b>NET INCOME</b>	<b>14,025.68</b>	<b>2,649.00</b>	<b>10,842.92</b>

## BOARD DEVELOPMENT COMMITTEE REPORT

By  
Nancy Russell

The purpose of the Board Development (BD) Committee is to support effective board functioning in order to carry out the CES-Ontario mission.

In 2009 the BD Committee underwent a change in chair and co-chair positions also a new member joined the committee. Therefore, a good portion of this year has been spent orienting to the committee and understanding our roles, responsibilities and deliverables.

This year the BD Committee focused on a few key areas. These included: planning and executing a full day strategic planning session; orientation of board members including participating in a full day orientation session and continuing the “mentoring program” for new board members.

The BD Committee was successful due to the engagement of most CES-ON Board members in both the orientation and strategic planning sessions. As well, the BD Committee benefited from the hard work of committee members: Natalie Sibille in helping to locate an external consultant for the strategic planning session. Natalie also previously developed the mentorship program for new board members which will continue to be used in future years to help new board members ease into their roles. We also would like to thank our new board member, Jim McTavish and the CES-ON Board chair Terry Spencer for their help in ensuring the strategic planning session was a success.

Key priorities that were discussed and worked on include:

### **Achieving Full Board Complement**

This year the CES-ON board successfully achieved and maintained a full board complement. In January 2009 we started the year off with close to a full board and shortly after our Student chair was recruited by Erica Proctor which meant all vacant spaces were filled. By reaching out and involving new CES-ON Chapter member in committees, conference presentations and professional development activities it will be possible to maintain a full board into the future.

### **Strategic Planning**

The BD Committee played a key role in assisting the board to develop a strategic plan that will help guide the future directions of CES-ON for the next 3 to 5 years. To ensure high quality of the strategic plan, the strategic planning process was facilitated by the committee in such a way that would allow collaborative input and contributions from all CES-ON Board directors and staff. This process included: selection of an external strategic planning consultant, strategic planning session, review of a draft plan by Board members after the session, and finally development of a step-by-step annual plan of activities by each Board committee reflecting the agreed upon strategic plan. This session helped bring the board together as a team as many members were new to their roles and also helped to clarify the role each committee plays in the strong functioning of the board.

Respectfully Submitted by Nancy Russell  
Co-Chair, CES-ON Board Development Committee

## CONFERENCE COMMITTEE REPORT

By  
Shirley Von Sychowski

### Background/Intro

The purpose of the conference committee is to support and meet the information, networking and professional development needs and interest of practitioners in the field of evaluation by delivering the chapter's annual conference.

The conference committee is active from January to November and is successful due largely to its strong membership including Nichole Fraser MacDonald (co-chair), Dawn Campbell-Borland, Wilson Kwong, Martha McGuire, Seema Opal, Cindy Tan, and Jennifer Yessis. Also, Elana Gray, the CES-ON registrar provided us with an immense amount of support.

### Summary of 2009 Activities

- *Delivering a High Quality and Relevant Conference*

We repeated the needs assessment survey that had first been initiated in 2007 to help inform the development of this year's conference. The survey looked at topics, format and logistics for the conference, as well as suggestions for keeping registration costs low.

Based on the feedback of 89 respondents, the conference committee decided to keep 2007's two-day format, as well as: use a call for abstracts to identify a wide range of speakers; continue to attract high profile keynote speakers; offer plenty of opportunity for networking; utilize a variety of different session formats, including roundtables. In addition to these innovations, the conference committee made efforts to optimize registration costs based on respondent feedback to the survey: use a more accessible venue, offer early bird registration, utilize innovative session formats for keynote speakers, and reduce printed materials.

- *Fulfilling Strategic Directions*

The conference committee ensured that the strategic direction of "highlighting the value of evaluation" would be met at the 2009 annual conference through showcasing the *Evaluator of Excellence Awards* [tdb] and inviting evaluation practitioners to present about the influence and contribution evaluation research has had for policy and programming and how to conduct evaluations that help an organization manoeuvre through tough economic times.

The conference committee also helped meet the strategic direction of building partnerships by building on existing relationships and fostering new ones with conference committee members, financial partners, and conference presenters.

### Future Directions 2010

The committee will continue to focus on meeting the strategic directions of the Board. It will do this by reflecting on and documenting best practice from this year's conference.

Respectfully submitted by Shirley Von Sychowski  
Co-Chair, CES-ON Conference Committee

## **COMMUNICATIONS COMMITTEE REPORT**

By  
Scott Cholewa

### **Summary of 2009 Activities**

Following a change in Chair positions in 2008, 2009 proceeded with a lot of momentum and activity. First, the Communications Committee revised the newsletter to be more reader friendly and relevant to the membership. The physical layout and appearance of the newsletter were modified to liken it more to a typical newsletter and the content was revised to be more timely and of importance to the membership. We hope that you have found the revisions satisfactory and if you have any additional comments or recommendations we would be glad to receive them. You might notice that some of the issues are “thin” so if you would like to contribute anything to the newsletter, do not hesitate to discuss your ideas with the Chair of the committee.

We conducted our first interview with the former Chair of the CES-ON Board of Directors, Erica Procter, and we have plans to continue these into the future. Timing and availability within the newsletter have decreased the frequency of these, but we hope to increase the presence in the latter half of 2009 and into 2010.

After careful deliberation, discussion, and decision-making, a joint decision was made not to develop a website for the 2009 CES-ON Annual Conference. Rather, we have dedicated a section within the CES-ON homepage that is dedicated to all conference related materials.

Plans are still in progress, as you will hear or have heard from the Membership Committee to develop and launch the Evaluators Marketplace.

Finally, one of our major projects and deliverables was the implementation of a member needs assessment. This online survey was developed in consultation and collaboration with the Communications, Membership, Professional Development, and Conference Committees to better understand the needs of the CES-ON members. From this survey, each of the four committees developed a one-page summary of their results and next steps moving forward. For your convenience we have included these within the Communications Committee Summary report and they will be posted on the website.

### **Future Directions**

Using the results of the needs assessment as the starting point, the Communications Committee endeavours to undertake the following key activities in 2010:

1. Identify the feasibility of reviewing, updating, modifying, and formatting the website to ensure that it is user friendly, relevant, and easily accessible.
2. Explore including additional content in the monthly e-newsletter, website, and via mass membership emails that is of interest to the CES-ON membership
3. Promote the EDE-L listserv to increase member use
4. Maintain frequency of communications to the membership
5. Connect with individuals that were interested in contributing to the newsletter or website to enhance these deliverables

As a committee we will continue to work towards meeting the communications needs of our membership while moving forward to enhance the services that we can provide.

Respectfully submitted by Scott Cholewa  
Chair, CES-ON Communications Committee



## Needs Assessment Action Plan for Communications Committee

### Summary of Key Findings

- More than 90% of respondents are aware of the website, newsletter, and membership mass emails for communicating information to members
- 84.8% of respondents (n = 105) are satisfied with the CES-ON website
- 86.7% of respondents (n = 105) are satisfied with the CES-ON newsletter
- 86.5% of respondents (n = 104) are satisfied with membership mass emails
- 93.3% of respondents (n = 98) are satisfied with the frequency of communications from CES-ON and 91.3% agree or strongly agree that the information communicated is important and relevant
- Surprisingly, 55.2% of respondents (n = 58) are not aware of the EDE-L listserv and a further 24.8% are not subscribed
- 11 respondents were interested in contributing to either the newsletter or website

### Strategic Opportunities

#### *Additional Communications*

Respondents were asked to comment on additional types of communication they would like to receive. A variety of respondents were received including: conference announcements (National and International); funding opportunities; credentialing updates; contract and employment opportunities; changes in the field of evaluation; minutes of CES-ON Board meetings; ways to get involved with committees and committee updates; and conference presentations available on the website.

#### *Improving the CES-ON Website*

Again, respondents were asked to comment on how the website could be improved. A number of responses were received (n = 15) and it appears as though this might be an area of focus for the communications committee in the future. Common comments were related to the frequency of updates, the format and layout of the website, and the utility of the website.

#### *Improving the CES-ON Monthly E-newsletter*

While the newsletter recently underwent a revision, feedback was solicited on how the newsletter might be improved in the future. Comments were raised regarding the layout and visual appearance of the newsletter as well as the content to make it more substantial and include sections that might be of interest to specific niche areas.

### Committee's Action Plan

6. Identify the feasibility of reviewing, updating, modifying, and formatting the website to ensure that it is user friendly, relevant, and easily accessible.
7. Explore including additional content in the monthly e-newsletter, website, and via mass membership emails that is of interest to the CES-ON membership
8. Promote the EDE-L listserv to increase member use
9. Maintain frequency of communications to the membership
10. Connect with individuals that were interested in contributing to the newsletter or website to enhance these deliverables



## Needs Assessment Action Plan for Conference Committee

### Summary of Key Findings

- Key topics that respondents indicated they would be likely (defined as somewhat likely, likely or very likely) to attend include the following:
  - o Performance measurement (81.3% likely)
  - o Cost-benefit analysis (80.4% likely)
  - o How to design/implement evaluation frameworks (80.4% likely)
  - o Utilization focused evaluation (79.2% likely)
  - o Cost effectiveness/value for money evaluation (75.0% likely)
  - o Methods – qualitative, quantitative, mixed (74.8% likely)
- 84.3% preferred workshops as session formats compared to 60.2% preferring panels, 56.5% keynote speakers, 45.4% case studies, 43.5% roundtables, 33.3% paper, 28.7% think tanks, 13.9% posters
- Over half indicated the conference should be located in Toronto; followed by other areas either east (e.g., Barrie, Whitby, Orillia) or west (e.g., Guelph, Kitchener-Waterloo)
- 47.7% indicated they would only be able to attend the conference if the price was low enough; large range between \$50 and \$500 for the conference
- 69.9% recommended going to a less expensive location
- Those who responded included: 50.6% from the health field, 28.9% from community/social services and 16.9% from education; 29.9% from non-governmental organizations, 28.9% from private firms, 18.6% from the provincial government and related agencies.

### Strategic Opportunities

#### *One Primary Recommendation*

Respondents were asked to provide one primary recommendation to the Conference Committee. Respondents mentioned wanting a quality conference with interesting topics discussed. The Roundtable idea at last year's conference was specifically mentioned as a good idea for networking. The location should be convenient and have access to public transit. Some respondents wanted us to attract new evaluators and others mentioned advanced training availability. Finally, several respondents indicated that advanced promotion is very important to the success of the conference.

#### *One Topic at Conference*

Respondents reported wanting to attend a conference with topics that have been listed as important including performance measurement, cost benefit analysis, utilization focused evaluation, and designing evaluation frameworks. Other topics mentioned: describing the benefits of evaluation from the client's perspective, how to do evaluation in small/medium sized organizations internally, innovative approaches to evaluation including new technologies, professional designation, data analysis, evaluation planning & proposal writing, horizontal

evaluation, successful examples of evaluation, specific content: healthcare, public health, education, environmental projects.

### Committee's Action Plan

1. The main theme of the conference this year will be: Conducting Evaluations During an Economic Downturn.
2. The conference will take place at a less expensive location near public transit in Toronto. We will try our best to keep costs down or reasonable without sacrificing on quality.
3. The conference will include workshops, keynote speakers, a panel and networking opportunities.
4. The Conference Committee will do its best to offer a variety of different topics that may be of interest to beginners and evaluators with a more advanced background.



Canadian Evaluation Society



### Needs Assessment Action Plan for Membership Committee

#### Summary of Key Findings

- 92.7% of respondents (n = 109) would be interested in attending 1 or 2 networking/learning/idea sharing sessions in person per year with colleagues living in their area
- 18 respondents (n = 27) from outside South-Western Ontario would like to have access to networking sessions through teleconferencing, the internet, video conferencing and other applications of technology.
- 79.3% of respondents (n = 109) would be interested in releasing their e-mail address to other members for networking purposes.
- 36.6% of consultants (n = 42) would be interested in using the proposed Ontario Evaluators' Marketplace to advertise their services.
- 21 respondents identified additional membership services they would like to see CES-ON provide.

#### Strategic Opportunities

1. To provide networking opportunities where members can attend in person or through some form of electronic conferencing or the internet.
2. To proceed with the establishment of the Ontario Evaluators' Marketplace.
3. To introduce additional membership services where feasible based on suggestions provided.

## Committee's Action Plan

1. Develop several networking events and pilot them in several areas of Ontario.
2. Determine the feasibility, the possible content and appropriate formats for electronic networking opportunities
3. Consider the format for sharing e-mail addresses released for networking purposes
4. Establish the Ontario Evaluators' Marketplace.
5. Analyze input from members on additional services requested and begin to develop those that are most desirable and appropriate.



Canadian Evaluation Society



## Needs Assessment Action Plan for Professional Development Committee

If you would like to find out more information on the needs assessment results as they pertain to the professional development, contact either Megan Börner or Sue Behari McGinty from the Professional Development Committee via: [pd@evaluationontario.ca](mailto:pd@evaluationontario.ca)

## MEMBERSHIP COMMITTEE REPORT

By

Jim McTavish

**Membership Data:** As of July, 2009, CES-Ontario had 334 members. In July 2008, there were 337 members. Thus there has been a slight decrease over the past year. The total number of names in the data base as of July was 500. This included 39 people whose membership has lapsed for 1-3 months, 53 with memberships that have lapsed for 4-6 months and 74 whose memberships lapsed over 6 months ago. An exit survey will be sent those with lapsed memberships to determine the reasons for non-renewal so that strategies designed to retain members can be developed and implemented.

**Activities:** During the Spring of 2009, the Membership Committee coordinated the overall planning of 6 town hall meetings with members to discuss the proposed Professional Designation Project. These meetings were held in Barrie, Guelph, London and Toronto. The information from these sessions was collated and forwarded to the National Council.

The logistics of implementing an Evaluators Marketplace on the Chapter website is still being investigated. This will be a non-endorsed public listing service for Ontario Chapter members to indicate their availability to provide services to the public and indicate to other members their interest/availability for collaboration or mentoring with other CES-ON evaluators.

**Priorities:** The results of a needs assessment of members conducted by the Communication Committee indicated several priorities for future activities of the Membership Committee through 2010. These include:

- Piloting regional networking events
- Researching electronic networking opportunities
- Sharing email addresses among members who want to contact colleagues
- Enhancing membership services as appropriate
- Increasing membership numbers, particularly outside of Southern Ontario

### **Membership Committee for 2009:**

Nichole Fraser MacDonald – Conference Committee Co-Chair

Jim McTavish – Chair

Erica Procter – Nominations Committee Chair

Nancy Russell – Board Development Committee Co-Chair

Shirley Von Sychowski – Conference Committee Co-Chair

The Committee meets 3 or 4 times a year by teleconference and would welcome volunteers from the membership who would like to contribute to the work of this committee. If interested, contact the Chair at [membership@evaluationontario.ca](mailto:membership@evaluationontario.ca).

Respectfully submitted by Jim McTavish  
Chair, CES-ON Membership Committee

# PROFESSIONAL DEVELOPMENT COMMITTEE REPORT

By

Megan Börner and Sue Behari

## Introduction

The purpose of the Professional Development (PD) committee is to respond to the needs for continuing competence among evaluators in Ontario. The PD committee plans, develops, implements and evaluates professional learning sessions for evaluators across Ontario in the pursuit of advancing evaluation theory, knowledge and practice.

The Professional Development (PD) committee members for 2009 included: Christine Frank, Yves Francis Danteu, Melanie Jameson, Keiko Kuji-Shikatani, Erin McKenney, Gila Melech, Seema Opal, Carol Townsend, Min Zeng and Terry Spencer. The PD committee has been co-chaired by Megan Börner and Sue Behari McGinty. For reasons of cost savings all six PD committee meetings from December 08 to September 09 were convened by teleconference.

## Key Accomplishments 2009

The PD committee has organized five professional learning opportunities available to CES members and anyone interested in evaluation across Ontario. The PD sessions vary in both duration, level and topics and the four sessions offered to date were attended at capacity. The introductory Essential Skills Series (ESS), consisting of four days, was conducted July 09. Another ESS training session is scheduled for November 2009. Student scholarship for ESS continues to be available and is an opportunity for a student to assist as a co-host of the ESS.

Three professional learning opportunities at an intermediate level took place this year with positive evaluation results, they were: a new two-day Qualitative Methods workshop; a one-day Survey Design workshop; and a one-day Performance Measurement workshop.

## Future Planning Considerations

The development and implementation of professional learning workshops will remain a strategic priority for the CES Ontario Chapter. CES Ontario members were asked about their professional development needs in the 2009 CES-Ontario Needs Assessment Survey. Results from this survey will help inform upcoming topics for PD sessions. Some of the needs identified include quantifying qualitative data, report writing, reading and interpreting statistics, and cost benefit analysis. Another consideration identified from the survey results is the use of technology to increase the accessibility of CES Ontario professional learning opportunities for potential participants living in remote communities or who are unable to travel to the workshop location.

Finally, Sue and I would like to take this opportunity to thank PD committee members for so graciously sharing their expertise, time, and their ideas. These contributions made by the committee members to the PD work of the CES Ontario chapter are greatly appreciated. The committee would also like to recognize

the valuable support of Elana Gray, who very proficiently attends to the logistical details involved with hosting and implementing our PD workshops and ESS sessions.

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

Respectfully submitted by Megan Börner and Sue Behari  
Co-Chairs, CES-ON Professional Development Committee

## STUDENT COMMITTEE REPORT

By  
Brenton Faubert

### **Renewal:**

After several years of active involvement by the student committee in CES activities, many student members graduated and moved on to new positions within the board or opportunities elsewhere. In March of 2009, the CES Ontario Board welcomed a new student chair and the committee now has a renewed mission to recruit new student members and again provide student voice in board affairs and also serve student interests related to evaluation across Ontario (i.e., capacity building, competitions, and networking).

### **Current activities:**

The activity of the Student Committee over the summer and early fall periods has been to recruit new student members. In early September of 2009, 40 professors and students were contacted to begin the recruiting initiative. In addition, new print and electronic marketing materials were developed to be disseminated to students at the annual AGM and also across universities in Ontario. The early response has been positive with a number of students already expressing an interest in joining and many faculty members offering to spread the word. We are pleased to have several student volunteers helping in organizing the 2009 CES Ontario annual general meeting.

### **Future activities:**

The Student Committee has proposed to undertake a number of new initiatives to meet student interests' related evaluation in Ontario. These initiatives include:

1. A marketing campaign aimed at raising student awareness of the existing scholarships for the Essential Skills Workshops, guest speakers, the annual general meeting and the student case competition;
2. Have the student chair meet with all new members to survey their professional interests in joining the committee and work together to develop a joint plan to meet those objectives;
3. Pair student members to more senior CES board members to provide students with a broader involvement in board activities;
4. Act as a liaison between CES Ontario student members and CES Ontario regular members to pair students with a corresponding evaluation professional sharing mutual interests in evaluation to provide the student with a direct and practical learning opportunity; and

5. Update the CES Ontario online content to keep student members and non-members informed of Student Committee activities.
6. Begin a monthly student newsletter aimed at keeping CES ON student members informed of student specific issues

As a committee we will continue to work towards meeting the needs of our student membership and serving the needs of the CES board whenever we can.

Respectfully submitted by Brenton Faubert  
Chair, CES-ON Student Committee

## REPORT OF THE CHAPTER REPRESENTATIVE TO NATIONAL COUNCIL

By

Keiko Kuji-Shikatani

First I would like to extend CES National Council's sincerest appreciation to the many volunteers who have worked on the CES Professional Designation Project. On June 2, 2009, at the Canadian Evaluation Society's Annual National Conference over 700 of the community of evaluators celebrated with a standing ovation CES' courageous step into realising a Professional Designation Program for evaluators. Here are the exciting developments since the ON Chapter's last AGM in 2008.

**October 2008:** National Council defined a Credentialed Evaluator (CE) as: the holder has provided evidence of education and experience required to be competent and directs the PDCC to continue its development of the qualifications / requirements for a CE and associated needs to implement such a designation in CES.

**November 2008:** a PDCC Progress Report highlighted the work of the project to finalize the Competencies and build the qualifications or requirements for a Credentialed Evaluator. PDCC presented the work of the initiative at the American Evaluation Association's annual conference.

**February 2009:** PDCC presented its 'model' for the CE designation to National Council along with costing information.

**March & April 2009:** National Council representatives led Chapter based consultations with CES Members and reported on feedback.

**May 2009:** PDCC reviewed consultation feedback and proposed a model for CE for National Council discussion and approval. At the end of May the CES National Council held a two-day in-person meeting prior to the CES Conference in Ottawa. During that meeting National Council **unanimously** approved the model of professional designation that CES will be offering on a volunteer basis to all its members. Competencies for Canadian Evaluation Practice and Policy on the Credentialed Evaluator (CE) designation are approved and the Professional Designations Program is created.

**September 9, 2009** François Dumaine, the CES President updated the membership on the Professional Designations Program (<http://www.evaluationcanada.ca/site.cgi?s=5&ss=6&lang=EN>):

*"The purpose of this note is to provide you with an update on one critical project that CES has been focussing on: our professional designation project. We have reached a significant milestone: CES-National Council has formally adopted this new service and we've now entered the implementation stage. Here's a little more information on what it means for you. (See the chronology of this file.)"*

### ***What happened during the 2009 CES Conference in Ottawa?***

*As always, the CES National Council held a two-day in-person meeting prior to the CES Conference, held at the end of last May in Ottawa. During that meeting National Council unanimously approved the model of professional designation that CES will be offering on a volunteer basis to all its members. Those CES members who attended the Conference had the opportunity to hear the Chair of our Professional Designation Core Committee, Heather Buchanan, present the outline of this initiative. I'm now following-up with this note to update all CES members. (See Heather's presentation .)*

### ***What is the proposed CES designation?***

*Simply put, CES will allow you to apply for a Credentialed Evaluator (CE) professional designation. This designation will mean that its holder "has provided evidence of education and experience to be competent" in the field of evaluation. Based on that logic, the designation's requirements focus on the holder's level of education (graduate studies or equivalent), the length of his or her experience in evaluation (minimum of two years), and an alignment of these two (education and experience) with a set of specific competencies. Just as importantly, the designation attests to the holder's commitment to continuously update his or her skills (40 hours of professional development over three year periods). (See the Designation Policy , the full proposal and the set of competencies .)*

### ***"What does it mean for me?"***

*This is a fair question that you may be asking yourself. And frankly, there are many ways to look at it.*

*Our goal with this designation is to bring clarity to what may be characterized as an open field of work. The term "program evaluator" is not legally protected in any way, shape or form, which means that everybody and anybody can call themselves a program evaluator. By holding the CES designation, you will confirm that both your education and experience actually reflect what is needed to be a competent evaluator and (let me emphasize it again) just as importantly, it confirms that you are constantly updating your skills through professional development. Simply put, you are clearly an active member of the program evaluation community.*

*Practically speaking, the designation should also facilitate employment or contractual processes. Potential employers of program evaluators (government, non-profit or private sector) will benefit from the designation when selecting candidates and, along the same lines, candidates for employment will be able to confirm their commitment to program evaluation, particularly as it relates to ongoing professional development. Users of program evaluation services will also be able to use the designation as part of the bidding process to review proposals.*

### ***What does it mean for CES?***

*Well, it means a lot. Organizationally speaking, we modified our structure to allow for the one year appointment of a Vice-President for Professional Designation. I would like to extend my most sincere congratulations to Keiko Kuji-Shikatani who has been placed in this position by Council. In her new capacity, Keiko is overseeing the implementation of the project and is reporting to National Council.*

*We are also well aware of the need to provide meaningful professional development opportunities. In addition to our annual conferences, we continue to actively support the Consortium of Universities for*

*Evaluation Education project, to explore alternate forms of delivery of courses and workshops, and to hold the student case competition.*

*As it moves forward with this project, National Council fully appreciates its responsibility to ensure and protect the integrity of the designation. We will continue to promote it through various venues and to provide updates to members.*

***What are the next steps?***

*For CES-National, one of the next steps following the May meeting — which we completed over the summer — was to hire a project coordinator. I would like to welcome Dawn Campbell-Borland on board our professional designation team! Dawn's energy and knowledge of program evaluation will be definite assets to CES.*

*For you, the next step is probably to stay informed about this exciting new option and to consider applying for it. Our implementation goal is to invite CES members to apply for the designation early in 2010. (See the Implementation Plan and the Monitoring and Evaluation Plan .)*

***Celebrating innovation***

*Any new path needs a brave soul to engage in it, not fully aware of what to expect, but confident of where it's leading. In the case of professional designation in the field of program evaluation, the community of evaluators in Canada is that brave soul. CES will be the first organisation in the world to offer a Credentialed Evaluator (CE) professional designation! Not bad.*

*À bientôt, François Dumaine CES President*