



# **Taking the Long View: Reframing Scale-up and Sustainability Evaluations**

(or How Evaluation Is Like  
Conducting Research in a  
Submarine)

Ginger Fitzhugh

American Evaluation Association

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**Evaluation : submarine**



# WaterBotics

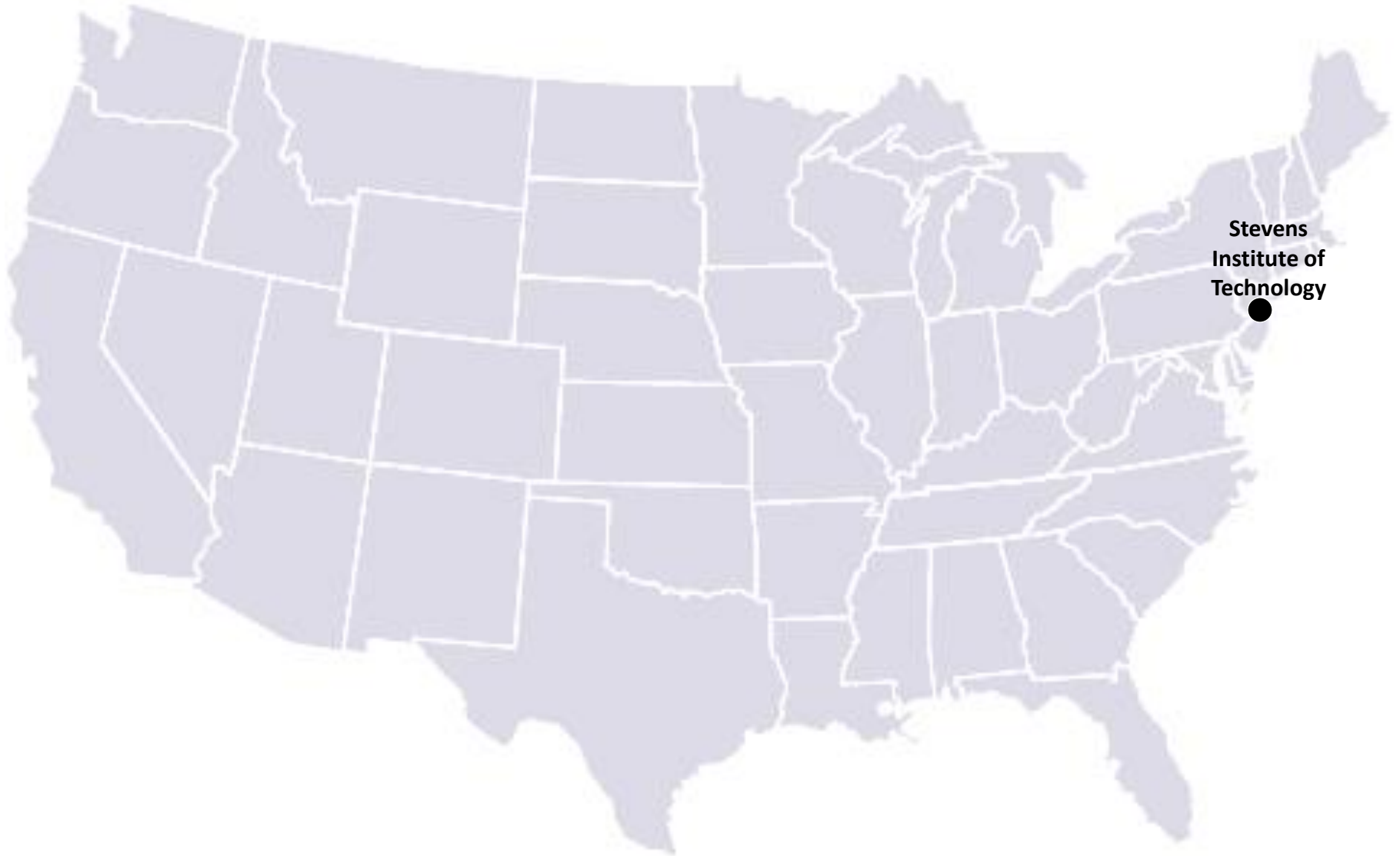


Students design and build robots



Program 'bots to do engineering tasks underwater

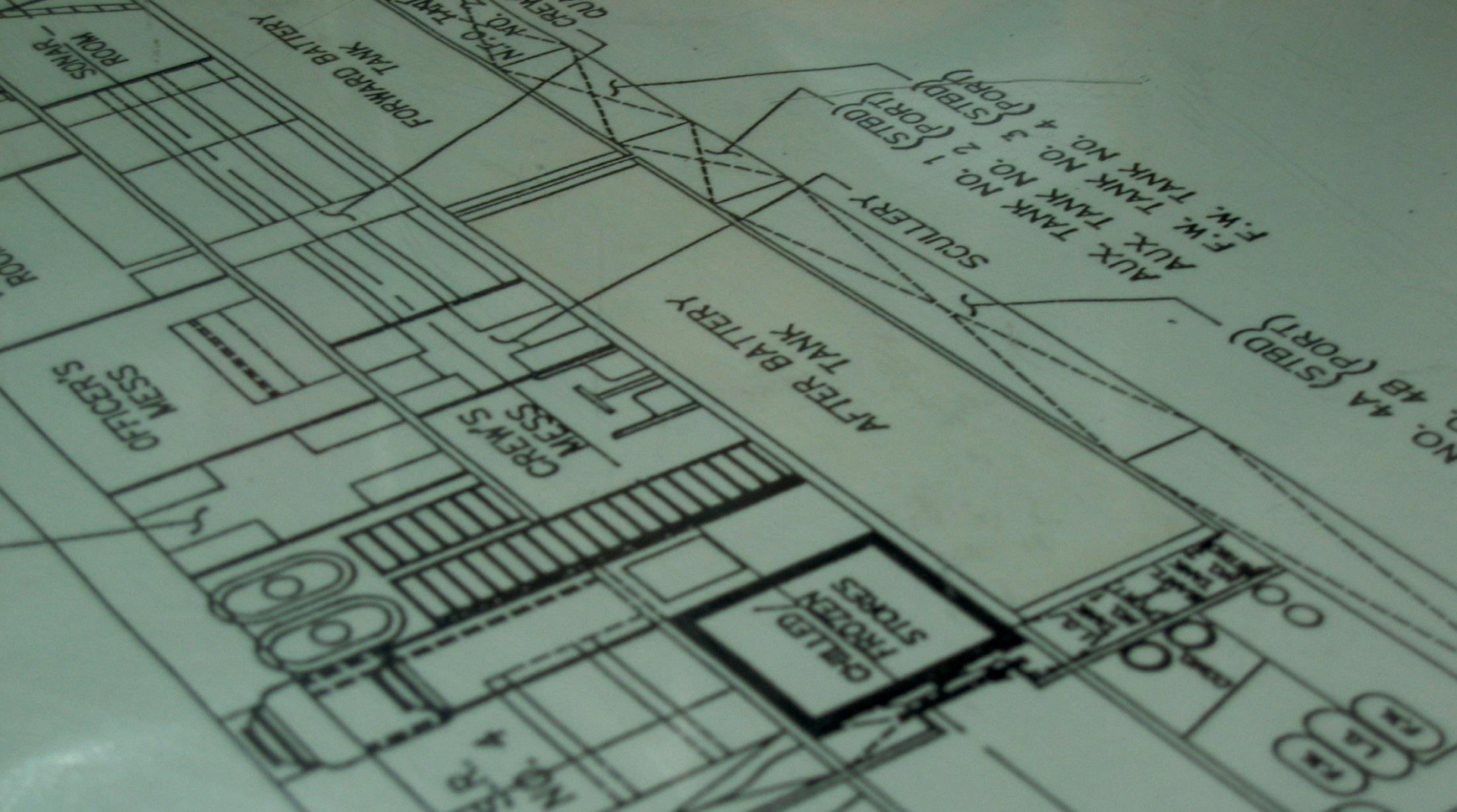
# WaterBotics expanded





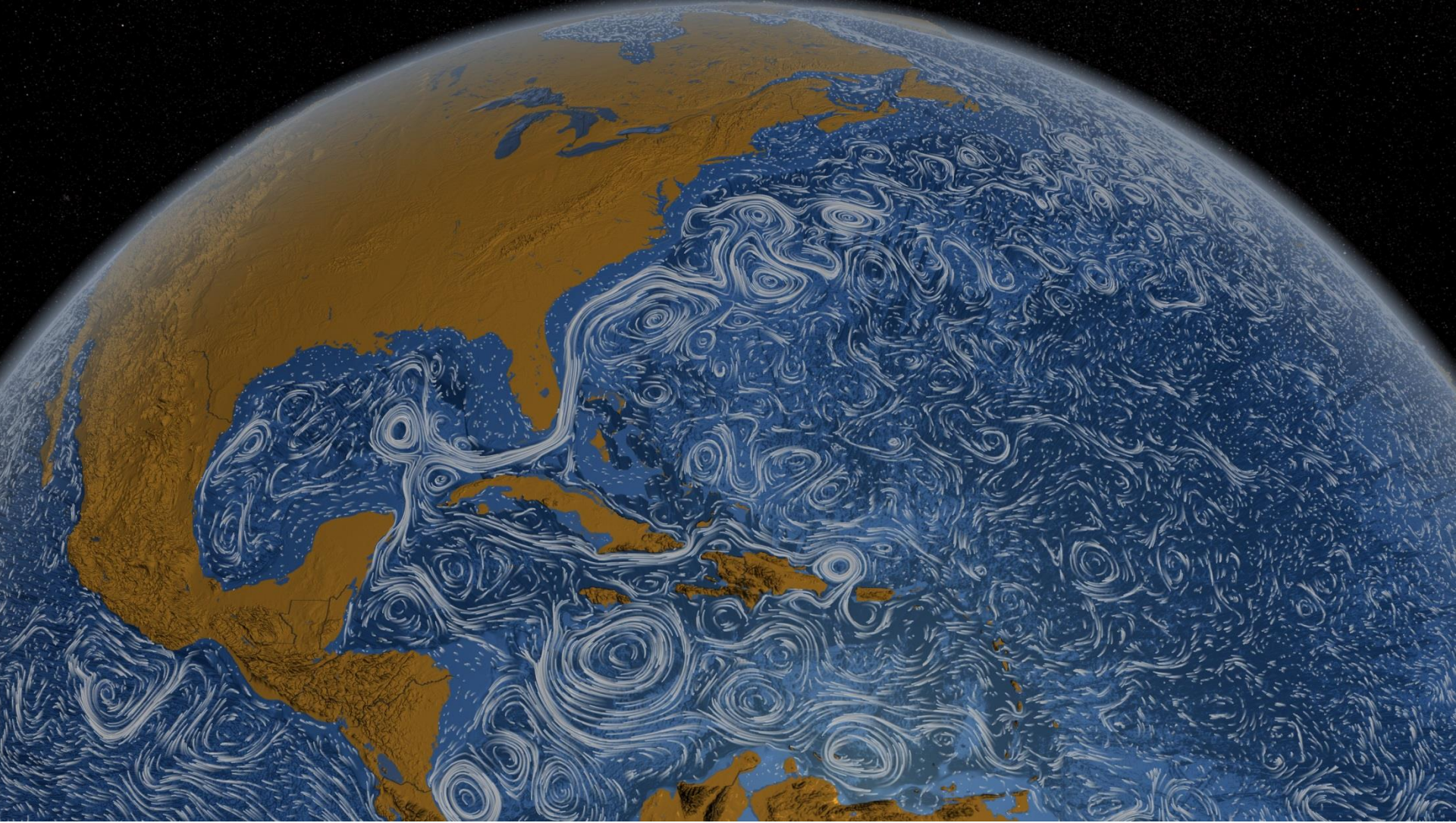
# WaterBotics expanded





**The best-laid evaluation plans...**





**The view is different from up here**





**We all live in a yellow submarine**



**We bravely go...**



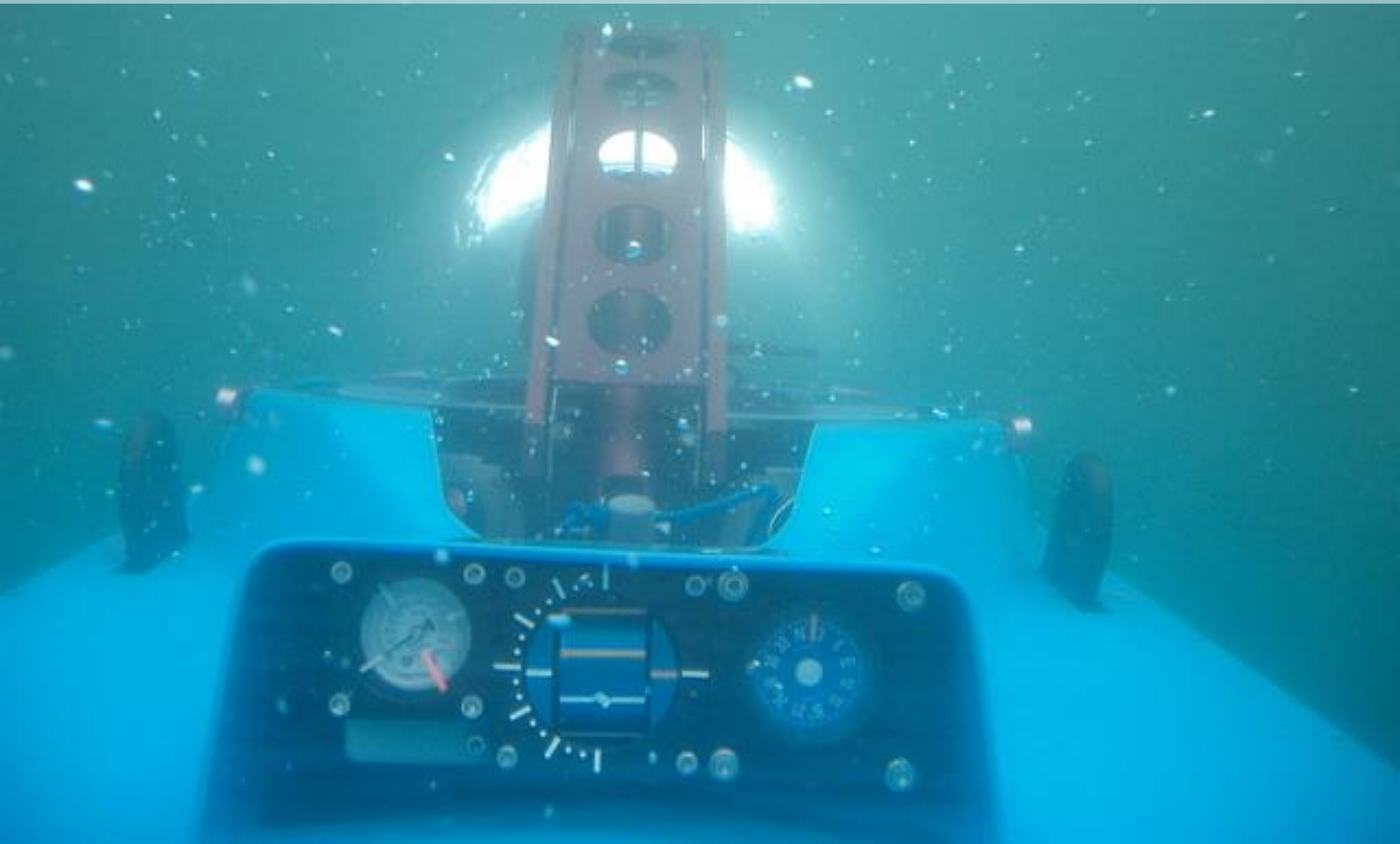


...down...





**...into the depths**

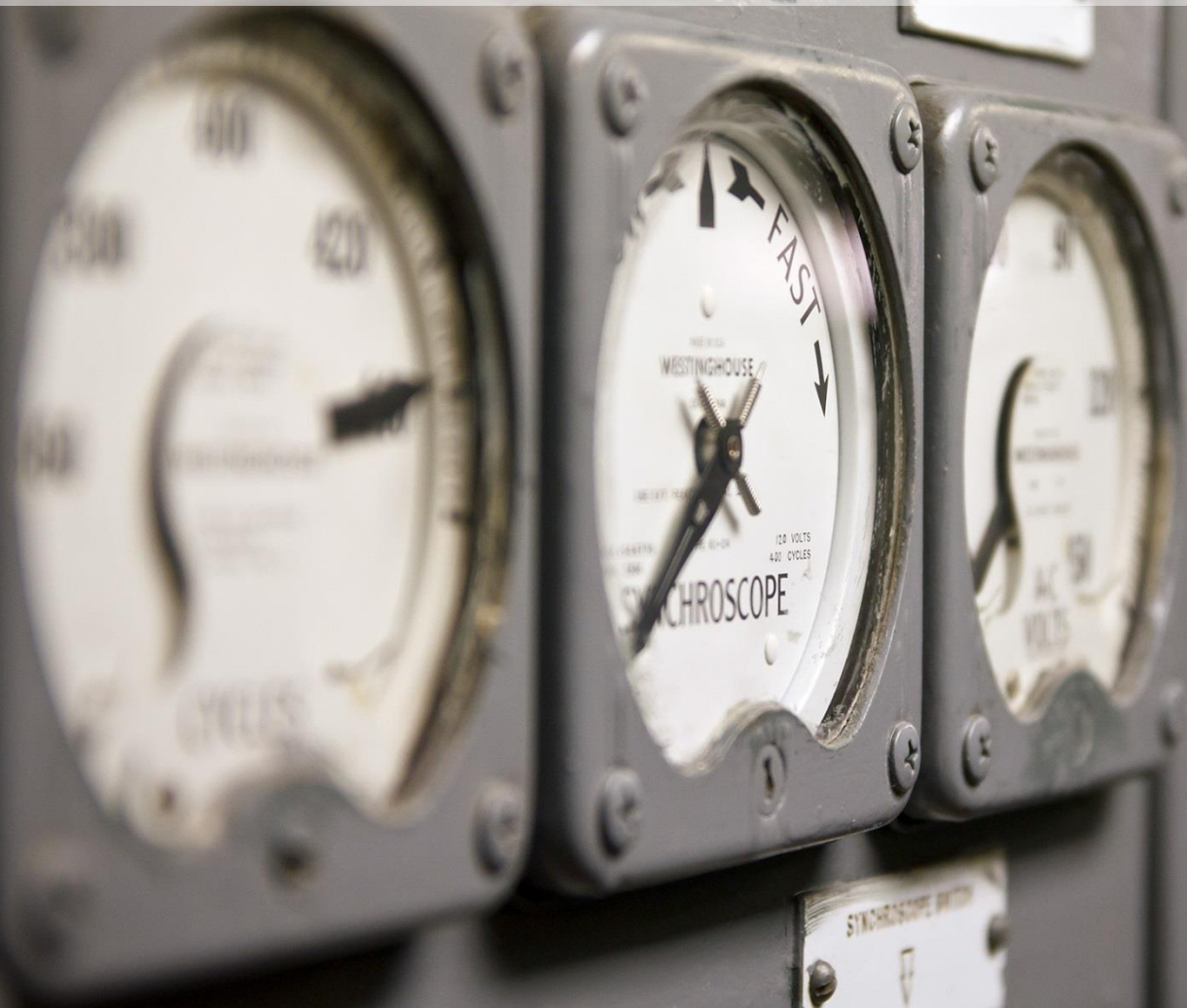


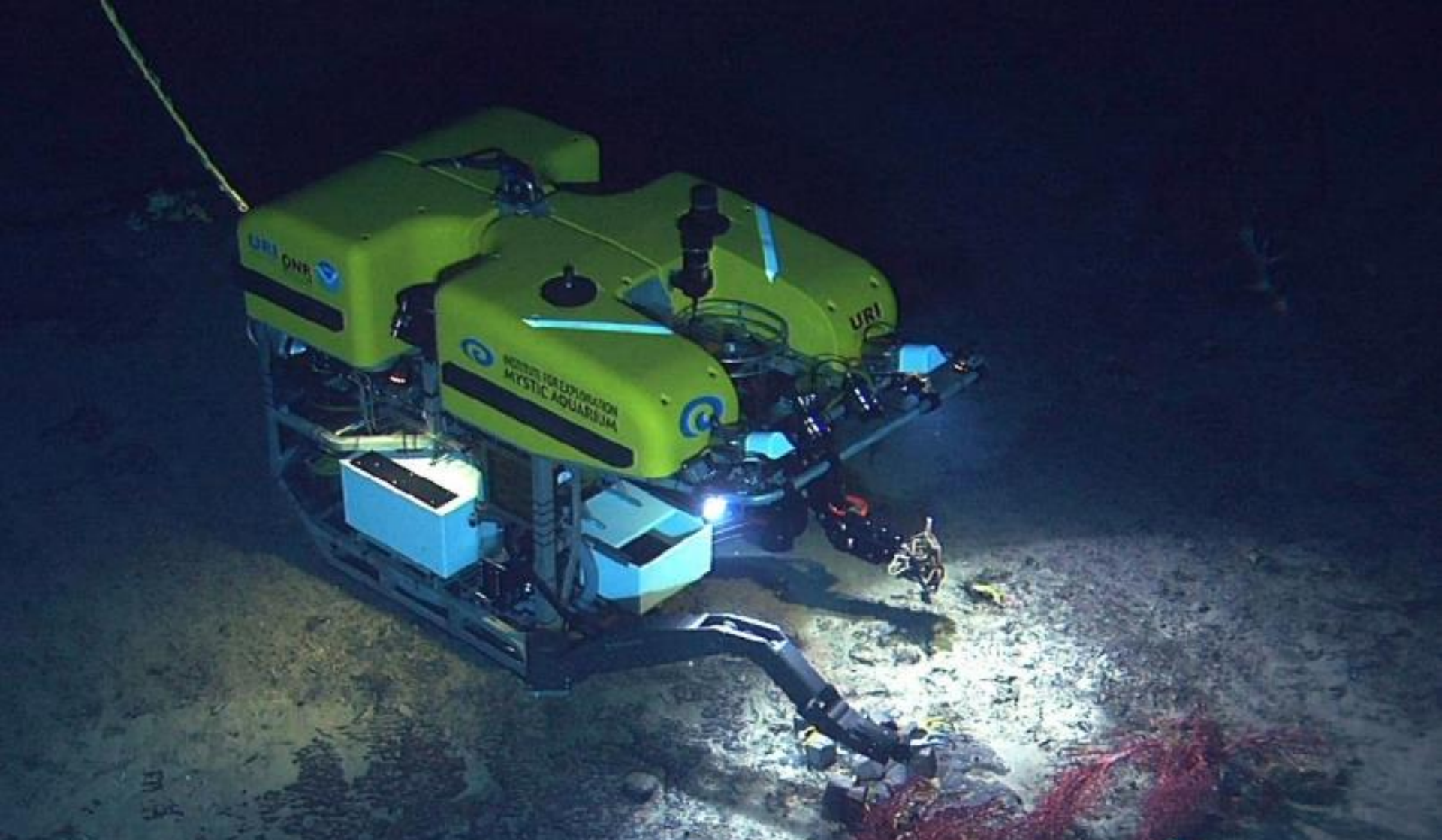
**Where it can be murky**





**We depend on the quality of our gauges**





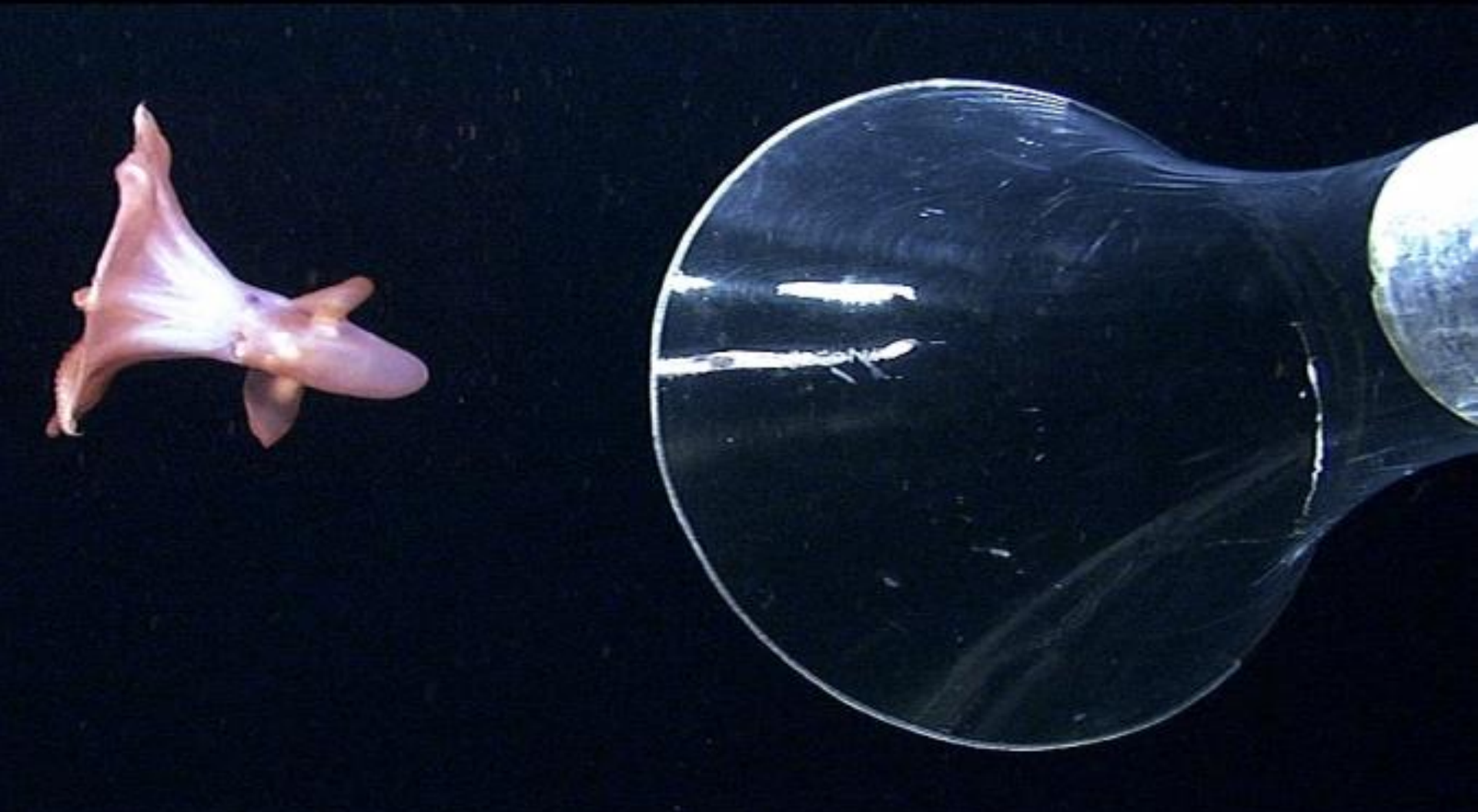
**We may have to operate remotely**





**Collecting data can be awkward**





**Who knows what we'll find?**





**BUT...**



**See 20,000 leagues under the sea**



**3 things  
we learned from  
reframing**







# 1. Adapt





School classroom



Summer camp or afterschool program





**The project adapted**







**We changed our questions**



**2.**  
**Open**  
**wide**







**The equipment changed**





**We kept our periscope up**



# 3. Plan for sustainability





**The project evaluated the market**





**We encouraged them to plan for  
the future**



# Hindsight is 20/20

OBJECTS IN MIRROR ARE CLOSER  
THAN THEY APPEAR





**Wish #1: Collect data from  
non-implementers**





**Wish #2: Collect data from  
outside sources**





**Wish #3: Collect data after  
the project ends**



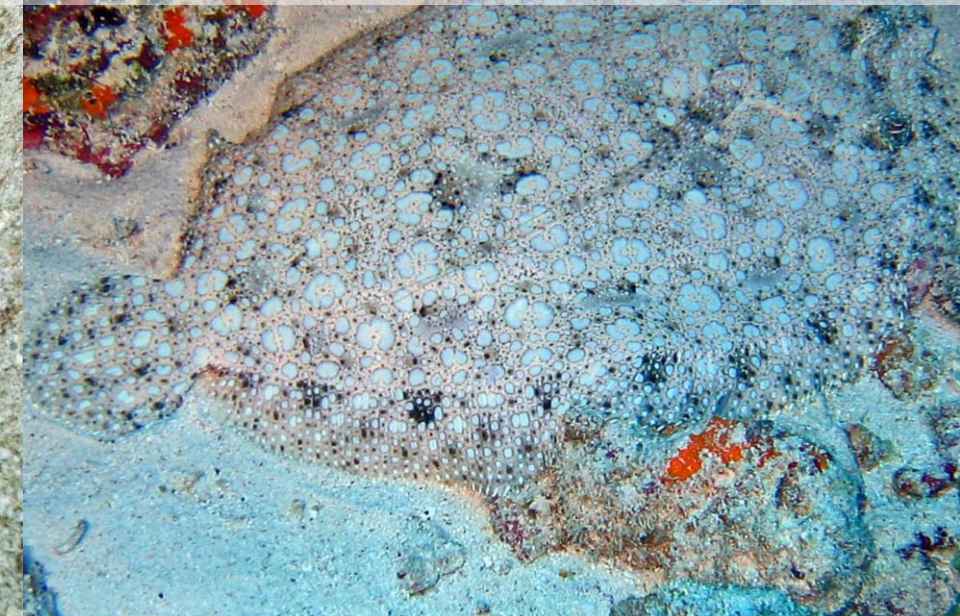


**How can you use this?**



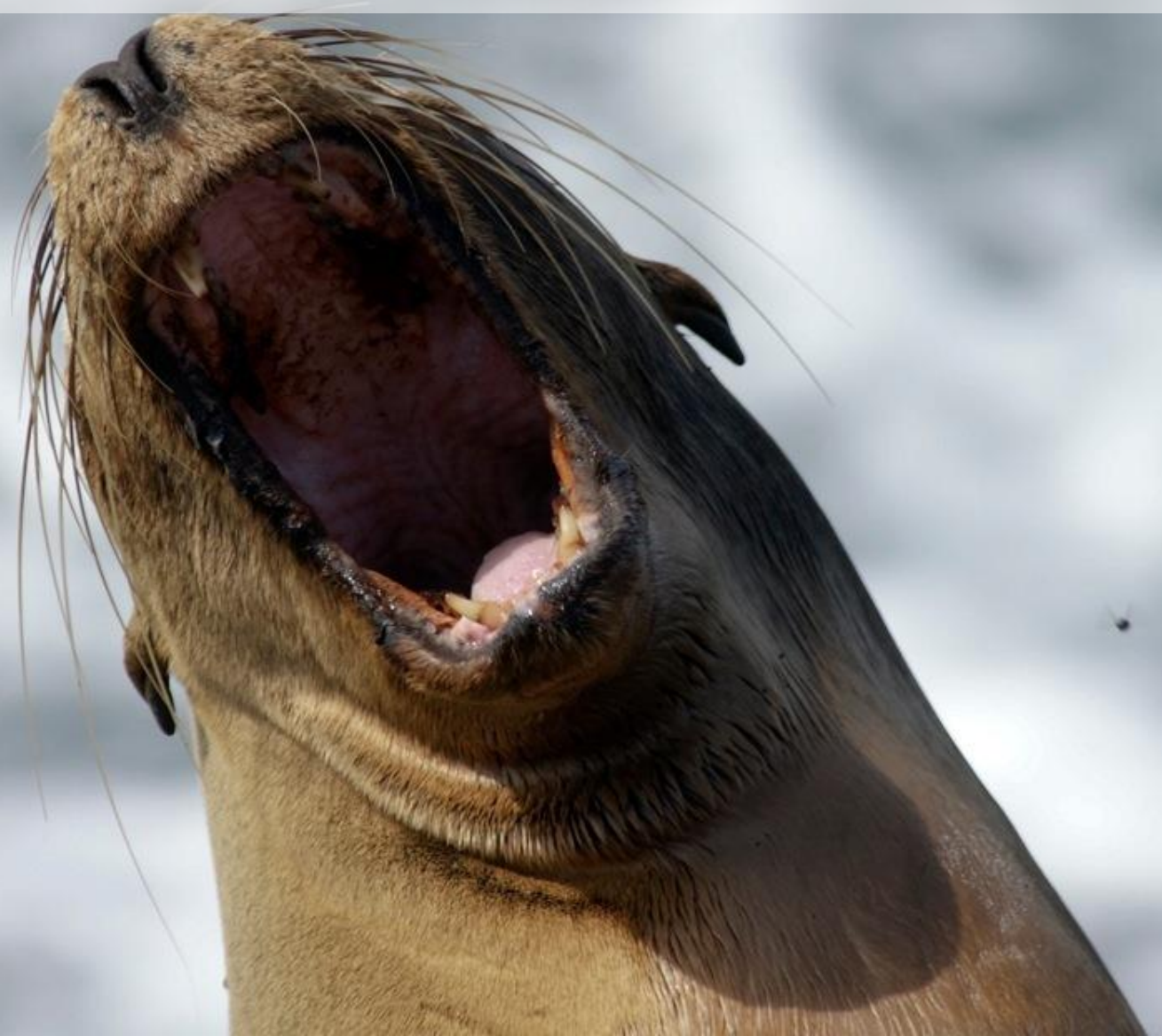


**1. Adapt, adapt, adapt!**





## 2. Open wider





### **3. Plan for sustainability**







**What do you see from your  
evaluation submarine?**



# How could you reframe?

<http://www.insites.org/evaluations-and-resources/systems-thinking-in-evaluation>



# Image Credits (via Flickr and Pixabay)

Piper 60 (antique sub)

David Mark (sub through porthole, basking shark, photographer)

Stevens Institute of Technology (*WaterBotics*)

Marcin Wichary (sub blueprint)

NASA Goddard Photo and Video (Gulf Stream world view)

Alberto Perdomo (yellow sub)

Steve Jurvetson (blue sub descending)

Find (underwater scene)

NOAA (ROV collecting samples)

Nataraj Metz (sub instrument panel)

Pere (iceberg) and Rubis (submarine next to iceberg)

Public Domain Pictures (bench, underwater sand background)

Moondigger (flounder)

Merrimack College (teacher and students)

Woodley Wonderworks (afterschool trip)

Saspotato, BBM Explorer, Ryan Wick (octupi)

Hyku (LEGO factory)

Steve Hanna (periscope)

Rachel Hathaway (sand dollars)

Mykl Roventine (Seattle Public Market)

Markus De Nitto (sun glass)

Paul Kam (rearview mirror)

Alan Wolf (sea otter)

Sigmund (leopard shark)

Kraftwerck (bottle)

JRL5 (seal)

Boogies with Fish, Dachlan, Hectonichus, and Nemo's Great Uncle (flounder)

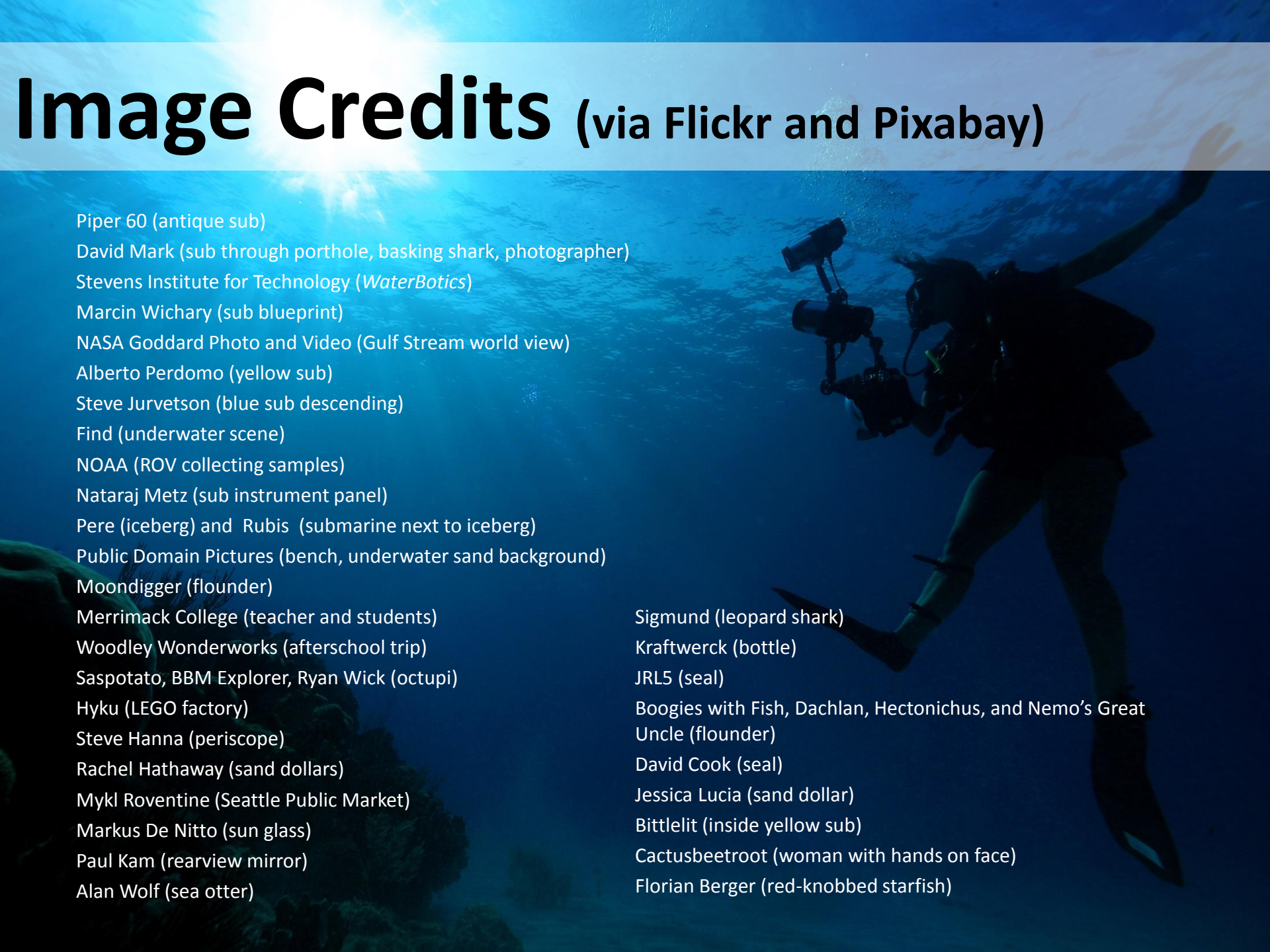
David Cook (seal)

Jessica Lucia (sand dollar)

Bittlelit (inside yellow sub)

Cactusbeetroot (woman with hands on face)

Florian Berger (red-knobbed starfish)







**Ginger Fitzhugh**

[gfitzhugh@eraeval.org](mailto:gfitzhugh@eraeval.org)