

Empowerment Evaluation:

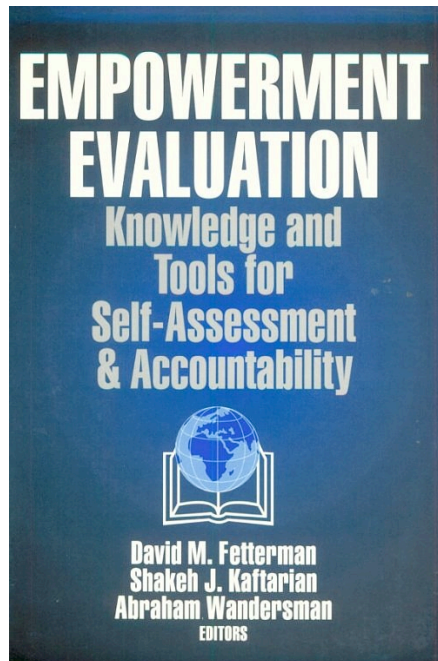
Technological Tools of the Trade

American Evaluation Association

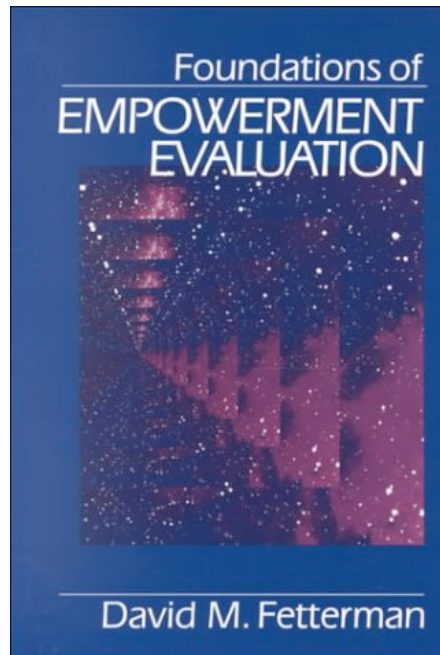
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November 13, 2009

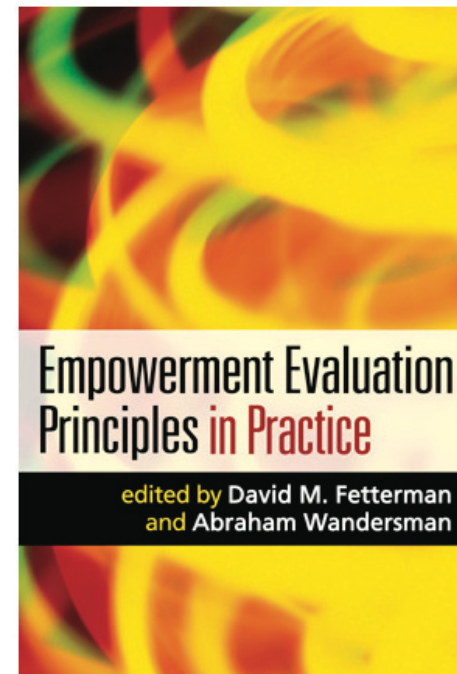
Literature: Books



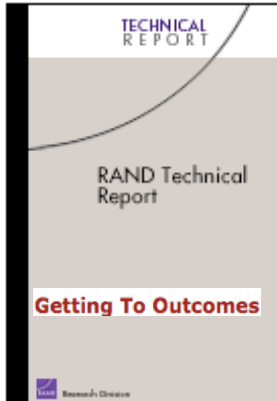
1996



2001



2005



Literature: Selected Articles & Reports



Experiential education and empowerment evaluation: Mars Rover educational program case example

The Journal of Experiential Education | October 1, 2002 | Fetterman, David; Bowman, Cassie |

Article: Empowerment evaluation as a social work strategy.

Applying empowerment evaluation as a tool for self-improvement and community development with culturally diverse populations.(FORUM)

[+ Tools](#)

Journal of the Community Development Society | July 01, 2000 | Harley, Debra A.; Stebnicki, Mark; Rollins, Carolyn W. | [Copyright](#)

AJE's Most Accessed Articles

The *American Journal of Evaluation (AJE)* remains a publication of choice for top authors to submit their writing. Between November 2007 and November 2008, the following were the top 10 most accessed *AJE* articles online:

- **Empowerment Evaluation: Yesterday, Today, and Tomorrow**, by D. Fetterman, A. Wandersman; June 2007

Selected Additional References



- Campbell, R., Dorey, H., Naegeli, M., Grubstein, L., Bennett, K., Bonter, F., Smith, P., Grzywacz, J., Baker, P., and Davidson, W. (2004). An Empowerment Evaluation Model for Sexual Assault Programs: Empirical Evidence of Effectiveness. *American Journal of Community Psychology*, 34(3/4):251-262.



- Chinman, M., Hunter, S., Ebener, P., Paddock, S., Stillman, L., Imm, P., Wandersman, A. (2008). The Getting to Outcomes Demonstration and Evaluation: An Illustration of the Prevention Support System. *American Journal of Psychology*, 41:206-224.



- Fetterman, D., Deitz, J., and Gesundheit, N. (in press). Empowerment Evaluation: A Collaborative Approach to Evaluating and Transforming a Medical School Curriculum. *Academic Medicine*.

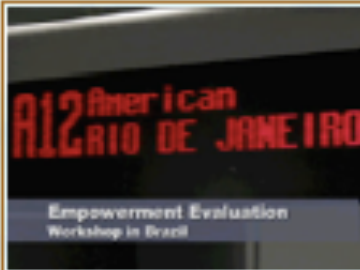


- Miller, W. and Lennie, J. (2005). Empowerment Evaluation: A Practical Method for Evaluating a National School Breakfast Program. *Evaluation Journal of Australasia*, 5(2), 18-26.

International



Brazil



Japan



New Zealand



Spain



United Kingdom



CROSS
CULTURAL

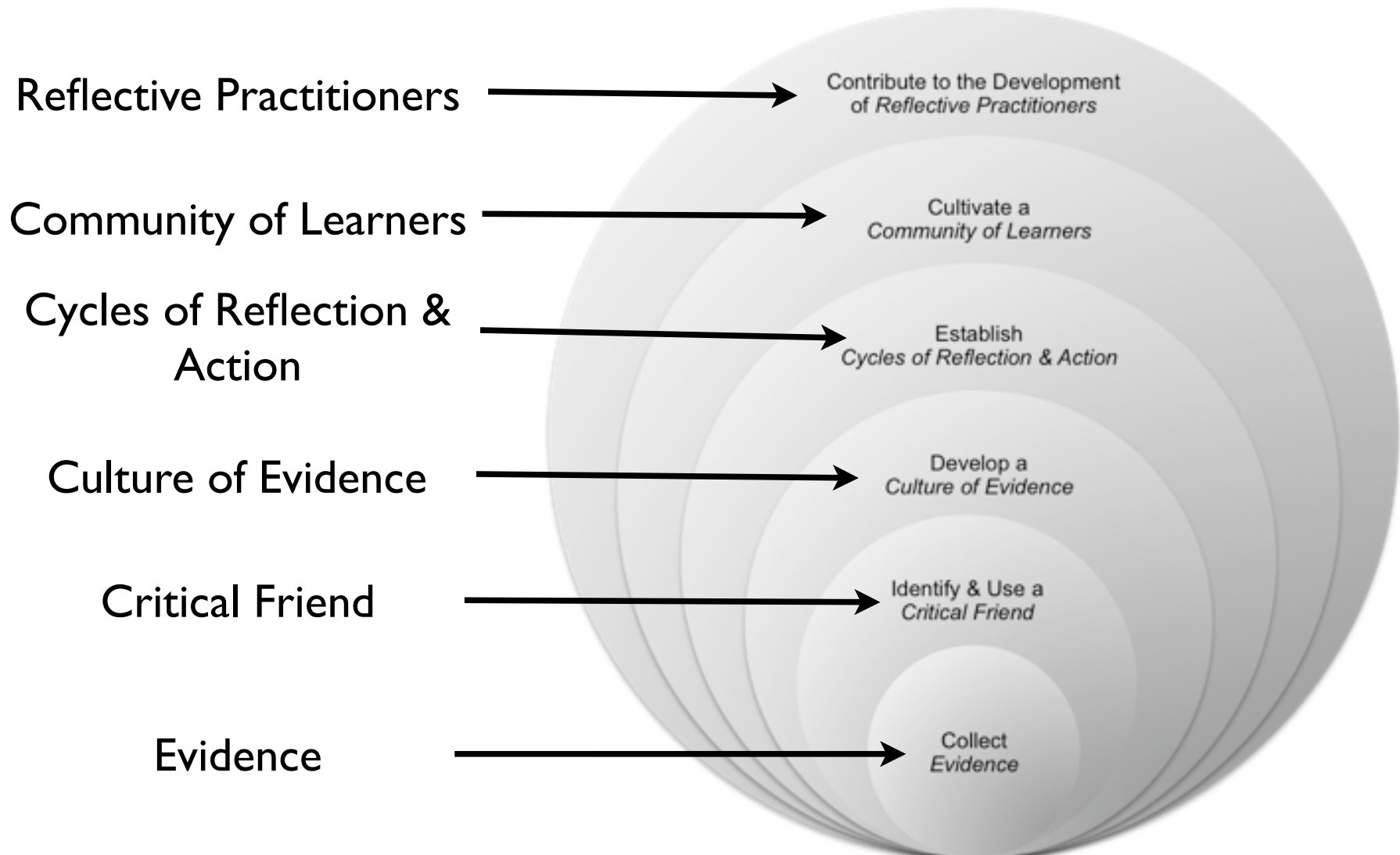


unicef 

What is Empowerment Evaluation?

- EE is the use of evaluation concepts, techniques, and findings to foster improvement and self-determination.
- Expanded definition: An evaluation approach that aims to increase the probability of achieving program success by (1) providing program stakeholders with tools for assessing the planning, implementation, and self-evaluation of their program, and (2) mainstreaming evaluation as part of the planning and management of the program/organization.

Key Empowerment Evaluation Concepts



Coaching



Empowerment Evaluation

3 Steps

1. Mission
2. Taking Stock
3. Planning for the Future

Mission

- Facilitate development of the mission statement
- Group values
- Democratic process
- Making meaning & giving voice

Taking Stock

Part I

- List activities
- Prioritize (dots)

Activities	Prioritization with Dots
Communication	○ ○ ○ ○
Product Development	○ ○ ○ ○ ○ ○ ○
Fundraising	○ ○ ○

Taking Stock

Part II

- Rating 1 (low) – 10 (high)
- Dialogue

Activities	DF	DE	SEC	Average
Communication	3	6	3	4
Teaching	4	5	9	6
Funding	5	2	1	2.67
Prod. Develop	1	8	4	4.33
Average	3.25	5.25	4.25	4.25

Planning for the Future

- Goals
- Strategies
- Evidence


Baseline, Intervention, Institutionalization

- **Taking Stock** Represents the **Baseline**
- **Plans for the Future** represent **Intervention**
- **Interim Measures** - Benchmarks -
Launching Internal Measures - Feedback
Loops - **Formative Feedback** - **Midcourse
Corrections**
- **2nd Taking Stock** is a 2nd Data Point -
Comparing **Change Over Time** as a Group
- **Institutionalization**

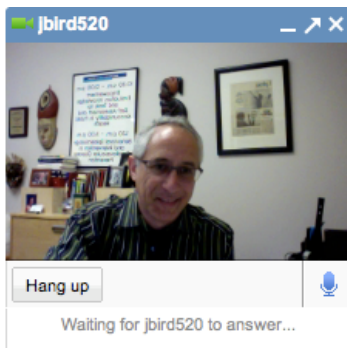
Technological Tools of the Trade: A Metaphor



Wordle - Word Cloud

11. Tobacco prevention & education programs are a good use of public money?		Number of Responses	Response Ratio
Yes		852	99%
No		12	1%
Total		864	100%

Zoomerang - Online Survey



Videoconference



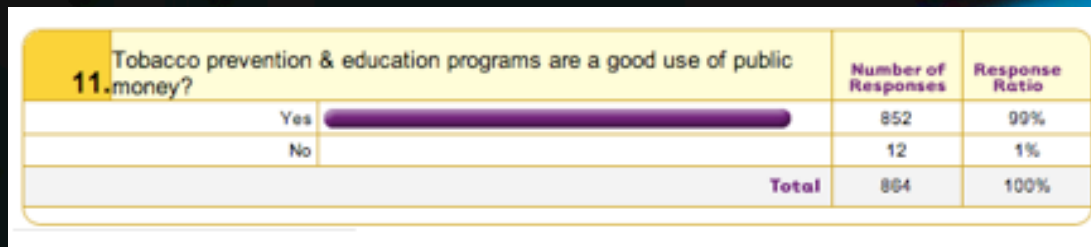
YouTube

Online Surveys
Digital Photography
Blogs
Picture Sharing
Docs & Spreadsheets
Collaborative Web Sites
Videoconferencing
YouTube

Align Tools with the Principles of Empowerment Evaluation

Online Survey Bar Charts

1. Zoomerang
2. SurveyMonkey
3. Zapsurvey
4. Google docs form



zoomerang™

Home Create Survey My Surveys My Contacts

Edit a Question CANCEL CONTINUE

CHECK SPELLING

Choose a question type

Tips and guidance about question types. [Learn More](#)

Rating Scale - One Answer (Horizontal)

Choice - Multiple Answers (Bullets)

Choice - One Answer (Bullets)

Choice - One Answer (Drop Down)

Date and Time

Heading

Image

Name and Address (General)

Name and Address (U.S)

Open Ended - Comments Box

Open Ended - One Line

Open Ended - One or More Lines with Prompt

Rating Scale - One Answer (Horizontal)

Rating Scale - Matrix

Ranking Question

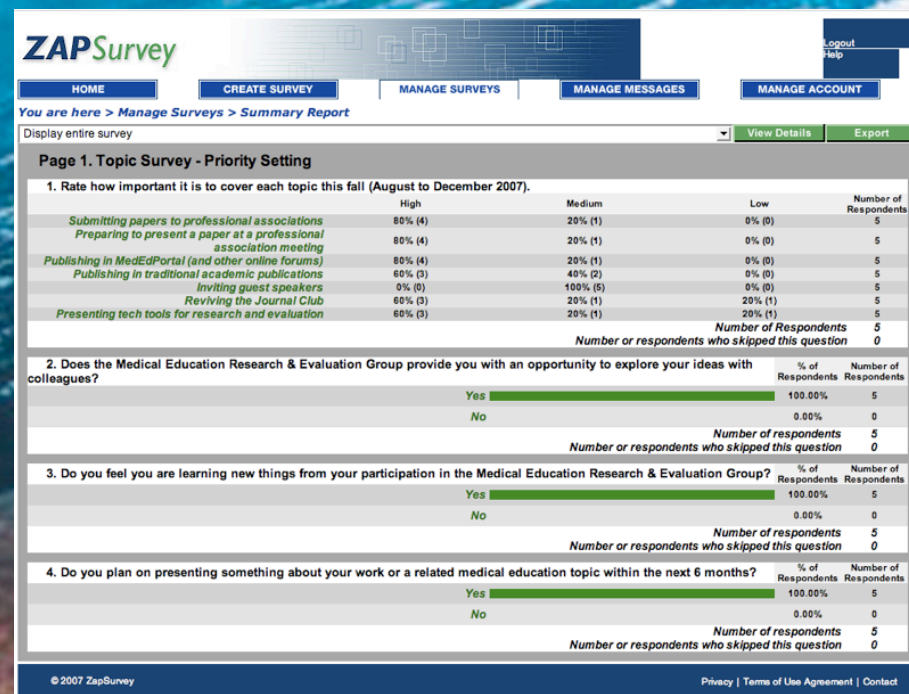
Yes or No

1 Extremely Unsatisfied

2 Unsatisfied

3 Satisfied

4 Extremely Satisfied

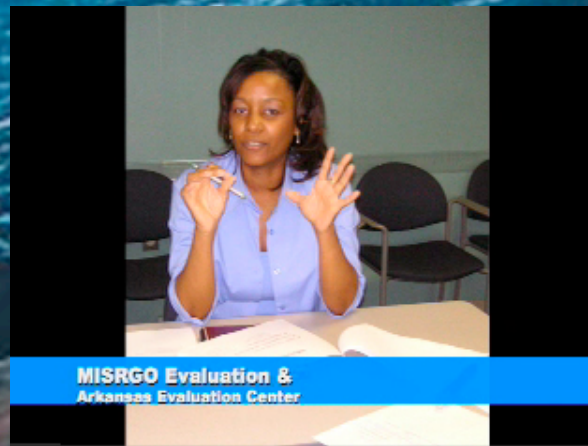


Online Survey Word Cloud



Digital Photography

1. Taking Pictures (transferring to computer)
2. Cropping Photos
3. Adjusting Color
4. Exporting into a JPEG
5. Using in a report and web page



Blogs



1. Creating a blog
2. Posting Text and Adding Pictures
3. Settings (interactive or web-like posting)
4. Invitations to blog

ARKANSAS EVALUATION CENTER

FRIDAY, AUGUST 17, 2007

Arkansas Evaluation Center
2007 Progress Report



The Arkansas Evaluation Center



Fetterman & Associates
Dr. David Fetterman
Ms. Linda Delaney
July 26, 2007

The Arkansas Evaluation Center 2007 Progress Report. The report provides a portrait of our efforts to-date, in broad strokes.

The report summarizes steps taken to date working with the legislature, developing curriculum, and identifying funding opportunities.

The next steps will focus on additional curricular design issues, the development of individual workshop-specific modules, marketing, and

securing funding. For a copy of the report please click [here](#).

USEFUL LINKS

Arkansas Evaluation Center Bill SB951
Arkansas Evaluation Center Poster
Arkansas General Assembly
Tobacco Prevention Evaluation
Tobacco Prevention Evaluation (Earlier Postings)

FETTERMAN & ASSOCIATES



DR. DAVID FETTERMAN
MENLO PARK, CALIFORNIA,
UNITED STATES
Empowerment Evaluator

[VIEW MY COMPLETE](#)

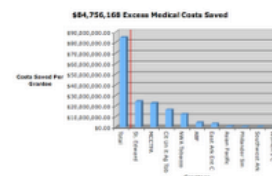
PROFILE

TOBACCO PREVENTION EVALUATION (MISRGO)

FRIDAY, AUGUST 17, 2007

MISRGO EVALUATION PLAN - 2007-2008

MISRGO Evaluation Plan 2007-2008



Fetterman & Associates
Dr. David Fetterman
July 24, 2007

MISRGO Evaluation Plan. This document is divided into two sections. The first half highlights accomplishments to-date, including creating the Evaluation Monitoring System.

The second half of the report presents the evaluation plan for this coming year. It charts the way for us. We plan to use the report to help us navigate through often mirky and tumultuous waves. It also provides an

insight into what's in store for us in the future.

FETTERMAN & ASSOCIATES



DR. DAVID FETTERMAN
MENLO PARK, CALIFORNIA,
UNITED STATES

Empowerment Evaluator

[VIEW MY COMPLETE](#)

PROFILE

USEFUL LINKS

Arkansas Evaluation Center
Arkansas Evaluation Center Progress Report 2007
Evaluation Monitoring System - Training Manual
Evaluation Status Update May 24, 2007
MISRGO - Grantee Satisfaction with Office Services
MISRGO Evaluation Plan 2007-2008

Picture File Sharing

1. Uploading pictures
2. Editing photos - cropping, red-eye, contrast
3. Creating slide shows (including embedded slide shows for web pages)
4. Sharing digital photos



Day	Blue Line (Visits)	Orange Line (Visits)	Red Line (Visits)
1	22	6	11
2	26	19	16
3	37	27	27
4	49	32	29
5	52	31	25
6	35	26	10
7	30	28	4

Google Collaborative Site

[Gmail](#) [Calendar](#) [Documents](#) [Photos](#) [Reader](#) [Web](#) [More ▼](#)

[misrgoempowermentevaluation](#)

Medical Education Research Group

Navigation

[Announcements](#)

[Calendar](#)

[Journal Club](#)

[Workshops](#)

[Tools](#)

[Sitemap](#)

[Announcements >](#)

Journal Club

Schedule

Time: 10:15 to 11:45

Location: Redwood T138B (Fall Quarter 2008)

September 25, 2008	Daisy Grewal and Heather Davidson	Emotional Intelligence and Graduate Medical Education
October 23, 2008	Neil Gesundheit	Medical School Policies Regarding Struggling Medical Students During the Internal Medicine Clerkships: Results of a National Survey
January 29, 2009	Gabriel Garcia	Applications of Bloom's Taxonomy Debunks the "MCAT" Myth
February 26, 2009	Ken Vosti (tentative)	Grade Inflation
March 26, 2009	Sylvia Bereksnyei (tentative)	Enhancing the Informal Curriculum of a Medical School: A Case Study in Organizational Culture Change
April 30, 2009	Erika Shimahara	Letters of recommendation/residency selection factors in surgery
May 28, 2009	Alice Edler	The use of disconfirming data
June 25, 2009	TBA	TBA

Attachments (4)

-  [Grewal Davidson_JAMA2008.pdf](#) 151k - on Sep 25, 2008 12:43 AM by Medical Education (version 1)
-  [Neilclerkships.pdf](#) 78k - on Sep 25, 2008 12:45 AM by Medical Education (version 1)
-  [Science.MCATmyth.pdf](#) 414k - on Sep 25, 2008 12:49 AM by Medical Education (version 1)
-  [emotionalintellig.pdf](#) 394k - on Sep 25, 2008 12:43 AM by Medical Education (version 1)

Videoconferencing

1. iChat
2. iVisit
3. gmail
4. Skype



Extra Web-Treat



1. YouTube



Rating: ★★★★★

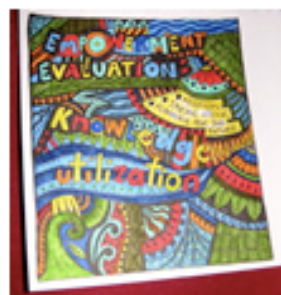
Views: 1,829



Google Empowerment Evaluation Web Page & Blog

COLLABORATIVE, PARTICIPATORY & EMPOWERMENT EVALUATION

AMERICAN EVALUATION ASSOCIATION TOPICAL INTEREST GROUP



[Blog](#)



[Books & Publications](#)



[Controversy](#)



[Guides](#)



[Tech Tools](#)



[Videos](#)

Summary: Tech Tools

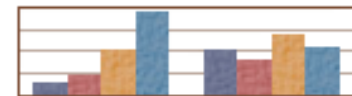
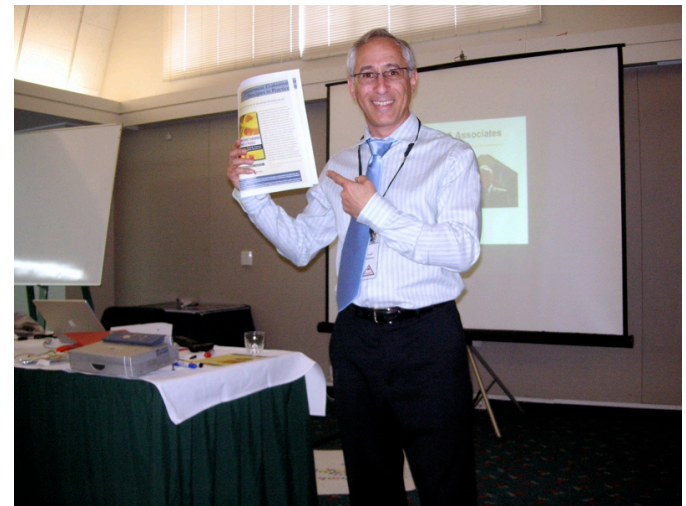
Tech Tools	Features	Contributions
Skype/Gmail Video	Free/Inexpensive	Facilitates Communication
Blog	User-friendly	Documents & Shares Achievements
Online Survey	Rigorous & Rapid	Contributes to a Culture of Evidence & Accountability
Google Docs-Excel	Shared Space	Facilitates Collaboration
Digital Pictures	Transparency & Immediacy	Gives Voice, Motivates & Engenders Trust
Picasa & Quicktime YouTube	Shared Experience	Celebrates & Extends the Community

Fetterman & Associates

25 Years
Experience at
Stanford University

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**Dr. David M. Fetterman
School of Medicine
Stanford University**

David M. Fetterman is the President and CEO of Fetterman & Associates, an international evaluation consulting firm. He is also a Professor of Education at the University of Arkansas at Pine Bluff and the Director of the Arkansas Evaluation Center. He is concurrently, a Collaborating Professor, Colegio de Postgraduados, Mexico and a Distinguished Visiting Professor of Anthropology at San Jose State University. Formerly, he was the Director of Evaluation in the School of Medicine. Previous to that position, he was the Director of Evaluation, Career Development, and Alumni Relations in the School of Education at Stanford University. For a decade he was the Director of the MA Policy Analysis and Evaluation Program in the School of Education. He was a Professor and Research Director at the California Institute of Integral Studies; Principal Research Scientist at the American Institutes for Research; and a Senior Associate and Project Director at RMC Research Corporation. He received his Ph.D. from Stanford University in educational and medical anthropology. He has conducted fieldwork in both Israel (including living on a kibbutz) and the United States (primarily in inner-cities across the country). David works in the fields of educational evaluation, ethnography, policy analysis, educational technology, and focuses on programs for dropouts and gifted and talented education.

**25 Years
Experience at
Stanford University**

He has conducted extensive multisite evaluation research on local, state, and national levels. David's multisite work has been primarily in urban settings. He conducted a national evaluation of dropout programs for the Department of Education. He has also conducted research on migrant, bilingual, and individuals with disabilities-oriented education programs. David has conducted evaluations for the University of San Francisco and the University of California, Berkeley. He has also provided Stanford's Board of Trustees with a variety of evaluations including: Stanford's Linear Accelerator Center, Stanford University Hospital departments, School of Medicine, the library, and various academic and administrative departments. He also evaluated Stanford's Teacher Education Program for the President of the University.

He has taught in an inner -city high school, two Hebrew schools, and in various university settings. He also served as the Director of an Anti-poverty Program. Although he is recognized for his contributions to the development of ethnography and ethnographic evaluation, his most recent efforts have focused on developing empowerment evaluation -- to help people help themselves. He has used this approach throughout the United States and in South Africa. Empowerment evaluations have been conducted with the Marin Community Foundation's coordinated health access project, Hewlett Foundations \$5 million One East Palo Alto community revitalization project, The Illinois Office of Alcoholism and Substance Abuse and the Office of Mental Health of the Illinois Department of Human Services, Lucille Packard's Children's Hospital, Native American tribal group initiatives, including the Intertribal Council of Michigan, Cambridge College, the California Institute of Integral Studies accreditation, and the \$15 million Hewlett Packard Philanthropy Digital Villages.

(continued)

David was elected a fellow of the American Anthropological Association and the Society for Applied Anthropology. He received both the Paul Lazarsfeld Award for Outstanding Contributions to Evaluation Theory and the Myrdal Award for Cumulative Contributions to Evaluation Practice - the American Evaluation Association's highest honors. David also received the George and Louise Spindler Award for outstanding contributions to educational anthropology as a scholar and practitioner, and the Ethnographic Evaluation Award from the Council on Anthropology and Education.

He received the President's Award from the Evaluation Research Society for contributions to ethnographic educational evaluation. He was also awarded the Washington Association of Practicing Anthropologists' Praxis Publication Award for translating knowledge into action.

David has also worked on the state, national, and international level in the field of gifted and talented education. He created and organized the first and second Gifted and Talented Education Conference at Stanford University.

David received one of the 1990 Mensa Education and Research Foundation Awards for Excellence. Mensa Education and Research Foundation encourages research into the nature, characteristics, and uses of intelligence. The award was made for Fetterman's book *Excellence and Equality: A Qualitatively Different Perspective on Gifted and Talented Education* and articles on gifted and talented education in *Educational Evaluation and Policy Analysis* and *Gifted Education International*.

Fetterman was appointed by the U.S. Department of Education to serve on a panel to select a national center for the gifted and talented. He was selected in part because of his recommendation to create a national center in his book *Excellence and Equality*. Fetterman was a member of the Center's Consultant Bank, advising the National Research Center on the Gifted and Talented. Fetterman was also a member of the Board of Trustees for The Nueva School (a progressive school for gifted and talented children).

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**25 Years
Experience at
Stanford University**

Dr. Fetterman has taught online for over 10 years in an online Ph.D. program and in classrooms at Stanford University, complementing face-to-face instruction. Dr. Fetterman writes about teaching online and videoconferencing on the Internet in journals ranging from, *Educational Researcher* to *Practicing Anthropology*. He maintains an American Evaluation Association division listserv for collaborative, participatory, and empowerment evaluation. Dr. Fetterman was appointed to the American Educational Research Association's Telecommunications Committee, advising the association in this area.

He has consulted for a variety of federal agencies, foundations, corporations, and academic institutions, including the: U.S. Department of Education, National Institute of Mental Health, Centers for Disease Control, U.S. Department of Agriculture, W.K. Kellogg Foundation, Rockefeller Foundation, Walter S. Johnson Foundation, Annie E. Casey Foundation, Marin Community Foundation, Hewlett Foundation, Hewlett Packard Philanthropy, Knight Foundation, Arkansas Department of Education, Syntex, the Independent Development Trust in South Africa, Early Childhood Research Institute on Full Inclusion, and universities throughout the United States and Europe. He has also consulted for various foreign agencies and ministries such as the Ministry of Education in Japan.

Fetterman is the General Editor for Garland/Taylor and Francis Publication's Studies in Education and Culture series. He has contributed to a variety of encyclopedias including the *International Encyclopedia of Education*, the *Encyclopedia of Human Intelligence*, and the *Encyclopedia of Social Science Research Methods*. He is also the author of *Empowerment Evaluation Principles in Practice*, *Foundations of Empowerment Evaluation*, *Empowerment Evaluation: Knowledge and Tools for Self-assessment and Accountability*; *Speaking the Language of Power: Communication, Collaboration, and Advocacy*; *Ethnography: Step by Step* (2nd edition); *Qualitative Approaches to Evaluation in Education: The Silent Scientific Revolution*; *Excellence and Equality: A Qualitatively Different Perspective on Gifted and Talented Education*; *Educational Evaluation: Ethnography in Theory, Practice, and Politics*; and *Ethnography in Educational Evaluation*.