Promoting Evaluation Use

The Importance of Relationships, Stakeholder Involvement, and Interdependence

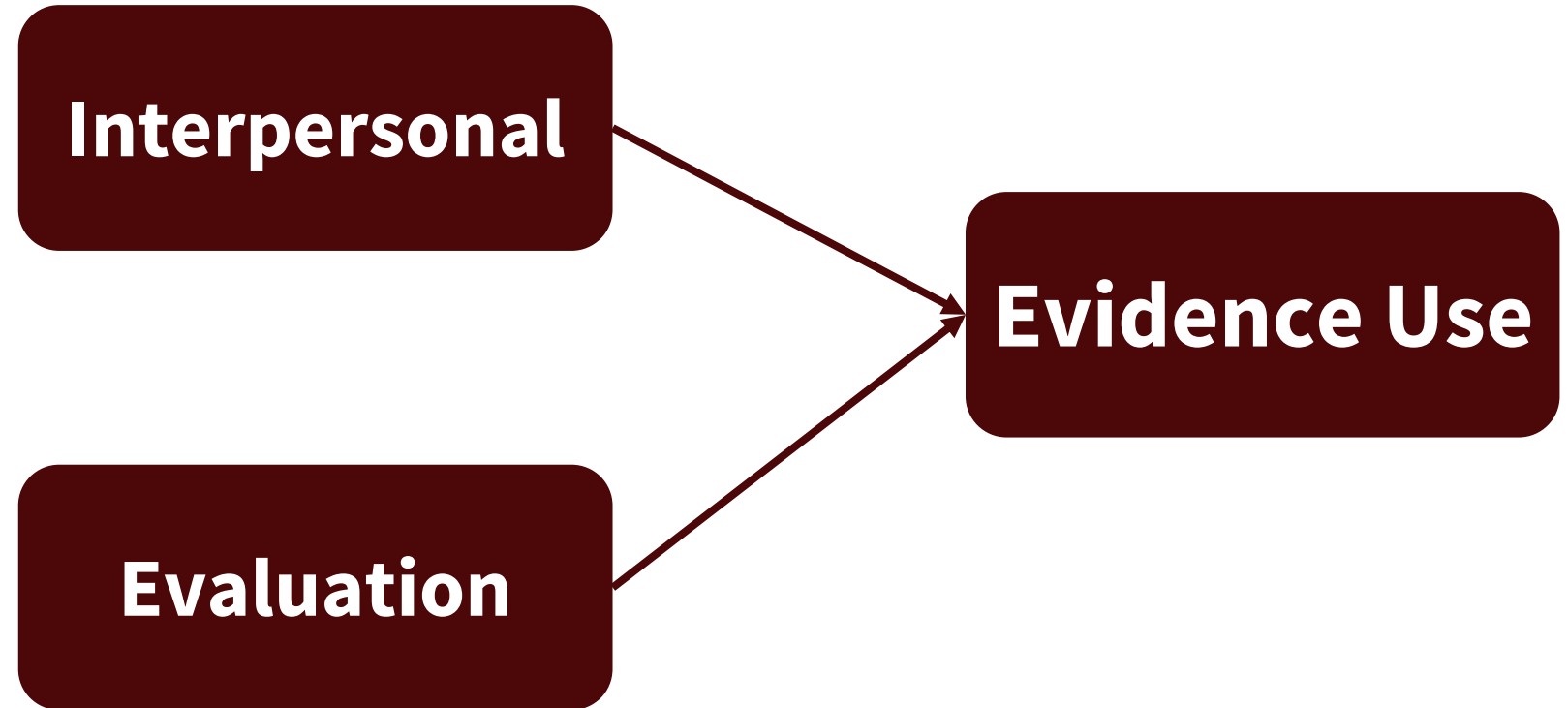Dana Linnell Wanzer, PhD – University of Wisconsin-Stout

Tiffany Berry, PhD – Claremont Graduate University

How can evaluation promote evidence use?

1. Communication
2. Relationships
3. Commitment to use
4. Cooperative Interdependence
5. Stakeholder involvement

1. Rigor
2. Relevance

Interpersonal

Evaluation

Evidence Use

Evidence Use

Instrumental

The **direct** use of findings to guide or inform decision-making or changes to the organization

Penuel et al. (2016)

Conceptual

The use of findings to change the way a person **views their organization** or problems facing their organization

Penuel et al. (2016)

Process

The change in attitudes, thinking, and behavior as a result of participating in the **process** of being in a research or evaluation study

Evidence Use

Patton (2008)

Methods

Sample: AEA & AERA members, RPP members, Social Media

Participation rate: 12.6% (n = 586)

Completion rate: 49.8% (n = 292)
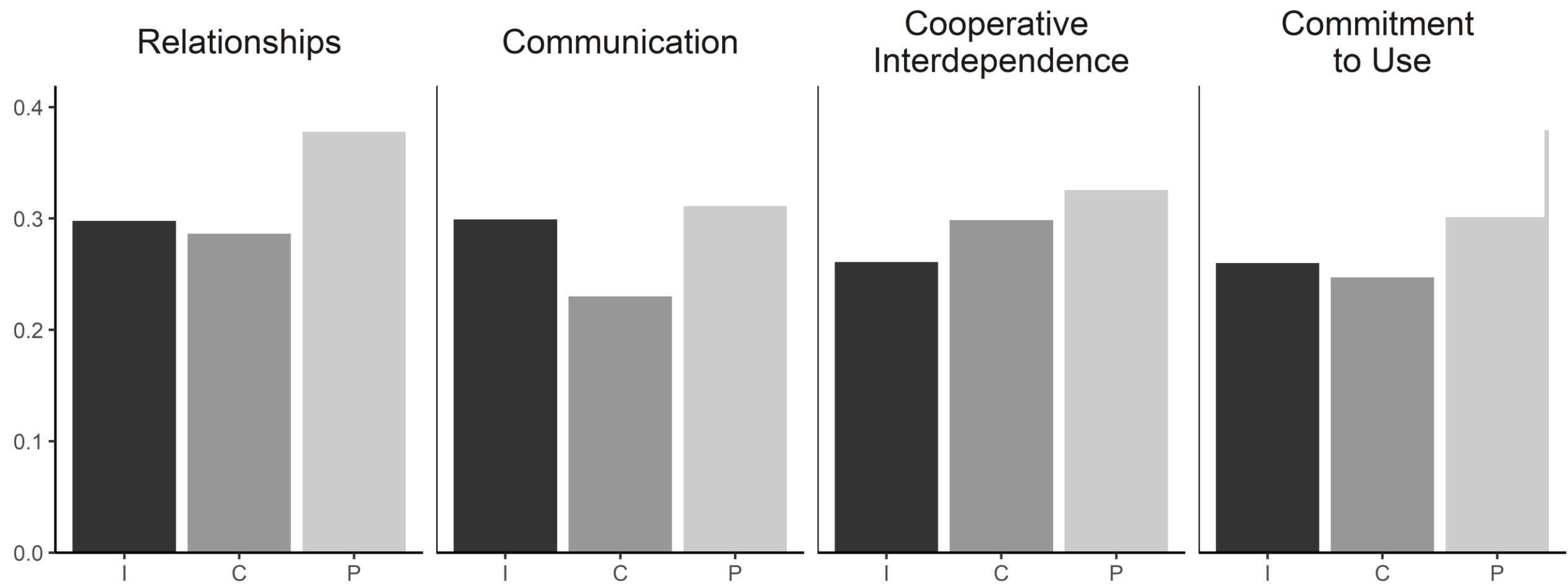
Brief Demographics → Evidence Use, Interpersonal, Evaluation Scales → More Demographics
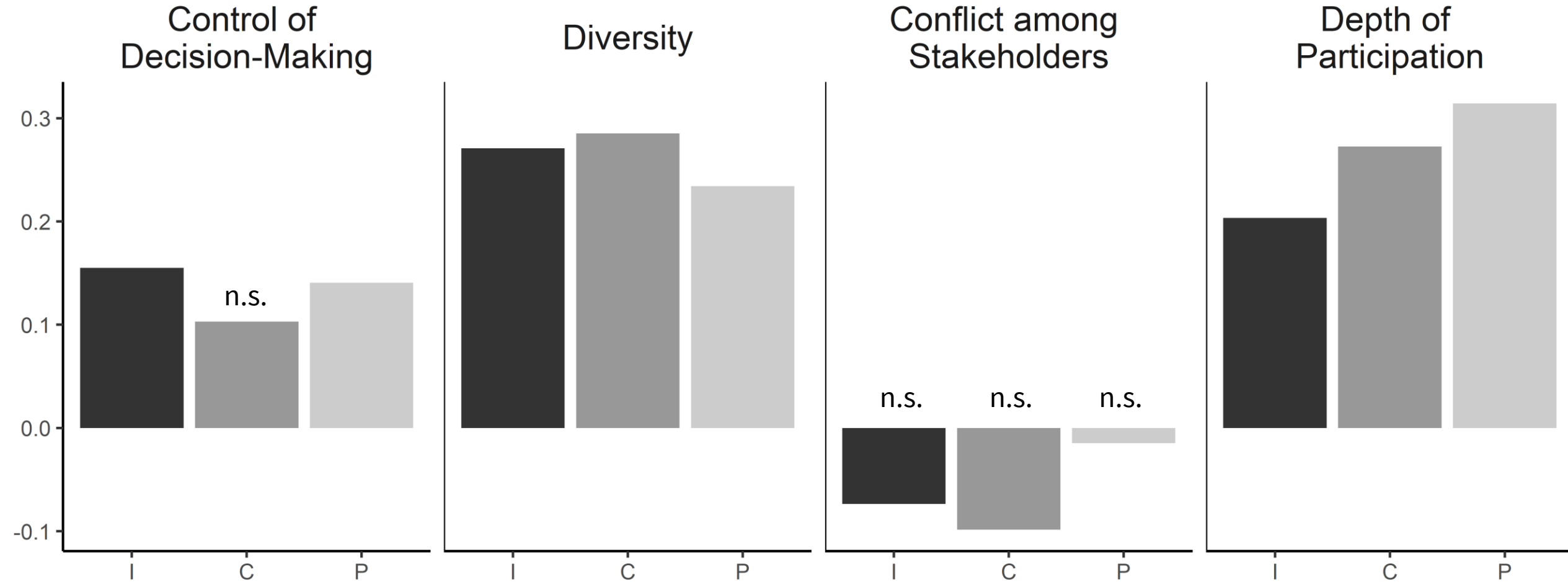
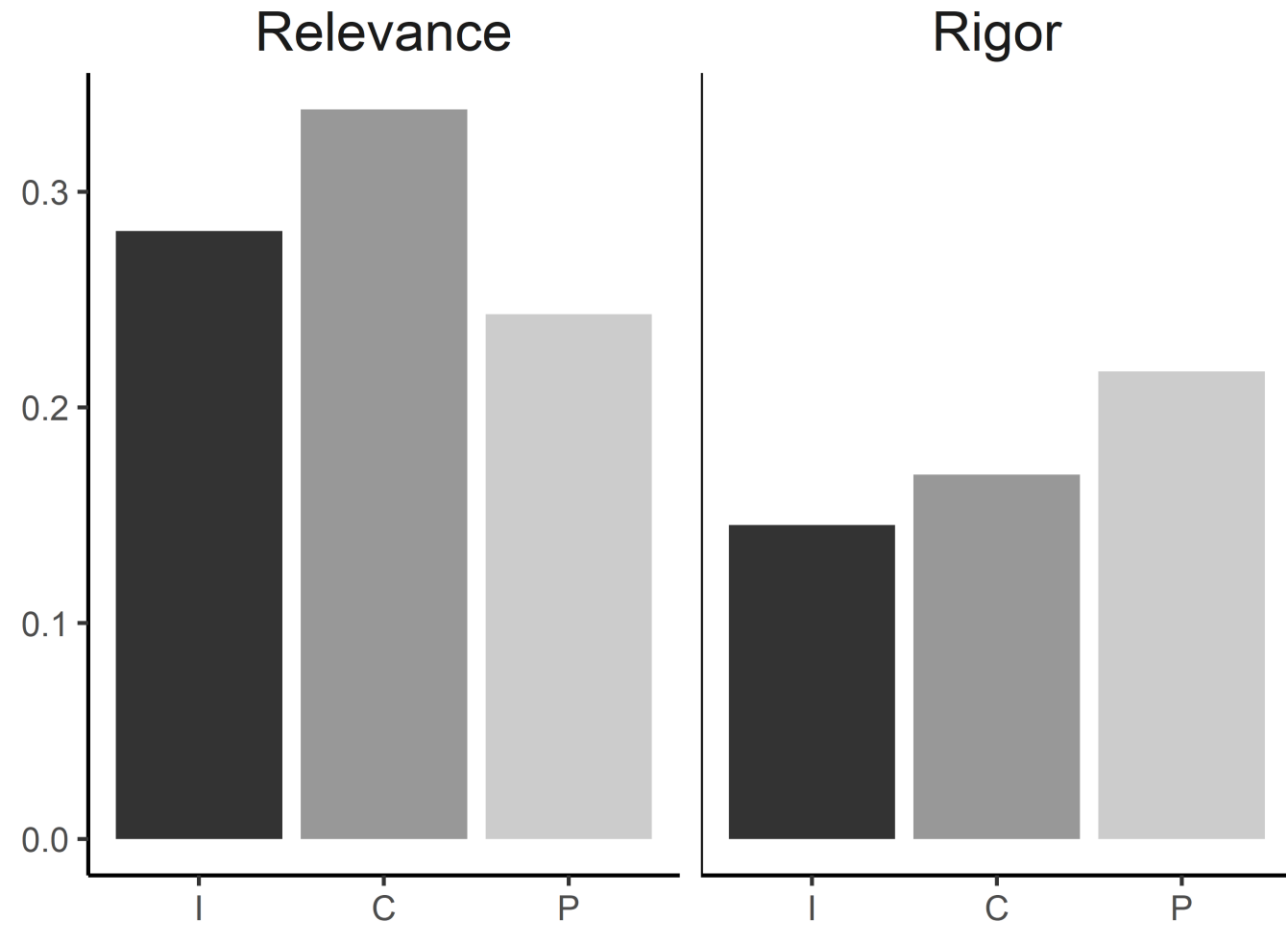# RQ1: How do each correlate with evidence use?
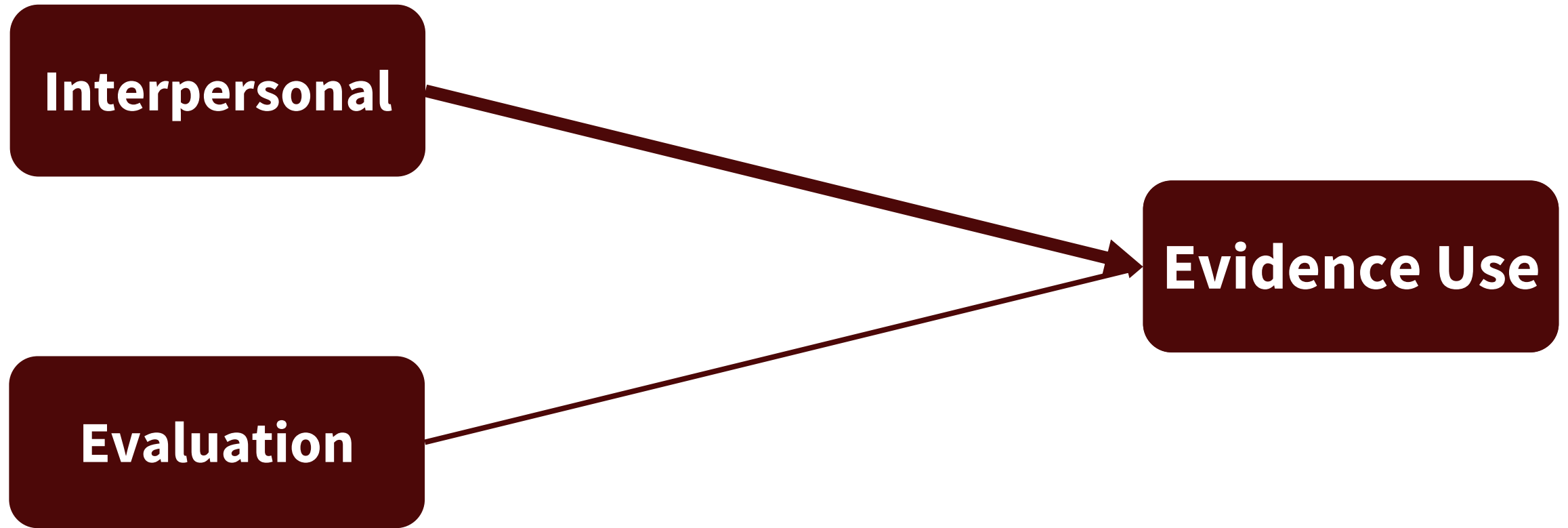
RQ1: How do each correlate with evidence use?

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RQ2: Do interpersonal relate to evidence use above and beyond evaluation factors?

Interpersonal

Relevance

Rigor

SI - Control
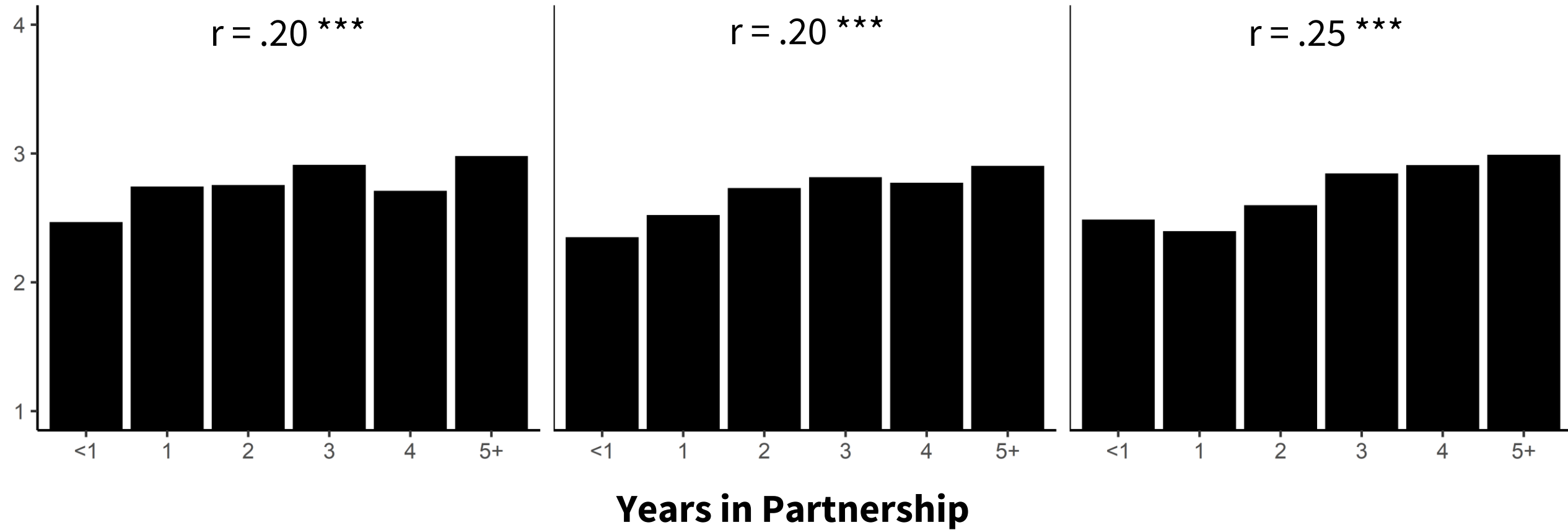
Years

Instrumental

Conceptual

Process
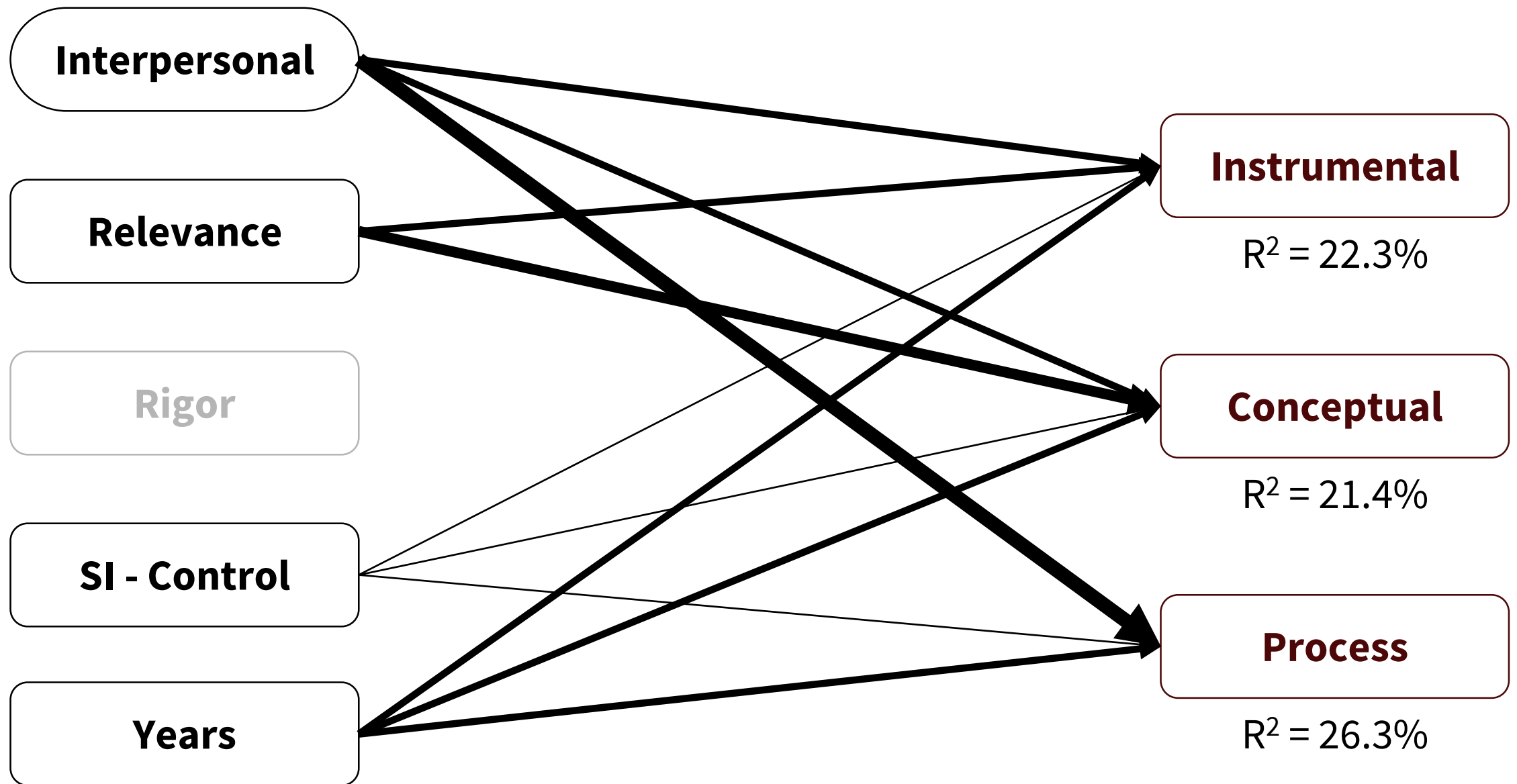
Instrumental

r = .20 ***

Conceptual

r = .20 ***

Process

r = .25 ***

Years in Partnership

X^2 (56) = 125.20, CFI = .848, TLI = .913, RSMEA = .059, SRMR = .059

How do we promote…

Instrumental Use	Conceptual Use	Process Use
1. Relationships	1. Relevance	1. Relationships
2. Communication	2. Cooperative Interdependence	2. Commitment to use
3. Diversity of Participants	3. Relationships	3. Cooperative Interdependence
4. Relevance		4. Depth of Participation

Also, *more time together*.

"Think about the relationships between you and other members of the partnership. Please describe in detail how your partnership **builds and maintains relationships**, particularly between the evaluators and the organization staff."

Low 17

"There are **too many people involved** and it is difficult to build meaningful relationships."

"Relationship building has not been a task of the work and **the organization has been quite elusive**."

Mod 118

"Frequently **discuss** the program and **raise questions** about evaluation strategy changes that need to be made."

"We have frequent **meetings** and one-on-one **communication** opportunities."

High 96

"Relationships are built through open engagement, communication, **mutual respect**, **common vision**, values, etc."
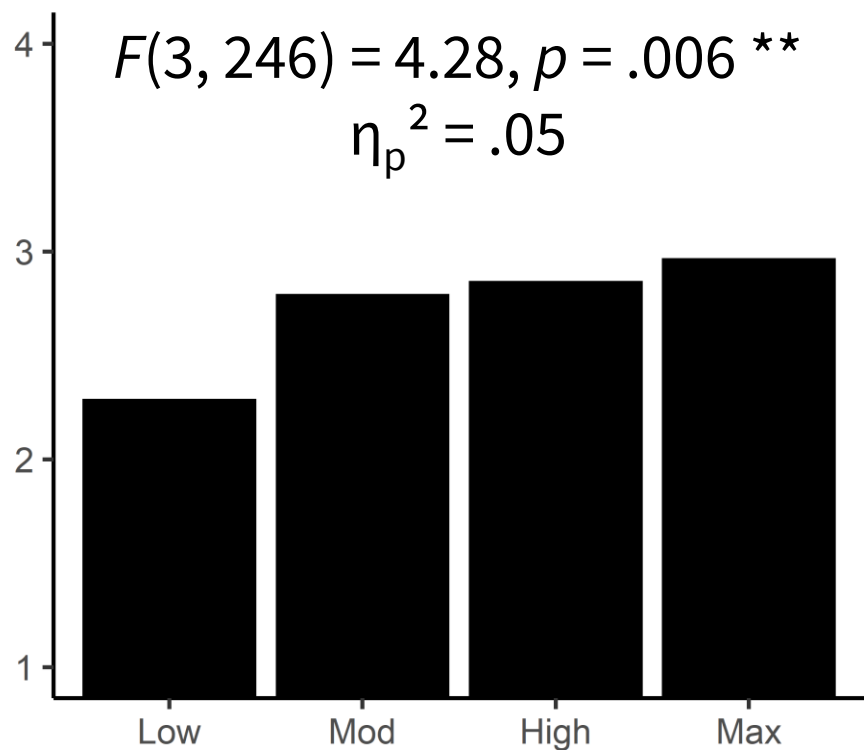
"We meet quarterly and try to build in team bonding time to foster **trust**."

Max 19

"We try to build our relationship by being **friendly**, asking them about their lives, and trying to remember important things they've told us before about their **personal lives** and following up with those things."
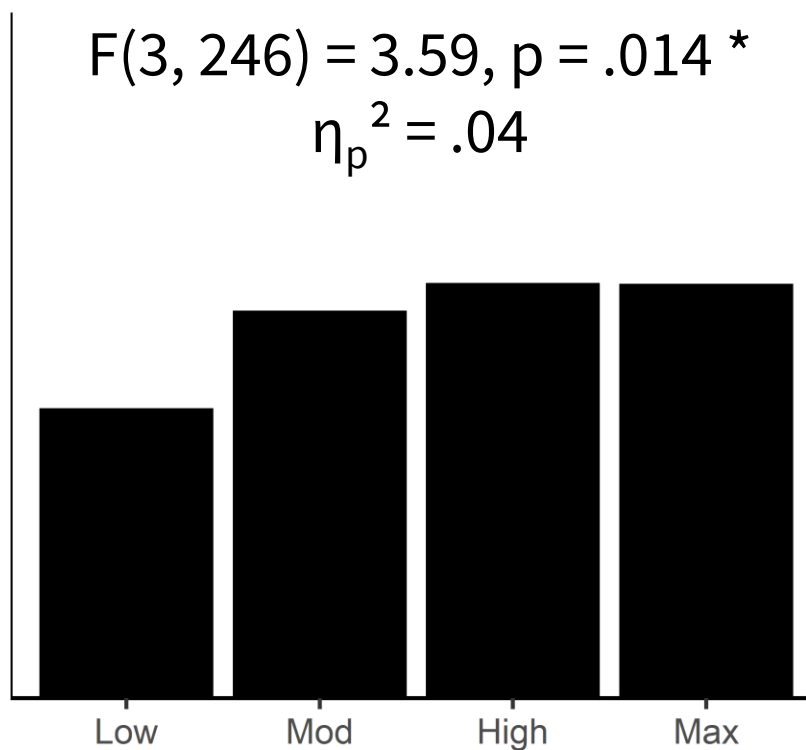
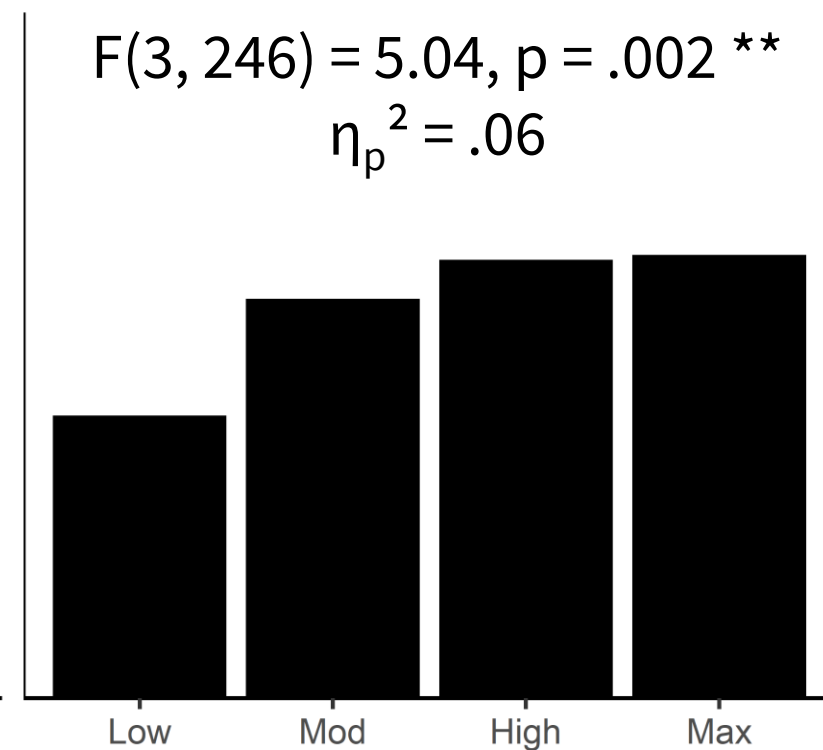Instrumental

$F(3, 246) = 4.28, p = .006$ ** $\eta_p^2 = .05$

Conceptual

$F(3, 246) = 3.59, p = .014$ * $\eta_p^2 = .04$

Process

$F(3, 246) = 5.04, p = .002$ ** $\eta_p^2 = .06$

Low Mod High Max

Low Mod High Max

Low Mod High Max

Coded Relationship Quality

Building and Maintaining High Quality Relationships in Partnerships

"...in the absence of strong relationships and trust, partnerships usually fail."

Henrick, Cobb, Penuel, Jackson, & Clark, 2017, p. 5

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