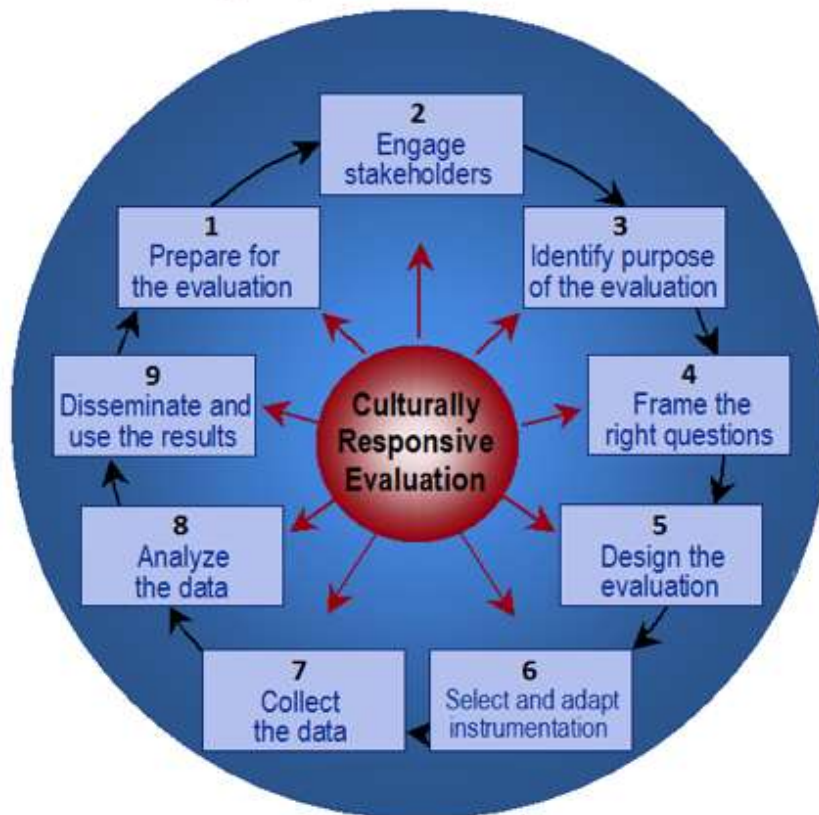


## Program Evaluation: Design, Implementation and Advocacy in Schools

Invited workshop WS3 prepared for the 26th Annual Fall Professional Development Convention Dallas, Texas

### Culturally Responsive Evaluation Framework



Hood, Frierson, Hopson (2005)

### Principles of Culturally Responsive Evaluation

1. Understand and recognize the larger context for programs or projects
2. Design evaluation with participants in mind
3. Allow for self-determination by stakeholders and program participants
4. Build trust and facilitate communication
5. Understand the evaluation audience and help the audience to understand the evaluation purpose and process
6. Make the evaluation accessible
7. Understand evaluator attributes that may affect professional practice

Casillas, Hopson, & Gomez (2015)

## **Culturally Responsive Evaluation In Practice\***

\*Note that the full framework detail is found on the presentation slides

### Step 1: Prepare for the Evaluation

- a. Be informed by the sociocultural context of the evaluand
- b. Assemble an evaluation team whose collective lived experience fits the context of the evaluand.

### Step 2: Engage Stakeholders

- a. Develop a stakeholder group representative of the population served by program.
- b. Seek to include persons impacted by the program directly *and* indirectly
- c. Include multiple voices in meaningful preparation process and activities.
- d. Pay attention to issues of power, status, and social class

### Step 3: Identify Evaluation Purposes

- a. Document and examine program implementation
- b. Document and examine progress toward goals
- c. Evaluate overall effectiveness

### Step 4: Frame the Right Questions

- a. Identify the questions of relevance to significant stakeholders
- b. Determine what will be accepted as evidence
- c. Reflect on how questions can limit what can be learned and how different questions may expand understanding

### Step 5: Design the Evaluation

- a. Build design appropriate to both evaluation questions and cultural context
- b. Seek culturally relevant and appropriate mixed or multiple method designs
- c. Construct control or comparison groups in ways that respect cultural context and values

### Step 6: Select & Adapt Instrumentation

- a. Identify, develop or adapt instruments for the local context.
- b. Establish evidence of reliability and validity.
- c. Language and content of instruments should be culturally sensitive.
- d. Use evidence-based translation practices, validating both semantic, content and context equivalence.

### Step 7: Collect the Data

- a. Procedures used to collect both qualitative and quantitative data must be responsive to cultural context. (e.g. storytelling, focus groups, chronicles, interviews)
- b. Nonverbal as well as verbal communications provide keys to understanding.
- c. Recognize how cultural identifications of the evaluation team affect what they can hear, observe.
- d. Shared lived experience provides optimal grounding for culturally-responsive data collection.

### Step 8: Analyze the Data

- a. Understanding cultural context is necessary for accurate interpretation.
- b. A cultural interpreter may be needed to capture nuances of meaning.
- c. Stakeholder review panels can more accurately capture the complexity of cultural context, supporting accurate interpretation.
- d. Examine outliers, especially successful ones.

### Step 9: Disseminate & Use the Results

- a. Cultural responsiveness increases both the truthfulness and utility of the results.
- b. Maximize community relevance of findings; invite review by community members prior to dissemination.
- c. Communication mechanisms must be culturally responsive.
- d. Consider community benefit and creating positive change.

### References

- Casillas, W. D., Hopson, R. K., & Gomez, R. (2015). Making culturally Responsive Decisions in Evaluation Practice. In Eds. Anne Vo & Christina A. Christie, Evaluation Use and Decision-Making in Society. Greenwich: IAP
- Hood, S., Frierson, H., & Hopson, R. (Eds.). (2005). *The role of culture and cultural context in evaluation: A mandate for inclusion, the discovery of truth and understanding*. IAP.
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