

2000 - 2001

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R E P O R T

CANADIAN EVALUATION SOCIETY



A N N U A L

20th Anniversary



The Canadian Evaluation Society celebrated its 20th anniversary this year. National Council marked this impressive milestone with a special issue of the national newsletter in May and a panel discussion at the Banff conference with

Council Past Presidents Jean-René Bibeau, Linda Lee and Greg Mason. The Society continues to mature and grow. With just over 100 members around the time of its incorporation, the Society is now 1,602 members strong.

A new statement of vision, mission and goals was approved by National Council in May to kick off the Society's third decade of service. To support the vision and mission, CES continues to expand services to members. Abstracts from the *Journal*, as well as previous issues of the national newsletter and annual reports are now available electronically on the CES web site at «www.evaluationcanada.ca». A no-charge job and contract posting service was also added to the site this year. CES continued publication of the peer-reviewed *Canadian Journal of Program Evaluation* and put out four issues of the national newsletter. Please consider making a submission to the *Journal* or newsletter to share your insights into evaluation theory and practice with others in the field. The quality of the Society's publications depends on the participation of the users and doers of evaluation.

National Council is actively liaising with other associations on behalf of Chapters and individual members. CES successfully negotiated a reciprocal membership agreement with the American Evaluation Association (AEA). CES members can now benefit from a 25% discount on AEA membership fees. CES also supported the proposal for an International Organization for Cooperation in Evaluation. See the CES web page for more information and links to other sites. Once again this year, CES hosted a panel discussion on international cooperation at the Conference in Banff and participated in a similar discussion at the AEA conference in Honolulu. As a gesture of support for enhanced collaboration globally, CES hosted a reception for its members and 75 individuals from 35 countries who participated in the World Bank's International Program for Development Evaluation Training at Carleton University in Ottawa.

CES was proactive in providing feedback to the President of the Treasury Board and the Public Accounts Committee on the Government of Canada's new evaluation policy. To help coordinate similar future advocacy efforts in different sectors across the country, a National Advocacy Committee, comprised of representatives from regional Chapters, was launched this year to develop, execute and assess strategies for advocating for the value of evaluation. Joining the Coalition of National Voluntary Organizations was an important step.

On the administrative side, Council approved its translation policy, a signal of Council's commitment to the bilingual nature of the organization. Two by-law changes approved this year will:

- 1) extend the student membership rate to part-time students; and
- 2) allow for expanded membership participation in the election of the President and Vice-President of National Council.

National Council continued its efforts in working with Chapters and our National Office to improve the planning and management of our annual conferences. Be sure to mark your calendars for the 2002 conference in Halifax, May 5-8 and the 2003 conference in Vancouver.

Thank you to the Alberta Chapter for hosting the Society's tremendously successful 21st conference in Banff, "The Odyssey Continues: Powering Up for Evaluation in the New Millennium". A sincere word of appreciation to conference Co-chairs Gail Barrington and Penny Mosmann and their dedicated team of volunteers for their months of preparation. Their commitment and creativity represent the spirit of volunteerism and are indeed a tribute to the International Year of Volunteers.



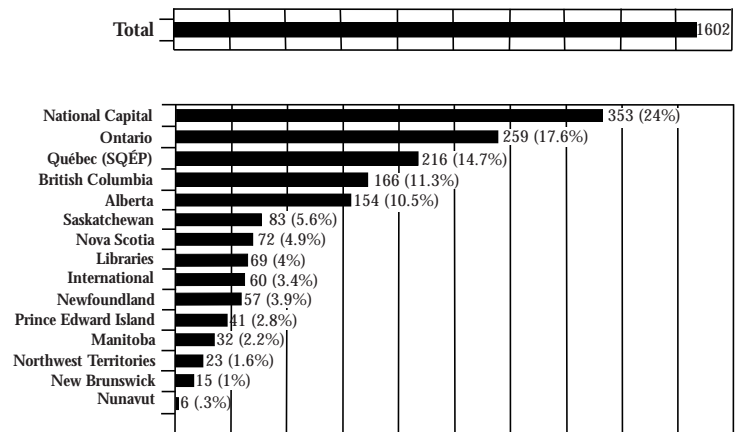
The vibrancy of the CES depends on the ideas, time and energy of volunteers. Thank you to the Chapter Executives and other local volunteers who continue to offer valuable professional development and networking opportunities for members in the various regions across the country. The special International Year of Volunteers issue of the newsletter during National Volunteer Week highlighted the

enormous contribution volunteers make to the organization. It was my pleasure to host a reception in Banff for Chapter Executives to say thanks for all of their hard work and to provide an opportunity for information sharing across Chapters. Council will continue to explore the interest of evaluation specialists in Nunavut in creating a new Chapter and with evaluators in the Yukon in revitalizing a previously existing Chapter. I enjoyed visiting the Alberta, Saskatchewan and Manitoba Chapters and I look forward to meeting with other Chapters in the coming year. Thank you to all of the Chapter representatives and members of the Executive who serve on National Council. Two dedicated individuals whose term on Council has ended deserve special recognition. A warm word of appreciation to Joe Kopachevsky and Richard Allingham who have devoted countless hours over the years directing Council's activities. Hats off to Kathy Jones, Sue Licari and the rest of the team at The Willow Group for their continued service to the Society at our National Office.

Thank you for the honour of serving the Society in this first year of my term as President. If you have questions, concerns or suggestions for improvement, don't hesitate to let me know.

Nancy Porteous

Membership Statistics



as of June 30, 2001

VICE-PRESIDENT'S REPORT

I. Conference Review

The annual CES conference has numerous functions which include professional development, new membership, networking, revenue generation and highlighting the host Chapter. The Conference Review Committee was established several years ago with a broad mandate to oversee conference performance including scheduling, contracting, and providing assistance to the host Chapter. This year, the Committee was comprised of Richard Allingham (Secretary-Treasurer), Kathy Jones (Executive Secretary), and the Vice-President.

Conference 2000, "Evaluation and the New Governance," was hosted by SQEP and held in Montreal. The Co-chairs, Jim Cullen and Natalie Kishchuk, ensured that the program was engaging and operated smoothly. I might add that Natalie was also our 2001 CES Service Award recipient. Part of the success of the conference can be attributed to the nearly 450 registrants and presenters. These included representatives from Africa, Australia, Europe and the United States. As mentioned previously, conferences are a major opportunity to highlight the host Chapter and the location. The Organizing Committee accomplished this extremely well, introducing 130 new members to the Society. The great efforts in sponsorship also helped to generate nearly \$65,000 in net revenue.

Conference 2001, "Powering Up for Evaluation: The Odyssey Continues," was hosted by the Alberta Chapter and held in the renowned Banff Centre. The conference, Co-chaired by Gail Barrington and Penny Mosmann, was organized around three timely themes – expanding the horizons of evaluation, evaluation's contribution to building knowledge capacity, and the transformation of evaluation practice. Who better to explore these future horizons and new perspectives as a keynote speaker than Canada's own Dr. Roberta Bondar.

As expected, Banff was well worth the travel – great program, great weather, great events and good ole Western hospitality. All but the weather can be attributed to a diligent and vigilant Organizing Committee.

The conference had 370 registrants, 120 of which also attended the Workshop Sessions. Of the registrants, 43 were students and 99 became new members. In total, 360 conference participants have become new members of the Society as a result of the last three conferences.

Conference 2002, "Evidence for Better Decision-Making," will be held at the Westin in Halifax in early May. It is Co-chaired by Heather Perkins and Tracy Fiander-Trask. In 2003, the annual conference will return to Vancouver. Speaking of Vancouver, discussions are now underway with the AEA on the feasibility of a joint conference to be held in Canada by 2005.

In the next year, the Review Committee with the assistance of representatives from the past six conferences will focus on issues of assistance to host Chapters, standardized evaluations, and the role of conference revenue generation.

II. Advocacy

As reported at the AGM in Montreal, Council has identified advocacy as an essential element of our strategic plan and has already commenced new initiatives and started to enhance the advocacy component of many of Council's activities. Given the broad definition of advocacy adopted by Council, our activities have been quite varied this year. These activities in part included increased travel and representation by the President at Chapter activities, additional involvement with the Coalition of National Voluntary Organizations (NVO), international conference presentations, international organization discussions, new promotional materials, development of short courses for politicians and senior administrators, and sponsorship.

Following Council's first and very well attended meeting with Chapters on the issue of advocacy in Montreal, Council recognized and approved a motion to both establish and fund a National Advocacy Committee. It will be primarily comprised of Chapter representatives in a partnership with Council and Co-chaired by the Vice-President and a national representative. In May, Council approved the nomination of Linda Lee as a Co-chair. She will be joined by Karyn Hicks, our new Vice-President.

The initial meeting of the Committee was held in Banff to discuss roles, resources and directions. It was noted that both Chapters and Council have very distinct, but interdependent roles as advocates of evaluation. The Committee will now assess needs, at both levels, establish priorities and begin to devise their initial strategies.

We hope Chapters and members will lend support and become actively involved in the important functions of this National Committee. As once stated, advocacy is not only a role to be played by the Society and Chapters, it is every member's responsibility. It is ultimately our role in a socially responsible society.

III. Fellow of the Society

In May, Council received and discussed a report prepared by Karyn Hicks (Chair, Member Services) and the Vice-President on the role and function of a new membership status, Fellow of the Society. This status is quite similar to those of many professional and academic societies and has a number of distinct purposes for the CES. First and foremost, the creation of this new status provides an opportunity for the Society to recognize the long term and outstanding achievement and/or service of our most experienced members. In addition, it creates a permanent bond with those members and an advocacy resource for the Society, both nationally and internationally.

Council approved the motion to create the new membership category of Fellow and in another motion to create a national advisory body comprised of a Chair, selected by the body, and members who have been given the status of Fellow of the Society. The advisory body, yet to be officially named, will act as a permanent resource for Chapters and Council to provide counsel, advocate on our behalf, and to facilitate Society activities.

Both motions will require by-law changes and approval at the AGM in Halifax. A motion was also approved to establish an interim selection and organizing group. A more complete description of eligibility, selection, and the role of Fellows will be in forthcoming newsletters.

IV. Councillor Recognition

On behalf of Council, it is an honor to perform my last official function of the CES. Several years ago, Council adopted the practice of formally recognizing the resigning members of Council at both the AGM and in the Annual Report. The purpose was to, in some small way, acknowledge and make members aware of the many hours and years of dedicated service that Councillors provide to both the Society and Evaluation. It is unlikely that the Society would be the healthy international entity it is today without a long tradition of dedication and hard work of Council and Executive Council, both past and present. This year two members leave the Executive Council: Richard Allingham (ON), Secretary-Treasurer, and J.P. Kopachevsky (PE), Vice President.

Richard Allingham has recently been deemed the longest serving member of Council and Executive Council. He came to Council in 1994 as the representative of the Ontario Chapter and was its Past-President. His first duties were as a member of the Administration Committee which, among other things, is responsible for our by-laws, Scholarship Foundation, and general operations as a Society. Even before he became Chair of the Committee in 1996, changes had commenced. In this role, Richard initiated and revised many of the Council and Society procedures we now follow and will follow for years to come. He also became a member of Executive Council in 1996. In 1997, despite fierce competition for the position, Richard was appointed Secretary/Treasurer of the Society.

As we survey the minutes and documents of Council, one realizes that Richard's long list of contributions and achievements have been essential to our current organizational and financial health. Despite being the full-time "keeper of the books and minutes," and being responsible for SSHRC grants and conferencing, his most essential role has been as a member of Executive Council.

As we review notes and decisions, we come to recognize that the last four Presidents, Chairs and the Executive owe much to his sound counsel, insight and contribution to innovation. He is also and undoubtedly one of the best colleagues that Council could ever have.

Joe Kopachevsky came to Council as the representative for the Prince Edward Island Chapter in 1996. He was a member of the Administration Committee from 1996 to 1999 and became Chair in 1997. In 1999, he was elected Vice-President and has served on Executive Council since 1997.

He (I) have been fortunate to participate in many Society and Council changes. I have come to appreciate the cooperation, dedication and perseverance Council and the Executive have given to our on-going and many new tasks. In hindsight, I feel privileged to have served with and learned from many colleagues in Chapters and National Council.

On behalf of Richard Allingham and myself, I would like to finally note that the ease of our tasks and achievements were in large part due to the support, corporate memory, and good judgment of our past Executive Secretary and colleague, Kathy Jones and then her successor, Sue Licari. Second, on behalf of Council, we welcome our new Vice-President, Karyn Hicks (NT) and Secretary-Treasurer, Enid Markus (AB). I am more than confident that they will meet the challenges of the new CES and serve us well.

Adieu and as the ole melody goes, "Thanks for the mem-o-ries..."

J.P. Kopachevsky

TREASURER'S REPORT

The audited financial statements for the year ended June 30, 2001 with comparative figures for 2000 are included for your review in this Annual Report, starting on page 16.

As required by the Canadian Institute of Chartered Accountants, CES, as a non-profit organization, uses a financial statement presentation known as fund accounting. Under fund accounting, the statements are disaggregated into the Operating Fund for general operations of the Society, the Scholarship Fund for awards to students of evaluation, and the SSHRC Fund for the administration of grants received from the Social Sciences and Humanities Research Council of Canada. SSHRC funds are earmarked to reimburse travel expenses paid by eligible participants attending the CES National Conference and Annual Meeting.

The Operating Fund encompasses revenues and costs of the general operations of the Society, including membership and Council support by the National Office and committee activities. It includes the net profit (loss) of the CES Annual Conference. At year end, the Operating Fund showed a loss of \$15,389, resulting in a decrease in the Operating Fund Balance from \$140,942 to \$125,553. This significantly exceeds the minimum balance set by Council of \$55,000, and will allow Council to continue to invest in improved services to CES members.

Operating Fund revenues in 2001 decreased by about one-quarter compared to 2000, while expenses increased by about 6%. The major reasons for the decline in revenues were that membership fees fell from \$128,940 to \$113,369, while the net profit to the Society from the National Conference was \$16,332, compared to \$52,614 the year before. On the expenditure side, the main increases reflected increased costs of, and investment in member services, primarily production costs for the Newsletter and Annual Report, as well as Chapter outreach and translation costs. In addition, rising transportation costs to meetings and charges for administrative support for National Council business were incurred. Journal expenses decreased, as did SSHRC grants which partially support this publication.

Details on expenditures by Council Committees are complemented by descriptions of Committee projects and activities, beginning on page 5 of this Report. In addition, the Notes to Financial Statements provide further details and explanations for the reader.

Expenditures from the Scholarship Fund and the SSHRC Fund demonstrate the Society's commitment to the development of evaluation skills in students. The Scholarship Fund supported three prizes in the Student Essay Contest, including travel for the first prize winner to Conference 2000. Almost \$25,000 was available from SSHRC this year. In response to our announcement, 54 applications were received and 37 awards were granted. Award recipients included five academics (presenters) and 32 students (16 presenters, 10 Case Competition finalists and six who were regular attendees). Criteria for the awards are consistent with SSHRC requirements and detailed in the application guidelines. "Double dipping" is not permitted for any portion of funds sponsored by other sources, such as the Case Competition.

The Society continues to hold substantial members' equity, primarily due to the financial successes of Conferences 1999 and 2000. It is in a position to invest in services, projects and initiatives consistent with its mission and strategic goals, while maintaining an acceptable level of members' equity. However, over the period 2001 - 2004, it is anticipated that net contributions from annual conferences will be lower than in 1999 and 2000. As dependence on conference profits is still necessary for overall financial health, Council is continuing to:

- monitor and control expenses;
- explore additional revenue sources; and,
- support the Conference Review Committee in its work with the Annual Conference Organizing Committees.

Richard Allingham

CES STUDENT ESSAY CONTEST 2001

Thank you to all of the students who competed in the annual CES Essay Contest. Thanks also to the instructors who encouraged their students to enter the contest. Thank you to the British Columbia Chapter of the CES for sponsoring the Honorable Mention Award.

As with any initiative, a lot of volunteer time and energy make it happen. Special thanks to the panel of judges: Jean-René Bibeau, Adam Spencer, Judy Evans and Kaileen Chaytor. Appreciation is also extended to Nicole Steward who co-ordinated the Contest.

Winner, Graduate Division

Camille Dumond

Faculty of Health Professions, Dalhousie University
(student of Dr. Jacqueline Gahagan)

"People, Politics and Planetary Health: Taking a Critical Social Science Perspective on Sustainability Evaluation"

Honorable Mention Awards, Graduate Division

Steven Katz & Stephanie Sutherland

Ontario Institute for Studies in Education, University of Toronto
(students of Dr. Lorna Earl)

"Developing an Evaluation Habit of Mind: The Experience of the Manitoba School Improvement Program"

Nathalie Dubois

Analyse des Politiques Publiques, École Nationale d'Administration Publique
(student of Richard Marceau)

"Des Affrontements Perpétuels en Évaluation"

CASE COMPETITION 2001

The sixth annual CES Evaluation Case Competition for students involved more provinces, more institutions and more sponsors than ever before. Here are the profiles of the fifteen participating teams:

Province	University	Discipline of Participating Team
Alberta	Calgary	Environmental Design
Saskatchewan	Saskatchewan	Psychology
Ontario	Waterloo	Planning
		Health Studies and Gerontology
	Guelph	Rural Planning and Development
	Toronto	Sociology
	Ottawa	Education
		Psychology
Quebec	Carleton	Public Administration
	McGill	Social Work
	UQAM	Community Psychology
	ENAP	Public Administration
		(2 teams)
	Laval	Rehabilitation, Medicine
Newfoundland	Memorial	Interdisciplinary

In February, the 15 teams, involving a total of 68 students, tackled a case on an intensive treatment program for women offenders at a correctional center in Burnaby. The students had five hours to read a complex file on the program, prepare a situation analysis and recommendations, and then deliver their reports by e-mail for judging. Each team used a pseudonym so that the judges were blinded to the university, discipline and names of the contestants. The judges selected three teams to move forward to the final round:

- Five Star Consultants (Waterloo, Health Studies and Gerontology)
- Generation E Consulting (Psychology, Ottawa)
- Les filles aux lunettes jaunes (UQAM, Community psychology)

In May, the teams were flown to Banff for the play-off at the CES Conference, thanks to travel funding provided by the Competition's ten fabulous sponsors... five Silver Level supporters (the federal Treasury Board Secretariat, Transport Canada, Natural Sciences and Engineering Research Council, Social Sciences and Humanities Research Council, Canadian Institutes of Health Research)... and five Bronze Level supporters (Health Canada, Goss Gilroy Management Consultants, the Alberta Chapter of CES, the Ontario Chapter of CES and the Société québécoise d'évaluation de programme). The CES Travel Scholarship Fund, administered by Richard Allingham, also provided very significant support for the students.

In Banff on May 21, the three teams analyzed a proposal to create a shelter for single mothers that would provide both addiction counseling and training in childcare and coping strategies. All three teams delivered strong, convincing presentations that passed one of the acid tests of evaluation: they were useful. Two of the people involved in planning the program for the new shelter were deeply impressed with the insights and new perspectives offered by the students. The trophy for best presentation went to the team from Health Studies and Gerontology at the University of Waterloo: Liz Cyarto, Trisha Gavin,

Nicki Mitek, Candace Nykiforuk and Nancy Pearce. The winning team had been coached by Anita Myers and Mark Seasons. Mark has coached or co-coached a finalist team in all six competitions since 1996; three of those teams have taken home the trophy for best presentation.

The 2001 Competition was organized by Natasha Bergeron, Irina Goldenberg and Michael Obrecht. John Wall helped organize fund-raising for the event. Special thanks go to: Ainslie Clark, past Treasurer of the National Capital Chapter of CES, for managing the Case Competition travel and prize fund; Carol Deschenes, Erica Bell-Lowther, Heather Hopwood and Susan Morris for serving as judges; Benoît Gauthier (Circum Network) for providing web space and an on-line registration service; and to everyone who welcomed the students to the sensational CES Conference in Banff.

The CES Case Competition continues to be a uniquely Canadian success story. It draws together students from different regions, languages and disciplines to compete in handling an intellectual challenge. It increases knowledge about evaluation, helps connect students and employers and generally raises the profile of evaluation within and without universities. The Competition is even showing signs of becoming self-sustaining. Of the 13 people who have helped organize the event over the past six years, six (46%) were previous contestants.

Susan Farrell

Member Services Committee

Members: Karyn Hicks (Chair), Northwest Territories; Lynn Bryant, Newfoundland; Olive Moase, Prince Edward Island; Len Beerschoten National Capital; and, Dr. Robert (Bob) Segsworth, Editor of the Canadian Journal of Program Evaluation.

The Membership Services Committee exists as a standing committee of the Canadian Evaluation Society. The mandate of this committee is to monitor and plan services to the membership. Recruitment and retention of members, the *Canadian Journal of Program Evaluation*, the newsletters, and development of the web site, all contribute to this committee. There are a number of people who worked very hard this year – Bob Segsworth as our esteemed *Journal* Editor, and Jean-René and Anthony Bibeau for web site development and maintenance. Appreciation for the hard work of the committee is noted as well: Olive Moase, Lynn Bryant and Len Beerschoten have all worked conscientiously on behalf of the members of the Canadian Evaluation Society. Lynn will be stepping in as the Chair for Member Services Committee, and any volunteer support that members would like to provide to her would be very welcome. We would also like to welcome Linda Robertson from New Brunswick who started her term on Council in May 2001. A big thank you is owed to Kathy Jones, Sue Licari, CES Council and Chapter representatives who have contributed to the work of this committee.

In addition, the CES would like to acknowledge Laurentian University for the support that they provide to Dr. Segsworth for his work on the *Canadian Journal of Program Evaluation*. We would like to welcome Dr. Brad Cousins who will be following in Bob's footsteps next year as the end of an era comes to a close. Dr. Segsworth has done tremendous work for the *Journal* and although we will miss him, we have absolute confidence that Dr. Cousins will take the task in hand.

Newsletter

We had two trial runs of an e-mail distribution last year. The runs went very well and we received a very positive response from the readership. Until sponsorship is forthcoming, our newsletter will be posted to the web site as a cost efficiency, but only after members have had the first opportunity to read it at their leisure. Sue Licari has been appointed as our Managing Editor, and has worked hard to get the deadlines met and the design up to standards. We would like to express our gratitude to all of you who took the responsibility for posting articles, providing Chapter updates and hosting interviews. Your contributions go a long way in keeping our membership together as a Society.

We have done some preliminary investigations on the viability of having a magazine replace the newsletter. We have talked to a number of other organizations who publish glossy and professional magazines, wondering if we might be able to go to this format. It would be expensive as our economies of scale are so different (i.e. one organization publishes 10 times a year to a circulation of 15,000). Mailing, paper, layout and design, photography and editing costs would be offset by the ability to sell advertising and promotional space, but it could still be expensive. No decisions will be reached until all of the cost and human resource factors are enumerated.

Insurance

Thanks to the efforts of Len Beerschotten, a package has been put together for insurance for CES members, through Crossgrove and Company. As a CES member you have access to a broad range of products such as: Disability Insurance with a 15% annual discount (currently available); Critical Illness - providing a tax-free lump sum in the event of a catastrophic illness (i.e., cancer, heart disease or stroke, etc.); Health, Dental and Travel Plans; and, discounted rates on Life Insurance. Stay tuned for a mass mailout on the specifics on this plan. Len is also looking into professional insurance for Consultants.

CES Web Site

Our Past President, Jean-René Bibeau, had generously donated his time to further develop the CES web site and his son Anthony has helped us as well. We welcome you to visit the site and check out the embellishments and additions. Jean-René has even added some of his photography of the CES sessions and conference so that you can finally put faces to the names that you have heard over the years. As a reminder, we have been receiving contracts/job opportunities and posting them at <www.evaluationcanada.ca>. Old postings are removed and new ones posted as they are received. To post an ad is free for now, but once the site has been marketed, a small charge for the site maintenance may be instituted. If you have a contract or a job posting, remember us, and give the the CES National Office a call to post your message!

The Member Services Committee is also once again asking that Chapters review their CES web site information on changes to local administrative or executive council information. This would be a great job for one of your local volunteers, and would be greatly appreciated. Pending sponsorship, more resources will be made available to you on-line, so stay tuned to further developments in this area.

COMMITTEE REPORTS

Abstracts

Last year the Government of the Northwest Territories donated equipment and staff for the scanning and conversion of abstracts from the *Canadian Journal of Program Evaluation*. The earliest versions of the *Journal* (pre-1989) are not yet complete, and there are approximately 25 articles in the past 10 years that still need to be done, but the rest of the abstracts can be found at the CES web site.

Also, the University of Calgary keeps a list of all of the titles of articles that have been published through the *Journal*. They are available at <www.ucalgary.ca/ucpress/UCP/CJPE_Contents/>. Currently the last four issues of the *Journal* are in production and should be available in the late fall for posting.

Sponsorship/Booklet

The CES booklet has undergone revisions and is in the final draft stage. The best advice that we received was to have a professional marketer take a look at this booklet and reorganize/re-write segments for a target audience who is not familiar with all of the phrases that we as evaluators are used to hearing. This booklet, along with a letter from our current President, Nancy Porteous, will be the front piece in reaching out to potential sponsors. The CES has a number of worthwhile endeavors that require resources above what our membership fees can provide. Evaluation is an important part of the operations of government and as a part of the CES mandate, we strive to educate our membership. We are also trying to bring new services to our members. Both of these items will take an investment of our resources and we are actively seeking sponsorship opportunities. We also undertook a data base listing of all of the government employees in Canada who are involved with evaluation who might be interested in hearing about us. We are aware that we have missed some key people and two provinces are outstanding at this point, but we feel that we have enough to go on at this stage. We will be asking the provinces for input when our package is ready to go.

Karyn Hicks

Canadian Journal of Program Evaluation

Over the past 12 months, there were six major tasks to complete:

- a) get out the regular issues
- b) organise and get out special issues
- c) update the *Journal's* index
- d) succession planning
- e) institutional subscriptions
- f) abstracts

Regular issues appeared in the fall and spring. We need more manuscripts especially in French if we are to continue to improve the quality and readership interest of the *Journal*. The special issue on "Evaluation Policy and Practice in the Provinces" was in members' hands by mid-fall. The special issue on "Human Services Evaluation" should be published in late winter 2002. The index of *Journal* articles by author and title has been updated to include everything published up to the spring 2001 issue. The index is available through the CES web site. We have identified all of the Canadian University libraries that do not subscribe to the *Journal* and will be contacting CES members at those universities for their support in arranging subscriptions in the fall. Karyn Hicks has indicated that English and French abstracts of articles published in the *Journal* since 1986 should be on the CES web site soon.

I am pleased to report that Council has approved the recommendation of the Member Services Committee that Dr. Brad Cousins of the University of Ottawa be appointed Editor of the *Canadian Journal of Program Evaluation*, effective January 1, 2002.

I wish to express my appreciation for the support, encouragement and effort in support of my editorship of a number of people and organizations. These include: the editorial board of the *Journal*; CES Council and the chairs of its Member Services Committee over the years (Leona Hurley, Linda Lee, Jean-René Bibeau and Karyn Hicks); the authors who have submitted manuscripts over the past eight years; Laurentian University for its financial and administrative support; the Social Sciences and Humanities Research Council of Canada for its financial support; Sue Licari and especially Kathy Jones of The Willow Group for their efficiency, patience and ability to solve problems; Judy Powell and her colleagues and University of Calgary Press. Without them, the job of Editor would have been far more difficult and far less enjoyable.

Robert Segsworth

Administration Committee

Members: Joan Kruger (Chair), Saskatchewan; Richard Allingham (CES Treasurer); Barry Warrack, Manitoba; Enid Markus, Alberta; Sandy Henderson, Ontario

The mandate of the Administration Committee is to manage the designated administrative affairs of the Society. The Committee makes regular reports to Council and receives directions from Council on any key administrative issues and related financial matters. This year we were successful in passing four by-law amendments. Three of the amendments pertained to issues related to students. Council and their Chapters have voted to include students as full members of the Society with full participating rights. The fourth by-law change pertained to the succession process for President and Vice-President. We reviewed several processes in similar organizations and concluded that generally we were happy with the process we have. However, we did modify the by-law to clarify the process in the case that more than one person is nominated. Council has the option of voting at National Council, going to the general membership for a vote, or asking those members present at the Annual General Meeting to vote on the successor. The criteria for selecting the process are equity, time restraints and financial resources.

The Student Essay Contest and the Student Case Competition (managed by National Capital Chapter) continue to be a great success. The number of participants continues to grow. This is the first year we had applications from the University of Calgary, University of Saskatchewan, and Laval University. Congratulations to the winners and to all those who participated.

In the last year, we have successfully passed two new policies. The CES Communications Policy is intended to expedite the administrative functions of Council, especially around electronic communications and the use of our listserv. The CES Translation Policy categorizes documents to be translated by priority of importance. The Willow Group provides the translation services for those documents requiring translation.

National Council had asked Chapters for feedback for the purpose of developing our Vision, Mission, and Goals. We have completed

that exercise and will be sharing the result with Chapters. From this framework, a strategic plan and priorities for annual work plans will be developed.

On an ongoing basis, the National Council Handbook and New Councillor Orientation Manual are updated. We are also in the process of archiving CES documents and minutes. This is not an easy process as many of the documents cannot be scanned and must be rekeyed.

The Administrative Committee would like to thank The Willow Group for operating the Society in an efficient and effective manner. Thanks to Barry Warrack, Manitoba Chapter; Sandy Henderson, Ontario Chapter; and Enid Markus, Alberta Chapter for the time and effort they have contributed to this Committee.

Joan Kruger

Professional Development Committee

Members: Bud Long (Chair), British Columbia; Heather Perkins, Nova Scotia; Marie-Hélène Adrien, Quebec

Core Body of Knowledge (CBK)

The CBK will serve as a guide for members in upgrading their ability to conduct effective evaluations and for the Society in designing its professional development activities. As a statement of what is professed by the evaluation profession, it will also serve as part of the foundation of the Society's advocacy initiatives.

As a first step in the development of the CBK, the Committee identified, with the help of the Chapters, about 140 evaluation-related courses in Canadian post-secondary institutions. This was for the purpose of finding out what is actually being taught in Canada as evaluation and being specified as prerequisite knowledge. Course outlines or brief descriptions have been collected for about one-half of the identified courses. The course outlines, the readings prescribed therein, and various types of contacts with the instructors and other practitioners will be the main sources of the content of the CBK. (A list of the courses is on the CES web site for the information of CES members.)

Council has agreed with the principle of mutual compatibility between the CBK and the new advocacy initiatives. Thus the CBK should include all the knowledge required to produce the evaluation benefits that will be the subject of the Society's advocacy program. The corollary is that the Society will advocate only on behalf of those evaluation benefits that can be produced with the knowledge that it is practical to include in the CBK. The Advocacy and Professional Development Committees are thus to collaborate closely in the advocacy and CBK tasks.

Short Advocacy Course

As the first of the new advocacy initiatives, the Professional Development Committee started work on a new short course on evaluation. This course likely will be no more than one-half day in length and will be presented with some variations for different audiences.

It will be directed at politicians and senior public servants and at the boards of directors and senior managers of not-for-profit agencies and perhaps business. It will concentrate on evaluation's basic scope, rationale and functioning. Responsibility for this initiative will now be assumed by the new Advocacy Committee.

Essential Skills Series (ESS)

The ESS comprises four one-day workshops on program evaluation. They are conducted by the CES Chapters for their members in return for a fee to the National Council of \$20 per registrant. The Series is of interest to newly appointed evaluation officers, managers with evaluation responsibility, and those who would like an update on the main concepts and issues in evaluation.

The Professional Development Committee is now conducting a review of the ESS. This includes a survey of the Chapter Executives to learn of their experience with the ESS and to seek their suggestions for improvements in its content and presentation and in the terms and conditions of registration.

The French translation of the facilitator and participant manuals is now almost completed.

In her international role, President Nancy Porteous will be exploring the possibility of marketing the ESS in other countries.

Joint Committee on Standards for Educational Evaluation

The Society arranged for three field tests of a draft of the Committee's new Student Evaluation Standards. In addition, at the Banff conference, Joan Kruger, the Society's representative on the Committee, co-hosted with AEA President Dr. James Sanders one of the several hearings that are to be held on those Standards in Canada and the United States; assisting were Society Past-President Jean-René Bibeau and new BC Chapter President Reed Early. The findings from the field tests and the hearings will contribute to a revision of the standards in the fall.

Also at Banff, Joan and Dr. Sanders hosted a session on the application of the Committee's Program Evaluation Standards. During the year, the CES distributed about 1000 of the pamphlets containing those Standards.

Inter-Chapter Collaboration

There has been renewed discussion about direct collaboration among Chapters in professional development. One possibility that is being pursued is for each Chapter to routinely provide the other Chapters with full information on each of the training events that it sponsors. This will help the other Chapters to consider whether they should sponsor the same events.

Bud Long

Marie-Hélène Adrien

Richard Allingham,

B.Sc., M.Sc., M.B.A., is Director of the Research and Evaluation Branch with the Ontario Workplace Safety and Insurance Board (formerly the Workers' Compensation Board). He has served as Chair and Past Chair of the Ontario Chapter and has served on National Council since 1994.

Len Beerschoten,

heads up GPIC (Government Performance Information Consultants), a consulting firm specializing in evaluation, performance measurement and value for money auditing. As a member of CES for some 15 years, Len has twice served on National Council and on local CES Boards in both Alberta and Ontario. He has held the post of Editor for the National CES Newsletter, and most recently served as President for the CES National Capital Chapter.

Jean-René Bibeau,

graduated from McGill University (economics and political science) and from Université Laval (public administration). He has worked for the Québec government since 1972 and is currently working on a special project at the Ministry of Natural Resources. He worked for two years at UNESCO in Paris, and is a founding member of SQEP.

Lynn Bryant,

B.Sc., M.Sc., currently works in the area of policy and evaluation for the Provincial Ministry of Health and Community Services. Lynn has 15 years experience in various aspects of social research, evaluation, planning and policy development in the areas of health, community services, education, and institutional analysis. She is currently President of the Newfoundland Chapter and serves on the Member Services Committee. She has been a member of the National Council since 1999 and the Provincial Chapter Council since 1996.

Bud Long,

M.H.A., is an evaluation consultant in British Columbia, where he is President of the provincial Chapter. He was Director, Program Evaluation, in Health and Welfare Canada, and also held a number of planning, financial and managerial positions during his 31 year career in the federal government.

Sandy Henderson,

is a manager of the Performance Measurement and Evaluation Team at Management Board Secretariat, Government of Ontario where she is responsible for leading the program evaluation and performance measurement strategies across the Ontario Public Service. She has 20 years of experience with health and social service ministries in operations, policy development, quality management and evaluation. Served on the Board of Directors for the Ontario Chapter for five years, as Secretary, Vice-Chair and President. Chaired two provincial conferences and was a committee chair for the 1999 CES Annual Conference held in Toronto. As a Chapter Representative, Sandy served on the National Council for a year and a half on the Administration Committee and was responsible for the oversight of the National Student Essay Contest.

Karyn Hicks,

B.A., B.Sw., M.Sc. (Lond). Concentration in child welfare, social science research, evaluation, social policy and operational research. Currently works for the Financial Management Board Secretariat as Programs Advisor in the Government of the Northwest Territories. Has been a member of CES since 1989 and has served as Director-at-Large, NT President and National Representative.

Joseph P. Kopachevsky,

is a member of the Sociology and Anthropology Department at U.P.E.I. and specializes in the areas of formal organizations, statistics/research methodology, and tourism. He has served in various administrative posts and as a consultant in the public/private sector. He is a Past President of the PEI Chapter.

Joan Kruger,

M. Ed. (Curriculum/Instruction), is A/OIC of Training Program and Evaluation Unit, RCMP Training Academy in Regina. Has represented Saskatchewan on Council since 1999 and served as President of the Saskatchewan Chapter from 1995 to 1999. She is currently Council's representative on the Joint Committee on Standards for Educational Evaluation and is currently Administration Chair of Council.

Enid Markus,

M.B.A., has been a member of the Executive of the Alberta Chapter since 1996, and joined National Council in 1999. She is President of Infact Research and Consulting Inc., an Edmonton-based management consulting company that specializes in information gathering, interpretation and use of data, evaluation, performance measurement, and strategic and marketing planning.

Olive Moase,

is a Health Promotion Researcher, Evaluation Services Section, PEI Department of Health and Social Services. This past year she has served as the Chapter Chair, Professional Development Committee, and National Representative. With training in Home Economics, Human Nutrition, and Health Education she is now applying evaluation skills to health research.

Heather Perkins,

B.Sc. is a consultant with Chaytor Consulting Services Ltd., a Halifax firm specializing in evaluations of social, health and education programs. She has been conducting program evaluations for eight years. She also teaches program evaluation in a variety of settings.

Nancy Porteous,

M.Sc. (Social Research Methods), with a decade of internal and external consulting experience in organizational planning, evaluation and performance measurement, she currently manages the Planning and Performance Measurement Unit, Social Services, Region of Ottawa-Carleton. An active member of CES since 1993, organizing Chapter professional development events and the national Student Case Competition, Nancy served as President of the National Capital Chapter in 1998-2000.

Linda Robertson,

B.T., B.A., is a policy analyst with the New Brunswick Department of Environment and Local Government. Served as President of the NB Chapter for five years. Concentration in environmental policy and research, strategic plans, and performance indicators.

Robert Segsworth,

is professor of political science at Laurentian University, Sudbury, Ontario and has served as Editor of *The Canadian Journal of Program Evaluation* since 1994. He has published in *Canadian Public Administration*, *The International Review of Administrative Sciences*, *Knowledge and Society*, *The Canadian Journal of Program Evaluation* and contributed to a number of books on evaluation and Canadian public administration. He has been a member of INTEVAL, a research group currently sponsored by the World Bank, since its inception in 1986.

Barry Warrack,

M.B.A., Ph.D. is the Chief of Strategy Coordination with the Workplace Safety and Health Division, Manitoba Department of Labour and Immigration. Barry has worked for more than 20 years in the areas of strategy planning and program evaluation. He is Past President of the Manitoba Chapter of CES and joined Council in 2000.

President	Nancy Porteous
Vice-President	Joseph P. Kopachevsky
Secretary & Treasurer	Richard Allingham
Administration Chair	Joan Kruger
Member Services Chair	Karyn Hicks
Professional Development Chair	Bud Long
Past-President	Jean-René Bibeau
Councillors	Marie-Hélène Adrien Len Beerschoten Lynn Bryant Sandy Henderson Enid Markus Olive Moase Heather Perkins Linda Robertson Robert Segsworth Barry Warrack

Newfoundland

Lynn Bryant

2001 marks the 20th anniversary of the Canadian Evaluation Society. The Canadian Society was going strong by the time that a few dedicated people in our Province came together at the National Conference and decided to form a Newfoundland Chapter. Our Provincial Chapter is relatively young and was founded in 1994 by Abe Ross, Andy Rowe, Carla Woodworth-Lyons and Helen Banfield. Thank you to these individuals for having the foresight and energy to return to the Province and bring their dream of a Newfoundland Chapter to a reality.

The year 2000-2001 has been a successful one all around, both for the Chapter and the National Society. There has been an expansion in membership through the offering of the Essential Skills Series and I am proud to report that we are in a good standing financially. There has also been exploration work with the Provincial Public Service Commission around bringing the Essential Skills Series to the central and western regions of the Province. We hope that these efforts, and the Halifax conference in 2002, will assist us to expand into other regions of the island and Labrador.

While there have been some challenges in the area of recruiting for positions on Executive, Committees and Newsletter editors (that has led to a decision to suspend Newsletter production and expand our use of our web site) we are hopeful that people will come forward and find some time in their already busy lives to become involved with the Chapter.

Membership Committee

Aisling Gogan

In 2000/2001 our new membership database development was completed. Most of our new national members and many of our renewing members have joined or renewed through attending Essential Skills Series Workshops. As in the past, profes-

sional development events have also been the primary source of new local members.

We currently have 60 national members in good standing and 33 local members. Another 11 local members have had their membership expire in either February or March. Since renewal notices were sent out by e-mail for the first time, a follow up will be done by regular mail to those who have not renewed.

Professional Development Committee

Michelle Sullivan

During 2000-2001 the Professional Development committee undertook a Member Survey to review topic interests, venues and time slots for professional development events. The results of this survey formed the basis of four targeted goals:

- 1) To maintain an active presence in the form of regular luncheon events that would be of general interest to the membership.

In respect to this goal, four separate luncheon events were held and attendance was modest at each, averaging approximately 10 participants.

The topics covered included:

- a review of the ACOA Approach to Program Evaluation, presented by Don Hogan;
- a discussion of the on-going evaluation of Reform within the Acute Health Care System in Newfoundland, presented by Dr. Pat Parfrey;
- a presentation on the Unique Personal Identifier Project, by Dr. Doreen Neville; and
- a presentation on Privacy in Health Information, by Lucy McDonald.

- 2) To develop substantive content workshops that would be of interest to the membership.

In respect to this goal, a half day session was held on the topic of Requests for Proposals. The presenters were: Jan Dicks, Dana Spurrell, and Fred Phalen.

- 3) To explore the viability of offering Essential Skills Series in Central and/or Western Newfoundland.

Efforts to launch this undertaking were considerable. The presenter, Dr. Abraham Ross, was recruited and efforts were made to establish two different partnerships in order to make this venture cost effective. Neither partnership was viable and at this point the goal remains on the agenda for the coming year. Consideration will be given to launching a CES independent effort to offer an ESS series outside St. John's.

- 4) To continue the marketing of Essential Skills Series as a standing offer within the Public Service Commission training program.

Towards this goal Helen Banfield maintained a regular communication with the Provincial Public Service Commission who indicated in March 2001 that they are interested in presenting another Essential Skills Series.

Additionally, a Fall Meet and Greet was held for members and new participants interested in the activities of the Chapter.

Committee Members include: Helen Banfield, Peggy Holmes, Dawn Goodyear, Melissa Outhouse, and Michelle Sullivan.

We wish to express our gratitude to all the members of the Committee who once again allowed this to be a productive year for professional development within our Chapter.

National Case Competition

Bea Courtney & Melissa Outhouse
For a third year, the Chapter sponsored a team of Masters level students from Memorial University in the National Case Competition. Once again, we had the only multi-disciplinary team, and the only entry from the Atlantic provinces. Team members and their faculties were: Natasha Beupertuis (Business), Megan Hayes (Community Health), Dawn Goodyear (Community Health), Rochelle Oliver (Applied Social Psychology), Monique Goguen (Applied Social

Psychology), and Philip Alexander Murphy (Psychology - Neuroscience).

The team met actively over the October to February period, working through dry runs using actual evaluations of programs in Newfoundland and Labrador. A total of 15 teams participated in the first round. While our team was not one of the three finalists, the evaluation proposal prepared by our team was a professional product, and all the participants were pleased with the team dynamics and their submission.

The team was assisted by Chapter members who coached and critiqued their dry run efforts, and who provided overviews of program evaluation techniques.

The Case Competition proved to be a great learning experience for participants and the Chapter members who helped. We thank the participants for their commitment of time and skills and to Chapter members for helping create this opportunity for the students. We look forward to bringing back the trophy in 2002.

Communications Committee

Gord Butler

The Communications Committee has made some improvements to the web site and is using it for a wider range of functions. The Newfoundland Chapter now has its own domain name at <www.ces.nf.ca> and it is registered with the major search engines, making it easier for members and potential members to find.

The site includes contact information on Executive and Committee members, by-laws, brochures, membership applications and regular notices of Professional Development events, as well as links to the National site, National Conference site, etc.

New Brunswick

Linda Robertson

In 2000-2001, the New Brunswick Chapter continued to host professional development workshops to its membership and interested persons. Challenges such as a reduction in membership and work related commitments by the NB executive, have posed difficulties in providing support and services to evaluators in New Brunswick.

Recently, the executive have re-committed their energies to CES. Three of the executive attended the annual CES conference in Banff and met with national CES representatives for discussions concerning future endeavours and initiatives. As a result, the provincial executive held a one-day strategy session for the purpose of developing a strategic plan, goals and opportunities for the coming 2001-2002 year.

Prince Edward Island

Olive Moase

The PEI Chapter is pleased to outline its activities for 2000-2001. It is an excellent means of sharing our program with other CES Chapters, and vice versa. This report is organized according to the three major committees and their activities for the year 2000-2001.

Membership and Communications Committee

Membership grew, and numbered 54 at the time of writing. The increase was attributed to the relevance of the Professional Development Committee events and the active recruitment efforts of the PD Committee. The Chapter Newsletter was published spring and fall, and shared with other provinces (a practice encouraged by the PEI Chapter). Group e-mail communication was the norm for newsletters, PD announcements, and other communications. Each committee developed content and one person electronically mailed the content to the "long list" (evaluation community) or the "short list" (Chapter members). New segments of the

evaluation community are being identified to build membership. Membership and Communication and Professional Development Committees have worked closely together to provide member services supportive of their mandates.

Professional Development Committee

Three workshops were held during the year. On October 26-27, 2000 the PD Committee presented "Satisfaction: What Is It? How Do We Measure It?" Local evaluation expertise was provided by Katherine Clough and Shirlee Hogan (Agriculture and Forestry), Tina Pranger (Health and Social Services), and Dolores Griffin (Veterans Affairs Canada). The team planned and conducted the two-day workshop which was filled to capacity by persons wanting to learn more about the team's approach to measuring "satisfaction" at provincial and federal levels. The Executive Committee invited Dr. Love to present a one-day workshop on November 20, 2000, the day of the Annual Meeting, which was titled "Practical Performance Measurement: Using Logic Models for the Evaluation of Public and Non-Profit Organizations." The last workshop of 2000-2001 was held in April 17-18 and 19-20, 2001 on the use of qualitative research by evaluators. The presenters were Drs. Will and Debbie van der Hoonaard, Fredericton, NB. In addition to the three workshops, one panel was held on December 7, 2000 entitled "Making Connections: Evaluation and Health Promotion". The panel targeted a specific segment of the evaluation community and was actually a video conference between Charlottetown and Halifax to accommodate the schedules of the panelists who were located in each city.

Strategic Initiatives Committee

With regard to Strategic Initiatives, the Chapter used past work in the area of strategic planning. The use of internet and listserv are under consideration, but the national web site and e-mail communication are serving members well thus reducing the need to provide these

services locally. Atlantic Linkages is on hold although some provincial newsletters have been received for sharing with PEI members. The long-standing objective of using video conferencing technology was realized, as noted earlier. A Needs Assessment is being considered to update the information collected several years ago.

National Representative

Being assigned to the Member Services Committee, Olive Moase's contribution has been to revise Check Us Out!, and research past executives and prize winners in preparation for the 20th Anniversary of the founding of CES (and the International Year of the Volunteer, IYV). Visual Identity Guidelines were developed. Content was written for the new Job Board launched on the national web site in Fall 2000. Some research was completed for sponsorship. The work also included responding to national messages and proposals, and sharing information. Two members plan to present posters at the CES National Conference in Banff in May of 2001. Lastly, PEI members are being informed that the CES National Conference will be in Halifax in 2002 so that a substantial proportion of the PEI evaluator community can participate in this very worthwhile conference.

Executive Committee

In addition to the above-mentioned activities to promote evaluation and serve the membership, the Executive Committee promoted evaluation in yet other ways:

- Financial support for members to attend the Annual CES Conference in Montreal;
- Development of Chapter guidelines to reimburse members who conducted workshops;
- Development of an article re PEI evaluation policy for the *Journal* (Stephanie Mowry);
- Profiled Micheline Charest's volunteer activities for the national newsletter;
- Reviewed the Chapter Operational Planning Guidelines and the Chapter objectives;

- Decided that each committee would prepare a work plan with a budget for FY '00-'01.

The Executive Committee for 1999-2000 is as follows:

President – Stephanie Mowry
Past President – Bill Harper
Secretary-Treasurer – Micheline Charest
Professional Development – Olive Moase
Membership and Communication – Carl Doucette
Special Initiatives – Margaret Ann Coles
National Representative (1999-2002) – Olive Moase

In addition to the executive members and trainers, many other members regularly perform tasks in support of the Chapter's work. It is this type of co-operation among the Chapter membership and the wider PEI evaluation community that allows the PEI Chapter to report this range of activities for 2000-2001.

Nova Scotia

Deborah Langille

I am pleased to report on the many accomplishments of the Nova Scotia Chapter of the Canadian Evaluation Society. We are pleased with the lunch hour sessions we made available to members over the past year, covering a wide range of topics.

This year our Chapter partnered with the Nova Scotia Group of the Institute of Public Administration of Canada (IPAC). The intent of the partnership was to share our program offerings to our respective members. This strategic step was taken because of our common interest in evaluation.

Our membership at the end of March 2001 was 88, with over twenty new members joining over the past year.

The Co-Chairs of the Conference 2002 Committee, Heather Perkins and Tracy Fiander-Trask are busy planning for the Annual CES Conference to be held in Halifax in May 2002. Now is your chance to become involved. Both Tracy and

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Heather are available to help you identify how you might contribute to this important event!

2000-2001 Executive

President – Deborah Langille

Vice-President – Bill Collins

Past-President – Bill MacDonald

Secretary – Tracy Fiander-Trask

Treasurer – Janet Rigby

Programs – Tina Haché

Membership – Lois Block

National Council – Heather Perkins

Professional Development Events

- “Internet Surveys: The Good, the Bad and the Ugly”, Geoff Strople (Information Technology Institute);
- “Evaluating Partnerships”, Stephanie Heath (Heart Health Nova Scotia Dalhousie University); Susan Lilley (Health Promotion Consultant); and, Rosemary Landry (Management Consultant);
- “A Management Framework For the Government of Canada”, Keith Coulter (Treasury Board Secretariat);
- “Advocacy for the Use of Evaluation Results”, Bill Collins (Collins Management Consulting and Research Ltd.);
- “Using Research Evidence for Evaluation”, Mike Pennock (Public Health Research Unit, Dalhousie University);
- “The Community Toolbox A Resource for Community Development and Evaluation”, Janet Rigby (Community Health and Epidemiology, Dalhousie University);
- “Effective, efficient and compassionate health care: The role of evaluation”, Dr. David Zitner (Dalhousie University Medical School);
- “Satisfaction: What is it? How Does it Link to Strategic Planning?”, Katherine Clough (Director of Strategic Planning and Development, Agriculture and Forestry Monitoring Team); Shirlee Hogan

(Planning Officer, Agriculture and Forestry Monitoring Team); and, Tina Pranger (Health Researcher, Health and Social Services).

SQÉP

Patrick Moran

To some degree the year that is ending is marked by a return to normalcy in SQÉP's life. After the fevered excitement surrounding the organization of the CES Annual Conference held at the Wyndham hotel in Montréal from May 13 to 16, 2000, it is inevitable that the following year would seem comparatively calm.

But it is well known that comparisons are often deceptive.

In fact, if we were to gloss over the CES Conference's specific impact, and only considered SQÉP's regular activities, we would realize that in SQÉP's brief history, the year 2000-2001 is of excellent vintage indeed.

It is essentially through the annual seminar and educational activities that the SQÉP takes charge of its central mission, that of promoting the development of program evaluation.

Seminar 2000

Thus the 2000 seminar, held at ENAP [National School of Public Administration] in Québec, on November 10, 2000, allowed 72 participants to attend a set of presentations based on the theme “The economic approach to program evaluation”.

Continued Education

The first session was given by Pierre Voyer, an ENAP professor, entitled “Making indicators useful: their convergent use for evaluation, planning, and management”, in Québec on March 22, and in Montréal on March 29, 2000.

The year's educational program continued with two presentations introducing two fresh subjects. On May 31, Richard Marceau, an ENAP professor and SQÉP Secretary, spoke to an audience of 39 gathered at a dinner meeting

at ENAP in Montréal on the subject, “The emotional aspect of evaluation: an independent evaluators viewpoint”.

For the last event of the year, Marie-Hélène Adrien, Vice-President of Universalia, and member of the SQÉP Board of Directors, elaborated, before an attentive audience of 20 people gathered at a dinner meeting at Laval University, on the subject, “The issues involved in international program evaluation”.

Still in the realm of education, a member of SQÉP has taken steps to pre-test the first two modules of the basic training package in program evaluation ‘Essential Skills Series’ which was adapted into its French form last year by Geneviève Rodrigue, a member of SQÉP.

Partners

There were collaborative efforts this year between SQÉP and GRAÉP, (Groupe des responsables en analyse et évaluation de programme) [Program Analysis and Evaluation Group] consisting of the heads of evaluation offices and services in the Québec government, in particular during the seminar held on April 11 and 12, 2000 at ENAP in Québec entitled “Observation, Evaluation, and Planning: An alliance to be developed”.

According to the evaluation sheets filled out by the 133 participants, the seminar was a great success. This collaboration was also in evidence on the occasion of a presentation on program evaluation given on May 1, 2000, to the members of the Réseau des répondants ministériels pour l'implantation du nouveau cadre de gestion [Network of departmental sponsors for establishing the new management framework] by Lucie Marmen of GRAÉP, Roland Villeneuve of GPS and Patrick Moran of SQÉP.

Bulletin (newsletter)

The Bulletin team produced two issues this year. Feature articles as well as current information were published. This production represents a decline in comparison to

the three issues that were published the previous year.

Relationship with CES

Once again this year SQÉP participated financially in the Student Evaluation Case Competition. This contest was organized around the CES Annual Conference held this year in Banff.

In addition, CES awarded its Volunteer of the Year 2000 prize to Jacques Gagnon, SQÉP Treasurer.

Natalie Kishchuk received one of the two awards given for an exemplary contribution to CES, while Nathalie Dubois, member of the Board of Directors and doctorate student at the École nationale d'administration [National Administration School] received honourable mention for her essay entitled, “Des affrontements perpétuels en Évaluation” [Perpetual Challenges in Evaluation] which she submitted to the CES competition for the best essay submitted by a student.

Finally, it should also be noted that Marie-Hélène Adrien completed her mandate as SQÉP Representative with the CES Council. Her position will be filled by Jim Cullen, a member of the SQÉP Board of Directors.

International Relations

In matters of international relations, the event that gives this year its colour is the participation of three SQÉP members, Hélène Johnson, Vice-President; Jean-René Bibeau, former President; as well as Jean Turgeon at the III^e Journées françaises de l'évaluation [French evaluation days] at Issy-les-Moulineaux, near Paris, from last June 13 – 15.

Membership

At the end of the 2000-2001 year, i.e., on September 30, 2001, there were 301 members registered with SQÉP, with 217 belonging to CES and SQÉP and 84 registered solely with SQÉP.

Electronic Communications

For some time already the SQÉP has been hosting its own web site at <www.sqep.ca>.

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Conclusion

To some degree this report constitutes my last formal gesture as SQÉP President. At the end of this two-year period I am quite aware of not having reached all the objectives that I had planned at the beginning, nor of having succeeded in all that I have set out to achieve. If I have had some success, it is thanks above all to the cooperation and collaboration of my Board of Director colleagues, and when success was not in the charts, the responsibility is mine. My only remaining task is to thank all those who have contributed to the success of SQÉP activities during these two years, and to assure the person taking on the presidential role as of today, of my entire cooperation and collaboration in the future.

National Capital

Len Beerschoten

Membership

As of March 2000, the NCC has 333 members.

Chapter Overview

- This has been a challenging transition year as we have been struggling to redefine the use of the volunteer time available to us both on the Board and from our members.
- In terms of formal activities we have continued to bring you breakfast sessions, events such as the AGM and other learning opportunities. Our local conference fell victim to an unfortunate set of circumstances as a federal election was announced for the same day, but the Evaluation Skills Series under Werner Müller-Clemm's guidance has once again proven a successful and desired knowledge-sharing opportunity.
- We have moved from mostly paper to mostly electronic means of communicating with our members and others in the community. And, while some miss the presence of CES-NCC in hard copy form, we have been able to bring our members more, better and quicker infor-

mation and answers to your Questions. Our web site and e-mail communications will continue to evolve.

- Behind the scenes, members of this Chapter strive to advocate for the profession of evaluation. We have re-established our working relationship with Treasury Board and look forward to more and greater things from this liaison. Our submission to the Public Accounts Committee on TB's new Evaluation Policy was well-received, and we will continue to work with the Chair of the Committee on further endeavours. We also met with a delegation from Japan, sharing our thoughts on the practice of evaluation, and offering to continue this relationship into the future.
- The National Capital Chapter continues to work with the "Success By Six" initiative. Success By Six is a collaborative, prevention/early intervention project aimed at improving services for young children and their families. This effort is being lead, on behalf of a number of partners, by the United Way/Centraide of Ottawa-Carleton and Karen Traversy one of our incoming Board members is coordinating the opportunity for members of the evaluation community to share in this exciting work.

Activities for Students

- Our annual national Student Evaluation Case Competition continues to be a source of pride. This activity is organized by the National Capital Chapter each year and the final rounds of the competition took place May in Banff at the National Conference. Mike Obrecht is the mastermind behind this effort and this year our student Board members Natasha Bergeron and Irina Goldenberg deserve special recognition and applause for their contribution to the Case Competition.

Partnerships

Many individuals and organizations contributed to the activities offered by the National Capital Chapter. Thank you to the following partners:

- Treasury Board Secretariat of Canada for their continued support and interest in both the Society and in evaluation as a profession;
- Steve Montague and the Performance Management Network for partnering with us on the delivery of professional development opportunities locally; and
- The local chapter of the Professional Market Research Society for help in promoting our events.

Sponsors

Thanks also to our very generous sponsors:

- Sponsors of the Student Prize and Travel Fund for the annual Student Evaluation Case Competition: Transport Canada; Social Sciences and Humanities Research Council; Natural Sciences and Engineering Research Council; Canadian Institutes of Health Research; Health Canada; SQEP (Société québécoise d'évaluation de programme); the Alberta Chapter of the Canadian Evaluation Society; and, Circum Network Inc.

Chapter Volunteers

The time and effort of many volunteers was once again greatly appreciated throughout the past year. Thank you to:

- Board members, including those completing their terms this year: Ainslie Clark, Irina Goldenberg, Werner Müller-Clemm, Marilyn Boake and Nancy Porteous.
- Everyone who has contributed their time and knowledge to give a talk or teach a course including Maria Barnes, Jennifer Birch-Jones, Phil Carr, Christine Jodoin, Anne Cooper, Shelley Borys and Benoit Gauthier.
- Karen Traversy for her work on the Success by Six initiative and

other not-for-profit outreach activities.

- For next year our slate of Officers includes Heather Buchanan as our in-coming President, Len Beerschoten as Past-President and the following continuing Directors from which remaining officers for the Board will be chosen:
 - Jack Cramer
 - Glenn Wheeler
 - Gerald Halpern
 - Natasha Bergeron
 - Paul Welsh

New members of the Board include:

- Sandra Bozzo
- Francois Dumaine
- Cathy Brimer
- Karen Traversy
- Lisa Fairweather

Ontario

Sandy Henderson

The Ontario Chapter had a successful year on a number of fronts. Considerable time and effort was devoted to the development of a strategic plan that will lay the foundation for the Chapters' activities and strategic investments. The Chapter's vision and mission statements as well as priority activities were confirmed by the membership as a result of a web-based survey. We now have a roadmap that will guide us for the next several years.

Professional development activities included the Essential Skills Series, the annual Chapter conference entitled, "Two Worlds Connect: Enhancing the Value of Evaluation", and a workshop at the AGM on linkages between evaluation and market research. The conference and the workshop both focused on strengthening linkages with important partners in the evaluation process, the first being policy/decision-makers and the latter with like-minded disciplines. In both cases the goals of an increased understanding of the role of evaluation and the potential to explore trends and issues to guide future evaluation opportunities were achieved. Feedback regarding

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professional development activities was provided by our members via a needs assessment survey in April 2000. The Chapter will use this information to guide our planning for future activities.

Financial support was provided to the annual Student Evaluation Case Competition which took place at the annual national conference in Montreal. The Chapter was very proud of all participating members of the Competition and delighted with the success of the winning team from the Health Studies and Gerontology Department of the University of Waterloo.

Manitoba

Bong-Hwan Kim

The Manitoba Chapter continued its efforts to provide enhanced opportunities in program evaluation for its members and other stakeholders in this field by conducting four luncheon seminars during the year. All four sessions were well attended and the feedback we received from participants were favourable. The dates, names and topics of the seminars were as follows:

- January 16: Joan McLaren, Ph.D., McLaren Research and Consulting, "A Gender Specific Program Evaluation Framework"
- February 5: Larry Bremner and Linda Lee, Proactive Information Services Inc., "The Manitoba Special Education Review: Building Consensus to Influence Decision-Making"
- March 8: Janet Sprout, Workers Compensation Board of Manitoba, "WBC of Manitoba's Evaluation of Multidisciplinary Treatment Programs for Chronic Pain Syndrome"
- April 19: Barry Warrack, Ph.D., Chief, Strategy Coordination, Workplace Safety and Health Division, Manitoba Labour, "The Future of Program Evaluation in the Manitoba Government"

In addition, the Manitoba Chapter offered a half-day workshop on the Logic Model. It was led by Nancy Porteous, the National President of the Canadian Evaluation Society. It was a resounding success and the local Chapter had to turn some people away for lack of space.

The Manitoba Chapter Executive during this period include:

President – Bong-Hwan Kim
Vice-president – David Patton
Secretary – Janet Sprout
Treasurer – Wayne Buck
Director-at-large – Kathryn Koots
National Council Representative – Barry Warrack, Past-President

Saskatchewan

Frankie Jordan

A highlight of the year for the Saskatchewan Chapter was the selection of our nominee, Dr. Alan Ryan, as the recipient of the Contribution to Evaluation in Canada Award at the National Conference in Banff. Dr. Ryan has been a valued member of the Canadian Evaluation Society and the Saskatchewan Chapter for many years and is well known locally, nationally and internationally for his contributions to both the theory and practice of evaluation. Congratulations, Alan, and thank you for your dedication to excellence in effective evaluation practice.

Saskatchewan Chapter now has about 90 members. The Executive is currently conducting a needs assessment of members and past members that will help ensure we are meeting the professional development requirements of our members. We expect to complete the report in August and use it as a planning tool for professional development activities in 2001/2002.

In 2000/2001 professional development activities sponsored by our chapter included:

- an October workshop titled, "Making the Most of our Connections: Evaluation and the Internet" presented by CES President Nancy Porteous.

- the Essential Skills Series in February with Dr. Cyril Kesten, Grant Young, Denise Kouri and Dr. David Rosenbluth each facilitating a module.
- a June workshop presented by Greg Yelland, a member of the Saskatchewan Executive. The workshop was on the design and implementation of Internet surveys, a follow-up to the one presented by Nancy in October.

The Saskatchewan Chapter web site is up and running. It provides up-to-date information on Saskatchewan happenings and will soon be connected to National's.

Our Chapter honoured Joan Kruger in National's publication for the International Year of Volunteers. Joan devotes immense time and energy to evaluation provincially, nationally and internationally.

I want to take this opportunity to thank our other volunteers, and my colleagues on the Executive. A special thank you to each one for the assistance and support provided in 2000/2001.

Alberta

Birgitta Larsson

In May 2000, the Alberta Chapter's new executive and a few invited guests (CES members) planned the activities for the 2000/2001. The following trends were identified:

- Multisite evaluations
- System wide goals rather than program goals
- Evaluation management needs are higher and more complex
- Difficulty in balancing evaluation needs and research budgets
- Need for theory grounded approaches

The group identified six goals and target areas for 2000/2001:

- 1) Increase membership by 25% and sustain that increase.

Because in the summer of 2000 our membership fell below 120 members, we made a commitment to try to improve it by 25% and at the same time put efforts in place

to sustain that membership. Two strategies were used:

- Make personal contact with members reminding them their membership was due; and
- Ensure that we provide services that meet membership needs.

In June 2001, we have 137 members, which is a 15% increase.

- 2) Offer broader professional development opportunities

We wanted to provide a broader and more current service. Based on this we offered two one-day professional sessions.

One in October 2000 facilitated by Nancy Porteous, "Making the Most of our Connections: Evaluation and the Internet". We had over 20 attend this session and the evaluation feedback was very positive indicating the timeliness of the topic and the great presenter.

The second session Showcase 2001 was held in January, 2001. The purpose was to "showcase" exciting and interesting evaluation work being done in Alberta. The trends identified by the planning group were the basis for the Showcase projects. We had over 30 registrants and 9 presenters presenting 7 different projects. Once again we seem to have been able to provide a service that members and non members alike really enjoyed and benefited.

In addition we offered two luncheons with local speakers, Gail Barrington, who discussed the changes and role of the electronic world that we function in as evaluators. The second session featured Dale Howard of Howard Research who discussed "Knowing When to Hold 'em, Knowing When to Fold 'em' - How does a program demonstrate its worth and its potential to sustain itself?"

- 3) Issue three newsletters

To communicate with our members, we produced two issues so far with a third one planned for the end of the year.

- 4) Conduct a questionnaire re: membership service needs

In the last newsletter we included a membership survey seeking feedback related to professional development needs and the role of and expectations of the CES Alberta Chapter.

- 5) Hold 2001 conference

In May 2001, we hosted the Banff conference.

- 6) Ensure Board sustainability

To ensure Board stability and survival following the conference we set three strategies in place.

- Get great conference co-chairs outside of the executive. We did this by ensuring that Gail Barrington and Penny Mosmann were leading the charge of the planning team.
- Ensure that there are new members entering the Board. Recruitment is done throughout the year and new members are encouraged to come on as members at large in order to ease into the Board. We believe we have completed this as well since we have a several new persons coming on the Board after our AGM in late April.
- The last strategy was to develop an evaluation management series to be implemented in the fall. This work has not proceeded as far as we would have liked. The trends and target area for such a series have been developed. We have identified and met with a few potential funders. But the series has not been developed as of yet and we are still trying to determine how this process will take place.

We thank the Banff conference organizers, especially Gail Barrington and Penny Mosmann, for a very successful conference. We also thank past and current members of the Board for their efforts.

British Columbia

Bud Long

Succession

Reed Early, Vice-President for the preceding two years, became BC Chapter President last November. Bruce MacInnes became Vice-President and Isabelle Eaton is the new Secretary. Past President Bud Long was re-appointed as the BC representative on the National Council. Kathleen Bigsby continues as Treasurer, Karen Stierhoff as membership secretary, Norma Glendinning as the Victoria area coordinator and Erdem Yazganoglu as Lower Mainland coordinator.

Advocacy

Longstanding member and consultant, Marylee Stephenson has become BC Advocacy Representative and will represent the Chapter on the national Advocacy Committee. The Chapter Executive has approved the advocacy work plan and budget that she prepared. A strategy for BC is now being developed.

Essential Skills Series

In the Victoria area, the number of person-courses (one person taking one of the four modules) reached about 400, all within the last 12 months. For the Lower Mainland, Marylee Stephenson and (ex-National Council VP) Russ Graham have been hired under contract to the Chapter for ESS planning and delivery. They are now developing a program for possibly two complete series – eight sessions – in the fall. These will be directed at the provincial agencies that are headquartered in the Lower Mainland, the regional headquarters of the large federal departments, the several health boards and boards of education, NGOs and the many sizable municipalities.

Chapter Conference

The Chapter conference, held February 23, was attended by over 100 registrants, the largest of any BC Chapter conference to date. Yoel Robbens-Paradise of the Vancouver-Richmond Health Board was chair of the organizing

committee and of the conference itself. The conference theme was, "A Defining Success" and the conference itself was a success.

National Conference 2003

The dates have been set for the beginning of June. The chair of the organizing committee, Karen Stierhoff, local coordinator of the 1995 International Conference, has entered into a contract with The Willow Group for support, and has reserved space at the Hyatt Regency (one of the sites of the 1995 conference). The several sub-committees needed for the organization of the conference are now being formed.

Membership

Thanks in large measure to the ESS program and the Chapter conference, membership has grown in the last 12 months from about 85 to 135 members or a 60% rise.

Web Site

The BC Chapter now has the nice short web address "cesbc.ca". Currently it is using donated web space from Carl Duguay. Eventually it will get its own. Carl also built and maintains the BC web site.

Other Activities

In Victoria, now that the demand for the ESS has largely been met, a program of brown bag lunch sessions and evening pizza parties has started up again. It is expected the Lower Mainland will begin a similar program to run concurrently with the ESS.