

CANADIAN EVALUATION SOCIETY

Professional Designations Program Applicant Guide

November 2010



TABLE OF CONTENTS

Why Credential Evaluators?	2
What is a Credentialed Evaluator?	2
What Qualifications are required?	3
How it works	4
Who decides	4
How to apply	5
Domains, Competencies and Descriptors	5
Completing your application:	7



Why Credential Evaluators?

The Canadian Evaluation Society (CES), as the professional order for program evaluation in Canada, seeks to “*advance evaluation theory, knowledge and practice through leadership, advocacy, and professional development*”.¹ As part of its continuing efforts on the professionalization of evaluation, the CES offers qualified members a voluntary professional designation, the Credentialed Evaluator (CE). The purpose of the Professional Designations Program and service is to bring clarity and definition for and within the Canadian evaluation practice.

The CES Credentialed Evaluator (CE) designation is designed ***to define, recognize and promote the practice of ethical, high quality and competent evaluation in Canada through a program for professional designations.***

The CE designation, through its qualifications and requirements, helps to define what constitutes competent evaluation practice. It is a voluntary service of CES which recognizes (with a designation) those with the education and experience to provide these services, and through its maintenance and renewal requirements, promotes continuous learning and development within our evaluation community.

The Professional Designations Program and the CE also provide direction:

- For **Evaluation Practitioners** on the knowledge and skills required to be competent and guide their professional development
- For **Learning Organizations and Service Providers** on the type of education and professional development required to support the discipline
- For **Firms / Organizations** engaging or creating evaluation expertise, on the expertise to incorporate in job descriptions or seek in contracting evaluation services
- For **Program Managers** working with evaluation professionals, on the expertise they can expect to receive.

What is a Credentialed Evaluator?

CES considers a Credentialed Evaluator (CE) designation to mean, “***the CE (holder) has provided evidence of education and experience required to be a competent evaluator.***” CES will maintain a publicly available registry of CE’s.

¹ CES mission found at http://www.evaluationcanada.ca/site.cgi?s=2&ss=1&_lang=en



What Qualifications are required?

Successful applicants will:

- **Qualification 1- Have a graduate level degree or certificate**
 - The applicant is asked for evidence of education - a copy of his/her highest degree. Where an Applicant does not have graduate level education, a Prior Learning Assessment and Recognition (PLAR)² may be undertaken.
 - This requires Applicants to pursue a process used by Canadian academic institutions relative to education and by an accepted system of Prior Learning Assessment and Recognition (see PLAR at <http://plar.org/>). An additional fee applies.
 - If a graduate of an international school, refer to the [Canadian Information Centre for International Credentials](#)
- **Qualification 2 - Two (2) years full time equivalent) evaluation-related work experience within the last ten (10) years**
 - Statements of work experience are to be supplemented with letter(s) of reference.
 - Use the reference/sponsor form provided.
- **Qualification 3 - Demonstrate the relevance of education and/or experience to at least 70% of the competencies in EACH of the five domains of Competencies for Canadian Evaluation Practice.**
 - Applicants will draw selectively from their education and/or experience and align this to 70% of the competencies in each of the five competency domains.

The alignment of experience and education to competencies is done in a brief narrative – with a maximum of 1000 characters permitted in the application form for each competency. This is a reflective process, where the narrative is designed to demonstrate (to the reviewers) that the applicant understands and has demonstrated the skill and knowledge dimensions in the competency. The CES approved Competencies for Evaluation Practice have been supplemented with descriptors, providing greater definition for each competency to aid in this process. The Applicant need not have both experience and education related to a competency, but rather can demonstrate that *collectively and in combination*, they have evidence of required competence. Education is here taken to include professional development activities as well.

² Here we are guided by the practices currently used by Canadian academic institutions relative to education and by an accepted system of Prior Learning Assessment and Recognition (see PLAR at <http://plar.org/>). For example, applicants who do not have a graduate degree or certificate may be able to demonstrate the equivalent of that education through extensive work experience and professional development.



The fourth qualification is related to maintaining the CE designation. Credentialed Evaluators will be required to demonstrate proof of ongoing learning and professional development:

- **Qualification 4 – 40 hours of learning every three years.** CE's will need to demonstrate ongoing learning to maintain the designation. A renewal process is undertaken every three years where the CE must demonstrate 40 hours of learning.
 - **Ongoing learning**, demonstrated through professional development activities, will be required and reviewed every three years. Credentialed Evaluators must meet the 40 hour threshold to retain the credential. The type or range of learning or professional development activities is broad and the CES Professional Designations Program encourages CE's to contribute to this definition through EDE-L <http://www.evaluationcanada.ca/bb/> and/or input to the Vice President, Professional Designations Program vp_profdes@evaluationcanada.ca

How it works

CES manages the Credentialed Evaluator designation within the Professional Designations Program, under the direction of the Vice President, Professional Designations Program.

Applications may be submitted in either official language using the online application process. Refer to the [CES website](#) for additional information.

Decisions are made based on the qualifications indicated above.

Applicants are notified if the application is incomplete or they require additional education or experience requirements. Advice on how to meet qualifications will be provided as part of any denied application.

Renewal will be done at three year intervals, with a required 40 hours of professional development or learning over that period. Each CE will have an 'account' within the PDP-CE system, where he/she may input development activity at any time. Accounts will be accessed by the Application Administrator at the 3 year mark, and the CE will be contacted if the account demonstrates less than 40 hours of development activities. The account can then be updated by the CE and CE membership renewal, with payment of the annual membership fee can proceed.

Who decides

The CES has created a Credentialing Board, consisting of experts from our field – as recognized CES Fellows and National Award winners. CE decisions are made by Members of the CB, through a review of applications. Each application is reviewed by two CB Members and by a third Member if the decision of the first two reviewers is not the same.

Appeals can be registered by applicants within thirty days of notification of a 'further preparation needed' decision. Appellants are encouraged to review and augment their application for the appeal as the shortfall may be a matter of inadequate description of competencies. Appealed



decisions will undergo a further review process with two new reviewers and a third Member review if the decision is not the same by the first two reviewers.

What it costs

The **application fee is \$485.00** and is a one-time, non refundable expense for processing the application and making the decision. This fee is payable by a secure on-line credit card process or by cheque made payable to: Canadian Evaluation Society-PDP and mailed to CES - The Willow Group, 1485 Laperriere Street, Ottawa, Ontario, Canada K1Z 7S8.

An additional **\$550.00 fee** is required for your PLAR application.

Credentialed Evaluators will form a new 'type' of membership of CES, with a **maintenance fee of \$50** in addition to regular annual membership fees.

How to apply

Applying for the CE designation is done on-line and requires preparation to collect required submissions (copies of degrees and references) and to think through your evaluation background, skills and knowledge in completing the application.

Consider using the paper-based application form as a guide in your preparations and self reflection. Paper applications accompanied by application fee will only be accepted if no access to reliable internet can be demonstrated.

To obtain your LOGIN ID to the secure CE application site you must first submit your application fee. Refer to the CES website - <http://www.evaluationcanada.ca/>

Domains, Competencies and Descriptors

The CE is built on three CES foundations – [CES Standards](#), [CES Guideline for Ethical Conduct](#) and [CES Competencies for Canadian Practice](#). Competencies are defined as:

“The background, knowledge, skills, and dispositions program evaluators need to achieve standards that constitute sound evaluations”³

Competencies are written as an action statement, thus incorporating knowledge, skill and dispositions, or attitudes. The descriptors provide a greater level of detail, defining what is

³ Potential Competencies for Evaluators is adapted from Stevahn, L, King, J., Ghere, G., & Minnema, J., (2005) *Establishing Essential Competencies for Program Evaluators*, American Journal of Evaluation, Vol. 26 No. 1, March 2005 43-59 <http://aje.sagepub.com/cgi/content/abstract/26/1/43>



meant by and included within each competency. While the Competencies for Canadian Evaluation Practice provided here were developed as part of the Credentialing Program of CES, they provide a much broader foundation for the Evaluation community.

They can be used as a foundation for:

- **developing training programs** and deciding what skills and knowledge to incorporate in a learning event
- **self assessment** by Evaluators to decide what professional development they want to pursue
- **designing jobs**, writing job descriptions when deciding to employ evaluation expertise
- **developing RFPs, SoWs or ToRs** when contracting for evaluation services.

And, of course **supporting decisions made in the Professional Designations Program on the CE designation.**



Completing your application:

Application and Payment:

- Begin the application process by completing the payment process through the link on the CES website.
- Complete the application form and submit your payment as indicated.
 - Where applicable select PLAR, and submit the additional payment required.
- Once your application and payment have been processed you will be contacted with a LOGIN ID and temporary password to begin the CE application process via the Professional Designation Program secure website.

Logging In:

- Using your LOGIN ID and temporary password, login to the CES, Professional Designations Program application site - <http://cesprofessionaldesignation.ca>

Canadian Evaluation Society

Welcome to the Canadian Evaluation Society's Professional Designation Program website.

About the Designation:

The Canadian Evaluation Society (CES), as the professional order for Evaluation in Canada, seeks to contribute to the professionalization of evaluation.

The CES Credentialed Evaluator (CE) designation is designed to:

- define
- recognize and,
- promote the practice of ethical, high quality and competent evaluation in Canada through a program for professional designations.

The designation means that the holder has provided evidence of education and experience required to be a competent evaluator.

The designation is a service provided by CES to its members, who may apply to become credentialed on a voluntary basis. It recognizes those with the education and experience to provide evaluation services, and through its maintenance and renewal requirements, promotes continuous learning within our evaluation community.

Use this website to:

- apply for your CE designation
- submit evidence of professional development to maintain your Credentialed Evaluator status once awarded

Login Id:
Password:

English Français

• Access this site using Microsoft Internet Explorer 7.0 or above
• Cookies must be enabled

Copyright Privacy and disclaimer
© Canadian Evaluation Society 2010

Internet | Protected Mode: On 100%



- At first login, you will be prompted to update your password.
- Select a password and click submit to continue.
- Should you forget your password, contact the Application Administrator.

Canadian Evaluation Society

CE Applicant Password Maintenance

Old Password:

New Password:

Re-Enter New Password:

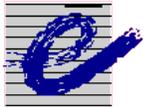
Copyright Privacy and disclaimer
© Canadian Evaluation Society 2010

Done Internet | Protected Mode: On 100%

Completing requirements:

Qualification 1 - Education:

- Document evidence of graduate degree or diploma in the form provided. Upload scanned evidence of education (a copy of your degree or transcripts)
 - Acceptable formats include: doc, pdf, xls,
 - Maximum upload is 5 megabytes
 - Save your work as you go to avoid loss of data



Canadian Evaluation Society

Home Education Professional Experience Competencies Submit Contact Us Log Out

Part I - Education

Please provide details of your graduate level degree or certificate in the table below:

Instructions to applicant:

- Provide the name and year of conferred graduate level degree or certificate from an Association of Universities and Colleges of Canada post-secondary institution and specialization, if applicable (i.e., Master of , Post-graduate Certificate in...)
- Name and Location of Institution (i.e., University of , College, etc. ,).
- Year (s) attended
- Evidence - Please scan your diploma or certificate and upload it to the space provided.

Note: If your degree is from outside Canada, please refer to the International Degree Equivalencies tool (link to document) to see if your credentials are of equivalent status given for your credentials please have your transcripts evaluated by www.cicic.ca (Canadian Information Centre for International Credentials)

SAVE frequently to avoid loss of data.

Records Displayed 0 of 0 (Max 5)

Degree, diploma, or certificate conferred	
Name of Institution	
Address of Institution	
Year(s) attended	
Evidence upload	Browse...

Save New Delete Next Previous

Copyright Privacy and disclaimer
© Canadian Evaluation Society 2010

Save as you go!

Enter evidence of graduate level degree or certificate here.
Upload evidence for each entry.

Qualification 2 - Professional Experience

- Provide details of professional experience using the web form
- Document evidence of experience by uploading a completed Sponsor/Reference form.
- Acceptable formats include: doc, pdf, xls,
- Maximum upload is 5 megabytes
- Save your work as you go to avoid loss of data

Instructions to applicant:

Briefly describe the highlights from your work and work related experience in evaluation. This may include such categories as:

- Employment (including teaching)
- Practicum (i.e., work-based experiential learning including internships, practicum and evaluation work for thesis)
- Volunteer (i.e., volunteering for a not-for-profit doing evaluation, etc.), and
- Other Work Experience in Evaluation

For each category used, please indicate the title of your position (or role)

- briefly describe your main responsibilities
- the type of evaluation activities undertaken
- provide the name of the employers or organization
- the duration of each evaluation work related experience

Upload a completed [Reference/Sponsor](#) form completed attesting to the accuracy of the length and description of work experience that you have presented.

SAVE frequently to avoid loss of data.

Records Displayed 1 of 2 (Max 2)

Employment >Practicum >Volunteer >Other

Other	
Title of position or project	Consultant
Employer's name, client or organization	Canadian Consulting LTD
Duration in months (Max 99)	12
Duties and responsibilities (max 50 words)	Conducting qualitative research
Description of the work undertaken (max 150 words)	While I have worked at Canadian, I have had the opportunity to contribute to over 25 applied research and evaluation projects. Projects have lasted spanned from a few months to a year and have allowed me to contribute to contracts for federal, provincial and municipal governments, along with non-profit organizations.
Evidence upload	ConferenceProgramFinal-2_000.pdf Browse...

Provide details of professional experience



Qualification 3- Competencies for Canadian Evaluation Practice

- Completing the narratives is intended to be a reflective exercise. Take your time in this aspect of the application process. It is strongly recommended you draft the narratives in a separate document (then copy and paste into the application form) to allow you to review and adjust individual narratives as you proceed to articulate your competence in each domain and cumulatively in the 5 domains. When you have finished, step back and review your narratives in light of the domain descriptions. Have you provided a fulsome description of yourself, your understanding and your experience?

Competency Domain	Total Number of Competencies	REQUIRED Number of Competencies
1.0 Reflective Practice	7	5
2.0 Technical Practice	16	11
3.0 Situational Practice	9	6
4.0 Management Practice	7	5
5.0 Interpersonal Practice	10	7

- The **content** of a narrative should align your experience and or education / training to the competency (as defined through the descriptors) in manner that is convincing of your skills and knowledge in this aspect of evaluation. Some example narratives are provided in the overview tab for guidance.
 - Organize your narrative carefully, making use of bullets or numbering where appropriate, but ensuring clarity in the information provided.
 - Draw on examples from your experience or education to elaborate.
 - Use diverse examples in the narratives to demonstrate breadth or depth of experiences.
 - Be concise – you have only 150 words or 1000 characters (including lines) per competency. Use the character count on your PC.
 - Use and refer to the Competencies for Canadian Evaluation Practice, the [CES Standards](#), and [CES Guideline for Ethical Conduct](#).
 - Use your CV as a reference to draw from the full breadth of experiences and education / training.
 - Provide a narrative for all competencies where you have experience / education / training. While only 70% are required, more may be needed if some competencies are reviewed as requiring further development.
 - Edit grammatical & spelling errors.
 - Review each domain in its entirety – is it a good reflection of your experience and education/training in that practice domain?
 - Review the application form Qualification #3 Competencies overall – is it a good reflection of your evaluation competence?
- The **process** for completion starts by clicking on the competency you wish to address:
 - Enter your narrative (copy and paste it from the source created for preparation) Watch – formatting may be lost as you transfer text.
 - **Save your work as you go to avoid loss of data.**
 - **Once your narrative is complete, leave the competency box checked. Closing the box will delete your entry.**



- Once you are satisfied, continue to the next competency.
- When you have completed all required narratives for this Practice Domain, the summary section will indicate you are complete.
- Continue to the next practice domain, by clicking Competencies in the menu bar and selecting the next domain.
- Proceed through all domains until you are satisfied that your narratives are complete and accurately reflect your competency in each of the required practice domains.
- If you are not satisfied with any previously entered information, just overwrite and save to continue.

Home Education Professional Experience Competencies Contact Us Log Out

Part III - Demonstration of Competencies for Canadian Evaluation Practice

1.0 Reflective Practice Domain competencies

Instructions to applicant

- You are required to demonstrate satisfactory competency in 70% of each of the competency domains 5 of 7 competencies required for the Reflective Practice Domain.
- Align your professional experiences and education to your selected competencies in a brief narrative - a maximum of 150 words is permitted for each competency.
- Click the competency below to input your education / experience. Refer to the CES **Competencies for Canadian Evaluation Practice** for detailed descriptions of each competency.

SAVE frequently to avoid loss of data. Consider composing your narrative descriptions for chosen competencies in a separate document to think through how you will best describe your background. Once satisfied, this can be cut and pasted into the application form.

[Click here for further instructions and Examples](#)

1.0 Reflective Practice competencies focus on the fundamental norms and values underlying evaluation practice and awareness of one's evaluation expertise and needs for growth.

1.1 Applies professional evaluation standards

Description to demonstrate competency:

? As a member of CES, I adhere to the Joint Committee Program Evaluation Standards. For example, under the category ? propriety? I have ensured that all evaluations are a complete and fair assessment of the. Recently, I contributed to the evaluation of a fairly new organization and considered both their strengths (respected organization, with key players involved) and areas for improvement (strengthening relationships with some key players, succession planning).

? I have taken all Essential Skills modules (2007), where specific evaluation standards are discussed formally and

1.2 Acts ethically and strives for integrity and honesty

Description to demonstrate competency:

? As a member of CES, I adhere to the CES guidelines for Ethical Conduct. I am competent in my provision of service, act with integrity and am accountable for my work. For example, in terms of accountability, I strive to meet set deadlines and timelines and work with evaluation team members and clients to select the most appropriate methods.

? I have recently contributed to a successful ethics application that met the standards of the Forest and District Health Unit Ethics Review Committee. This was for a project being carried out in seven health units that involves interviews with vulnerable

1.3 Respects all stakeholders

1.4 Considers human rights and the public welfare in evaluation practice

Description to demonstrate competency:

? Master of Social Work degree with specialization in Diversity and Social Justice, coursework included: Process of Social Exclusion, Marginalization, and Resistance, and Diversity, Access, and Equity in Social Work Practice.

? Works collaboratively with evaluation team members to ensure that evaluations are designed to be inclusive and address and effectively serve the needs of the full range of targeted participants. For example, I will often be involved in doing planning

Internet | Protected Mode: On 100%

Submitting your application:

- Once you are satisfied with your application, click the Submit button in the menu bar.
- You have three years to finalize and submit your application from the start date.
- Review and confirm your agreement with the Applicant's declaration.

Once you click 'submit' your application, it will be electronically forwarded to the Program's Application Administrator and to the CES Credentialing Board for review. At this point, you will no longer be able to edit your application.

Examples of Adequate Narratives

- Competency 1.1 Applies professional evaluation standards

Candidate #1

- I have conducted numerous evaluations in education, health, and social services, each time considering the five categories of the Joint Committee Program Evaluation Standards. For example, under "propriety" I considered the welfare of patients who participated in a formative study of a smoking cessation program and were affected by the results.



- I have taken all ESS modules, where specific evaluation standards are discussed formally and informally.
- I hold a certificate from the online tutorial: Tri-Council Policy Statement: Ethical Conduct for Research Involving Humans.
- For my PhD thesis, I went through the formal University of Toronto Ethical Review (1998).

Candidate #2

- As a member of CES, I adhere to the Joint Committee Program Evaluation Standards. Every evaluation I conduct is individually tailored to the needs of the client recognizing the dimensions of feasibility, propriety, utility, accuracy and meta evaluation. As an example of “accuracy”, I thoroughly examine the context of a program so that its likely influences on the program outcomes can be identified. A specific example was a study I conducted on breakfast programs where the socio-economic aspect of the client population differed from school to school.
- Recently, I attended the CES ESS workshop Evaluating for Results to further my professional development. Many aspects of the five dimensions were illustrated by the instructor.
- My formal education in the Research Analyst Program provided a background in all five categories of the Joint Committee Program Evaluation Standards, especially in propriety, utility, and accuracy.

Candidate #3

- I regularly present evaluation methods and results to the Ministry with explanation of sound evaluation practices. Part of my job is to ensure the Province is maintaining high evaluation standards when contracting with external evaluation consultants.
- I have taken Master’s courses that included ethics in planning and evaluation.
 - Evaluation Theory and Practice in Education, OISE/UT (2003)
 - Research Methods in Education, OISE/UT (2004)
- My Master’s research had to meet ethical research standards of the University of Toronto and was designed to meet the Joint Committee Program Evaluation Standards. For instance, under “feasibility” I had to ensure minimal disruption of classes when observing secondary school classes.

Examples of Inadequate Narratives

Candidate #1

- I have conducted numerous evaluations in education, health, and social services (Candidate does not refer to the external document *Joint Committee Program Evaluation Standards* or demonstrate knowledge of the external document by naming a standard and giving an example.)
- All ESS modules. (This is not a full sentence. Also candidate does not refer to content of training and relate it to standards.)
- I hold a certificate from an online ethics tutorial. (Candidate does not identify the certificate.)
- I have conducted a study for my PhD following high standards of research. (Candidate does not give enough detail to show how s/he has followed any specific standards.)



Candidate #2

- As a member of CES, I adhere to the *Joint Committee Program Evaluation Standards*. Every evaluation I conduct is individually tailored to the needs of the client. I follow the standards without fail. (Candidate uses repetitive general claims and does not demonstrate knowledge of the external document by naming a standard and giving an example of how s/he follows it.)
- In 2009, I attended the CES ESS workshop *Evaluating for Results* to further my professional development. (Candidate does not refer to content of training and relate it to standards.)

Good luck with your application.

Please contact the Application Administrator for questions regarding your application:
AA_profdes@evaluationcanada.ca

For questions/comments regarding the Professional Designations Program join the EDE-L discussion group at <http://www.evaluationcanada.ca/bb/> or contact: vp_profdes@evaluationcanada.ca