WE ARE ALWAYS BECOMING

SHIFT Impact Evaluation Methodology



PHASE 1 - INITIAL EVALUATION DEVELOPMENT

Conducted research into alternative impact evaluation models, particularly looking at Indigenous approaches to storytelling as evaluation practice. From there, decided on the evaluation's key principles (above) and created the first version of the logic model: originally drafted as a pyramid in which each step would inform the other (development of impact question, consultations with teams), ending with the evaluation itself. These steps are outlined below.

PHASE 2 - CONSULTATIONS

November 2022
Steering Committee Meeting
Testing out a very initial version of a storytelling approach by asking what they've gained, learned, or felt was a challenge in their relationship with SHIFT.

We identified three key strengths (related to power sharing, navigating institutions, and connection-building) and two key gaps (related to advocacy. policy development, and research) in SHIFT's relational imapct. This is what we would be measuring against in the Impact Evaluation.

March 2023
Funded Partner Consultations
Through small groups interviews, asking how they understand evaluation processes, SHIFT's strengths and gaps, and what they would need to feel comfortable being honest about their relationships with SHIFT.

Crafted a set of three "Commitments" that we would make through this process to make it easier for those we hold power over as funders: creating together, learning together, moving forward together.

Spring - Summer 2023
Finalized the logic model and created our methodology for the evaluation. Developped the Storytelling Map Tool, to focus the evaluation on having participants self-declare and help us to understand how they see their relationship with SHIFT.

PHASE 3 - ROUNDTABLE

May 2023
Evaluation Roundtable
Piloting the Storytelling Map Tool and our methodology through a pilot version of the evaluation day. Invited nine participants from all stakeholder groups.

Achieved three goals:
- Getting our first round of usable data from the participants
- Getting feedback on the Storytelling Map Tool and evaluation process (including Impact Hypothesis & Commitments), to make changes and improvements
- Practicing our facilitation with the Storytelling Map Tool, to better understand how to get the data we're looking for.

At the Roundtable, we also realized that there was a new element to the evaluationl that we didn't expect: observing participant interactions at the session provided interesting and usable data in itself. We called this the "ethnographic data" - things we learned about SHIFT's impact by seeing it happen live in front of us - particularly how people made connections, learned about evaluation, and deepened their knowledge about SHIFT.

PHASE 4- EVALUATION

November 2023
Evaluation
We carried out the evaluation itself, collecting data both through two in-person day events (with small groups using the Storytelling Map Tool), and through an online survery-game that adapted the Tool to digital.

In person sessions had a total of 13 participants.

Mapping survey game had 26 respondents.

Generated usable data from both evaluation activites.

From the in person sessions, we also collected more "ethnographic" data from the patterns and interactions we observed.

We then spent several months analyzing the data, creatomg the Archetypes & findings, and writing the full report.

March 2024
We recruited an Ad Hoc Evaluation Hub of 4 SHIFT stakeholders (from staff, governance, and community) to go through our analysis, validate/challenge findings, and crafting recommendations.