

Clear Horizon

Engagement evaluation

One day

This course is part of our "Evaluating social innovation series".

About the training

Many programs and initiatives (including place-based approaches) include an engagement component or use engagement as their primary means for creating change. It is important that evaluation pays attention to the engagement processes when this is the case. This training will demonstrate the unique dilemmas of evaluating engagement and help participants explore solutions for these dilemmas.

While the logic of evaluating engagement is entirely consistent with that of evaluation more broadly, there are some unique challenges, including:

- the context-specific and qualitative nature of engagement
- engagement approaches cover a wide range of activities and need a wide range of evaluation approaches
- the influence of dominant personalities, power structures and relationships
- the challenges around evaluating relationship capital that may extend beyond funded timeframes.

To address these challenges we offer practical steps, as well as a set of principles, for evaluating engagement processes.

Training process

After examining the idea of 'engagement' and the particular challenges it presents for evaluation, participants will be introduced to a set of guidelines for, and an approach to, evaluating engagement. Participants will then be invited to consider an evaluation plan for a case study engagement initiative. The workshop will be interactive and is aimed at the beginner to intermediate levels.

Learning objectives

Participants will leave the workshop:

- with an understanding of the basics of engagement evaluation
- having learnt - and practiced using - a set of practical guidelines for planning an evaluation of an engagement process.

For more details on the other “Evaluating social innovation series” courses click [here](#):

- [Evaluating place-based approaches](#)
- [Evaluation across the design cycle](#)
- [Evaluating contribution](#)