

# Developmental Evaluation & Outcome Mapping

March 8



# Purpose

- To (continue) building capacity around developmental evaluation in support of this work
- To connect and clarify the work of the core team

# Agenda

- Overview of Developmental Evaluation & Outcome Mapping
- Creating progress markers for the core team

# Systems change can be...

- Complex (involve a confluence of actors and factors)
- Unstable
- Non-linear (unexpected, emergent)
- Beyond control (subject to influence)
- Incremental, cumulative (watersheds & tipping points)

# Developmental evaluation...

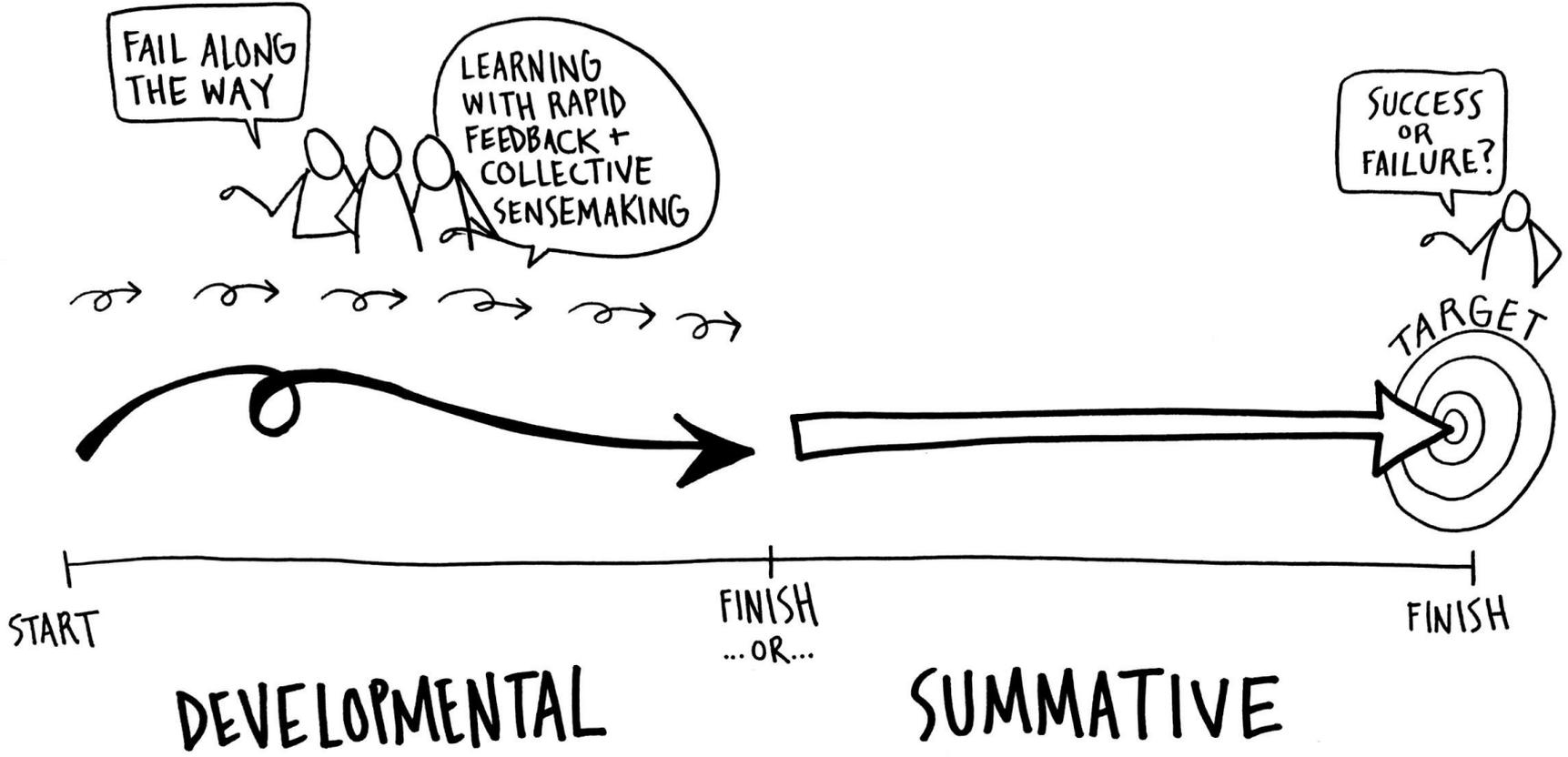
- **Purpose:** supports innovators experimenting in evolving, emergent contexts
- Brings rigour to adapting, refining, and iterating
- Quick cycles of action, data, and reflection
- Clarifies between dead ends and promising directions
- Takes the pulse of the work over time
- Works in tandem with traditional evaluation

# Traditional (summative) evaluation

- ***Suited for:*** Tweaking established programs and models
- ***Suited for:*** Evaluating if something failed or succeeded (test, prove, and validate)
- ***Measurement:*** Measures performance and success against predetermined goals (e.g. logic model)
- ***Goal:*** Improve reporting, prove effectiveness, prove impact, generalizable findings

# Developmental evaluation

- ***Suited for.*** Complexity, innovation, changing goals, changing context, probing, prototyping
- ***Measurement:*** Develop new measures and monitoring mechanisms (or changing them) as goals emerge and evolve. Rapid and real-time.
- ***Goal:*** Deepen reflective culture of data-driven decisions, produce context-specific insights, help you do your work better.



# Outcome Mapping

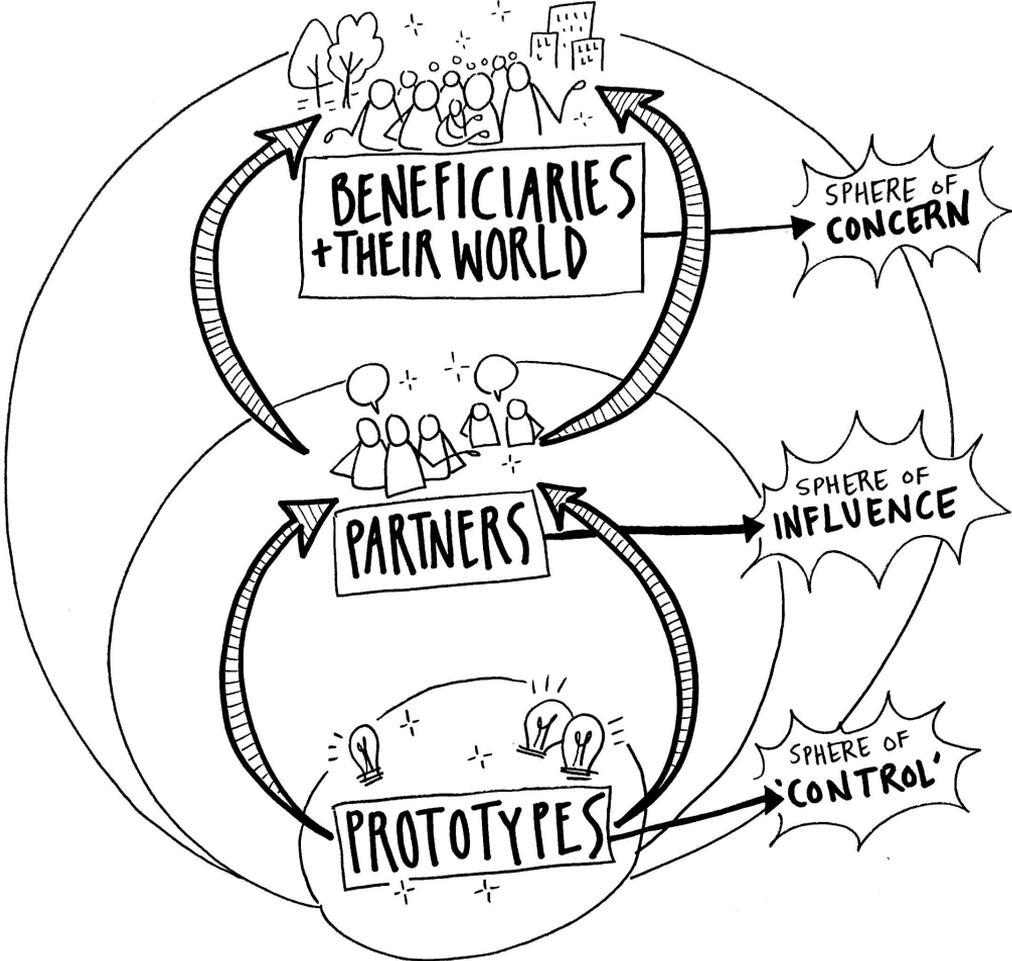
# Outcome mapping

- A participatory method for monitoring and evaluation
- Good fit with developmental evaluation
- Oriented to social and organizational learning
- Developed by Canadian International Development Research Centre

# What does outcome mapping do?

- Articulates progress in complex work, influence but little direct control
- Clarifies progress markers
- Makes progress (or lack of progress) visible
- Identifies changes in attitudes, behaviours, relationships or policies (not milestones)
- “Seeing what counts, not counting what’s seen”

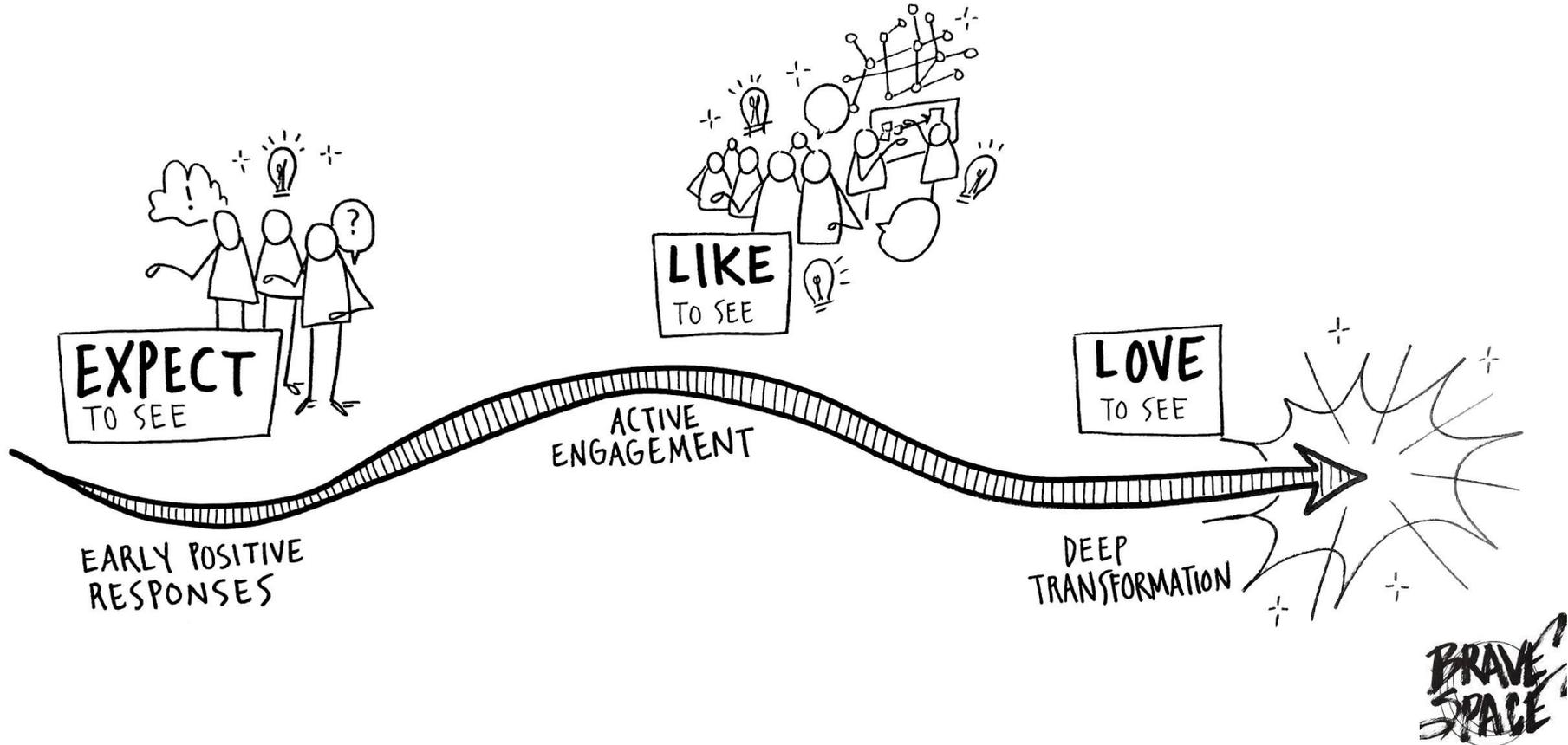
# Three Spheres



**BRAVE  
SPACE**



# Progress markers



# Our work as a core team

## Purpose

- To initiate, support, connect, and scale prototypes working to “transform sport for all” in Nova Scotia
- To take a 30,000 foot view of the work, pan-provincial impact

## **Areas of Impact**

- Community
- Access
- Belonging

What would pan-provincial impact look like?

What would we expect, like, and love to see?

# References

Cobb, M., & Donnelly, G. (2015) Community-based, participatory and developmental evaluation approaches: an introductory toolkit. Ecology Action Centre.

Gamble, A. A. J. (2008) A Developmental evaluation primer. The J.W. McConnell Family Foundation.

Patton, M. Q. (2011) Development evaluation: Applying complexity concepts to enhance innovation and use. Guilford Press.

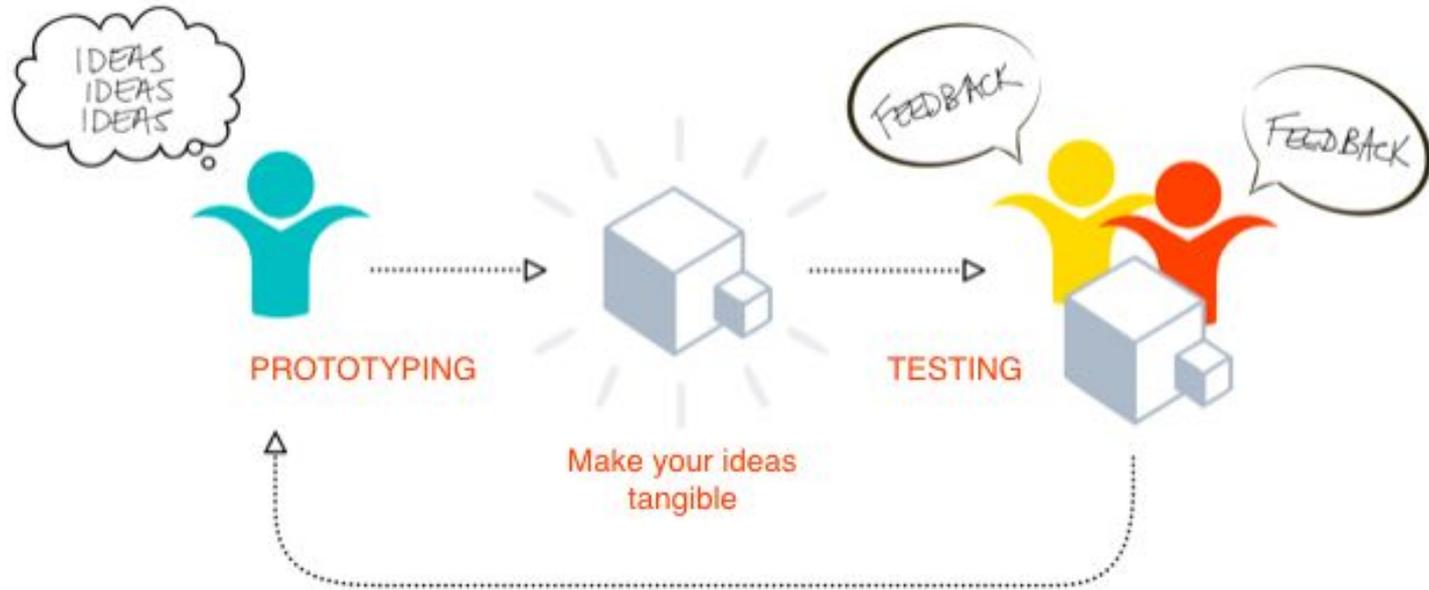
Earl, S., Carden, F. & Smutylo, T. (2001). Outcome mapping: Building learning and reflection into development programs.

Prototyping

# What is prototyping?

“A prototype is an early sample, model, or release of a product or system built to test a concept or assumption or to act as a thing to be tested and learned from.”

(UNHRC, 2019)



(Karlsruhe Service Research Institute, 2018)

“reSPORT prototypes are preliminary small-scale trials of what could be final actions to transform the sport system. A prototype is a series of iterations of an idea translated into concrete actions. Prototypes work with communities in small, practical, organized actions -- without overcommitting resources and time -- and then gather that learning to continue to advance sport system transformation. ”

# Prototyping guidelines

- Just start. Bias towards action.
- Don't spend too much time.
- Remember what you're testing for.
- Build with the user in mind.

(Interactive Design Foundation, 2018)

# Prototyping mindset

- Disrupts default patterns
- Recognizes human bias
- Cautious of quick answers
- Remains curious
- Reframes failure as important learning and feedback
- Pays attention to unintended consequences
- Notices the unusual, the edges, and margins