

2nd Fireside Chat

Exploring Blue Marble Evaluation's Mini-Series: Utilization-Focused Evaluation

Date: Tuesday, February 14 3:00pm-4:00pm AT
Location: Zoom
Moderated by: Wendy Kraglund-Gauthier
Registration: <https://bit.ly/3ZB5Vie>



Photo by Nicole Queiroz
(pexels.com)

Video Description:

UFE Webinar: Principle 1 - Contextualize (March 2022) [58:48 min] at <https://youtu.be/gmr35dW4WTI>

This video explores the first operating principle of Utilization-Focused Evaluation: Contextualize - understand and take into account the situation in which the evaluation will occur. Evaluation use is people and context-dependent. Use is likely to be enhanced when the evaluation takes crucial situational factors into account in the design and implementation of the evaluation. Utilization-focused evaluation must be contextualized by identifying and taking into account situational factors that will be critical to evaluation use. In this webinar, we explore what this means and how to do it, as well as provide concrete examples of successes and failures.

We ask that you watch the video in advance and join us and spark some conversation about contextualizing evaluation!
Once registered, you will receive the details to log into Zoom.