

Evaluation & Planning



DENDRŌS
GROUP

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What I Do...

- Facilitation
- Participatory Planning
- Knowledge Transfer - Sensemaking
- Network Development/Weaving

(for now anyway...)

What I Have Done...

- Information Technology
- Nonprofit Capacity Building
- Program Evaluation
 - Learning Labs on Outcomes
 - Evaluation Matters at Center for 4-H Youth Dev.
 - Sundry Client Projects

Who I Work With...

- *Science Museum of Minnesota*
- *Wilder Foundation*
- *Macalester College*
- *Minnesota Valley Land Trust*
- *Midtown Farmers Market*
- *Permaculture Research Institute*
- *Minnesota Renewable Energy Association*

Who I Work With...

- *Santa Clara University, Santa Clara, CA*
- *Delta Research Consortium*
- *NCSCCE - National Center for Science and Civic Education, Washington, DC*
- *NOAA - National Oceanic and Atmospheric Administration*

Tools we use...

- Surveys/Focus Groups/Interviews
- Sensemaking
- Discovery of Raw Input
- Research & Literature Searches
- Data Crunching & Data Visualization
- Environmental Scanning
- Narrative Synthesis
- Visioning/Scenario Development
- Strategy Workshops

And much much more...

What I Love to Do...

- Unravel the spiritual roots of our most pressing predicaments.
- Be the needle.

Evaluation & Planning

- Fundamental Human Impulses, Like Learning

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- Entirely Non-Material Phenomenon
- Thinking & Feeling

Word Weapons/Tools

Evaluation:

Goal

Impact

Outcome

Metric

Key Question

Planning:

Mission

Vision

Strategy

Tactic

Goal

Evaluation & Planning: Distinction



Considerations When Working With Strategic Planning Processes - *Or Well-Intended Humans In General*

“We aren’t enough. We don’t have enough.”

“We are not good enough.”

“We don’t know enough.”

“What we do doesn’t matter.”

“We aren’t enough. We don’t have enough.”

- **Focus On Strengths and Assets**

“We are not good enough”

- **Highlight Value**

“We don’t know enough.”

- **Highlight Competence**

“What we do doesn’t matter.”

- **Discern Results**

Pet Peeves in Evaluators

(Or Well-Intentioned Humans in General)

- Fanatical Belief in Data
- Unchecked Scientific Materialism
- Certitude in Epistemology
- Rejection of Alternative Knowledge
- Orthodoxy/Orthopraxy in Methods
- Willful Ignorance of Complexity
- Cleverness
- Tool Fetishes
- Problem Solving Bias
- Judgement Over Love

We Evaluators

- Fanatical Belief in the Potential for **Good**
- Value of Knowledge (**Scientia**)
- **Confidence** in Epistemology
- Potential for **Ecumenism**
- **Revelatory** Methods
- **Elegance** in the Face of Complexity
- **Brilliant Adaptability** to Context
- Tool **Mastery**
- Embrace Messy **Predicaments**
- **Love**

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**Eros &
Psyche**