

Taking the Long View: Reframing Scale-up and Sustainability Evaluations

(or How Evaluation Is Like
Conducting Research in a
Submarine)

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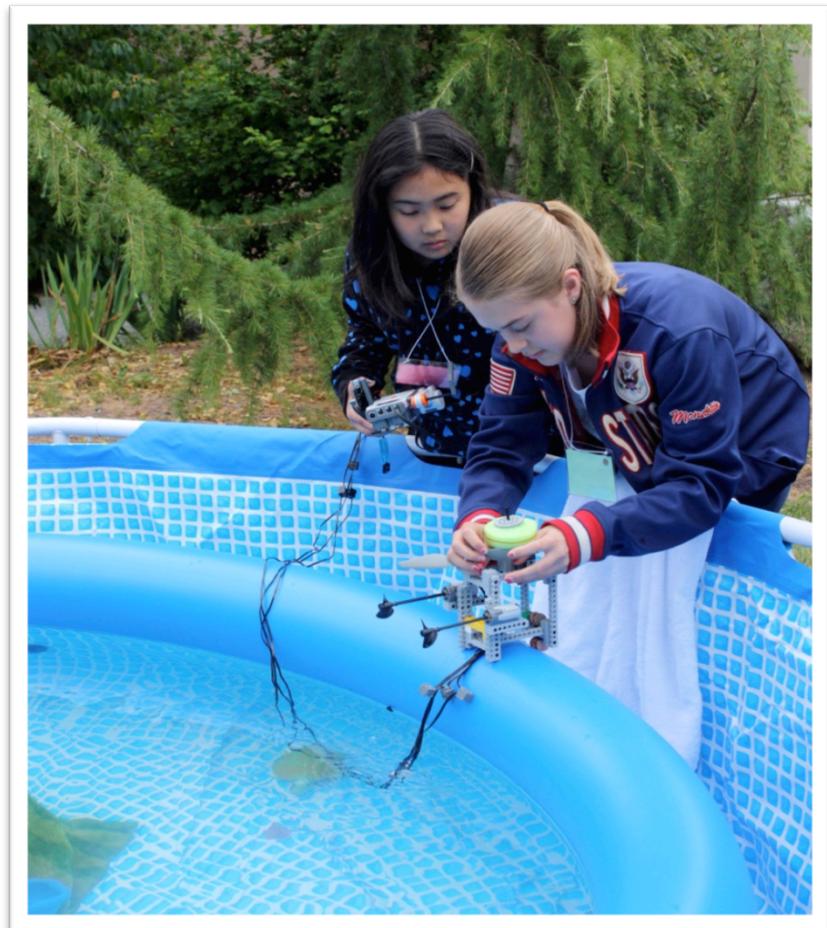


Evaluation : submarine

WaterBotics

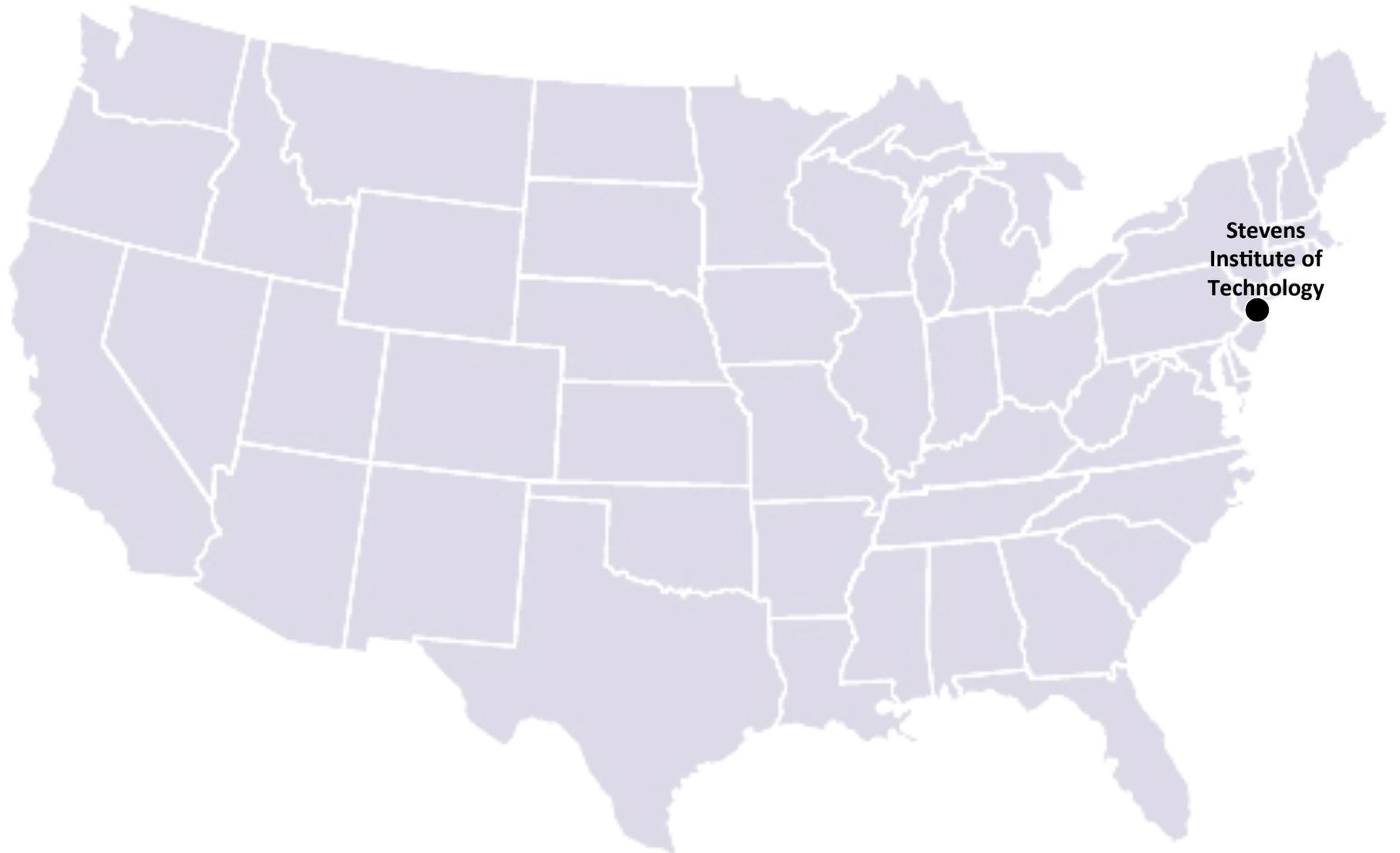


Students design and build robots



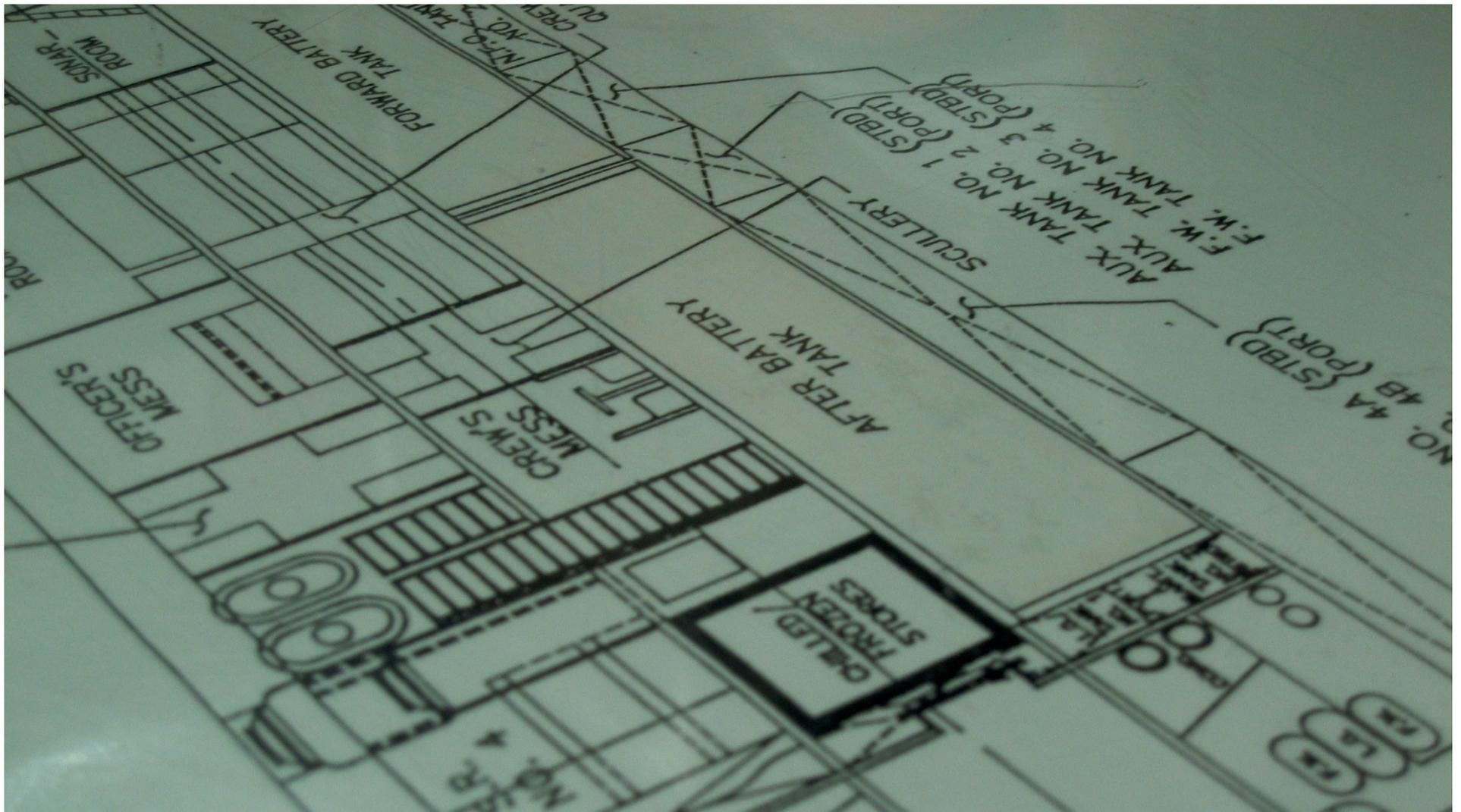
Program 'bots to do engineering tasks underwater

WaterBotics expanded

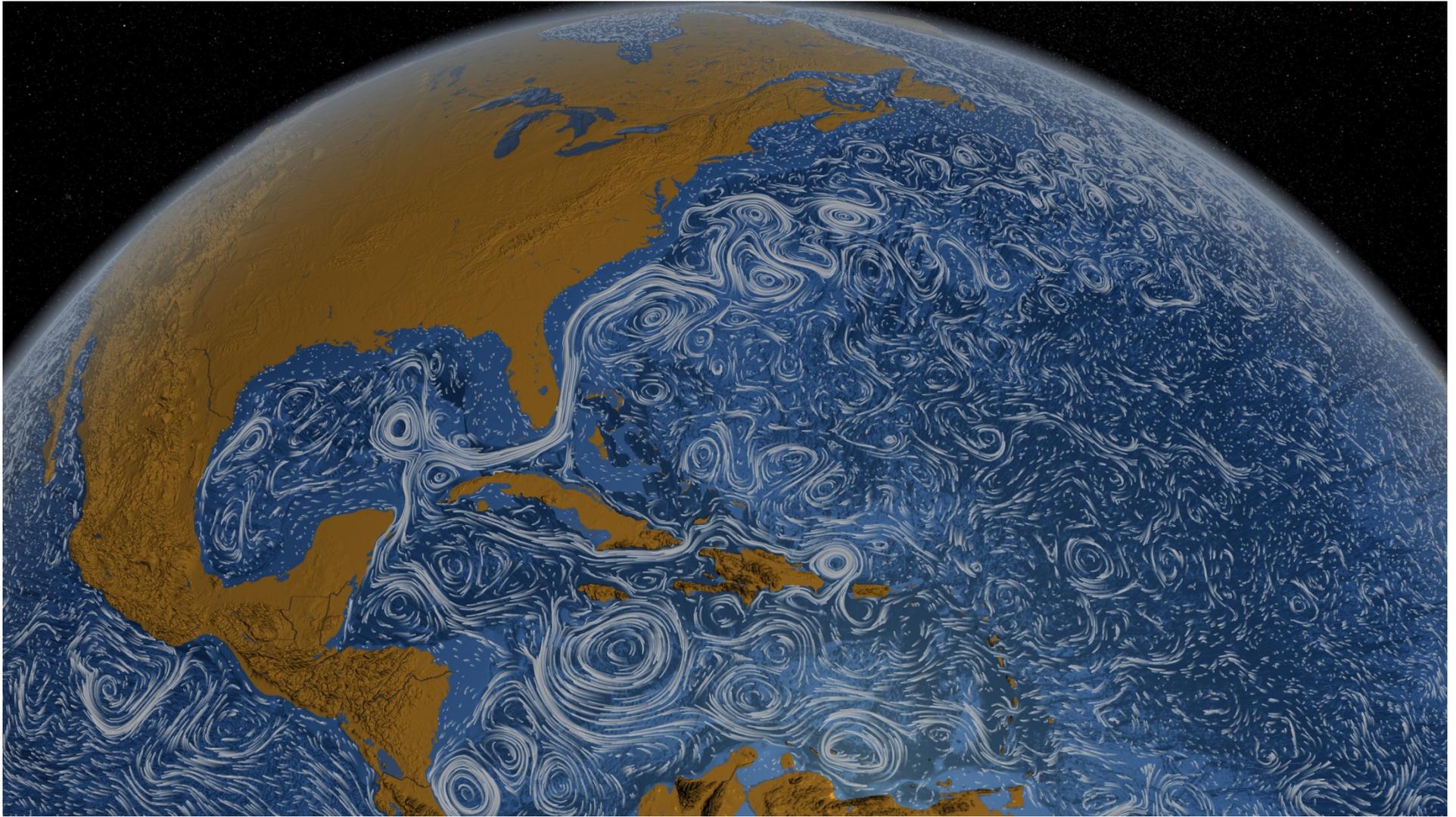


WaterBotics expanded





The best-laid evaluation plans...



The view is different from up here



We all live in a yellow submarine

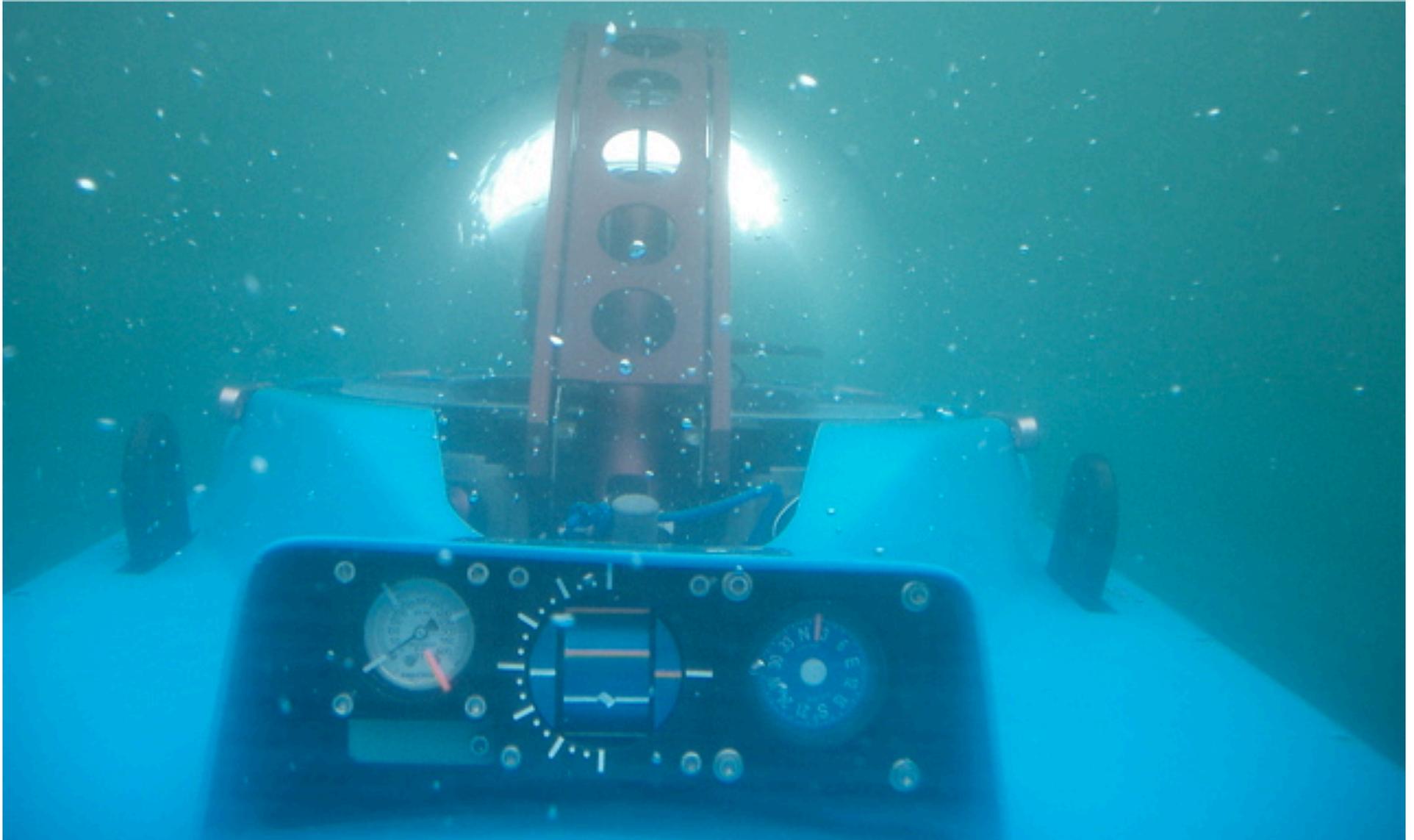
We bravely go...



...down...



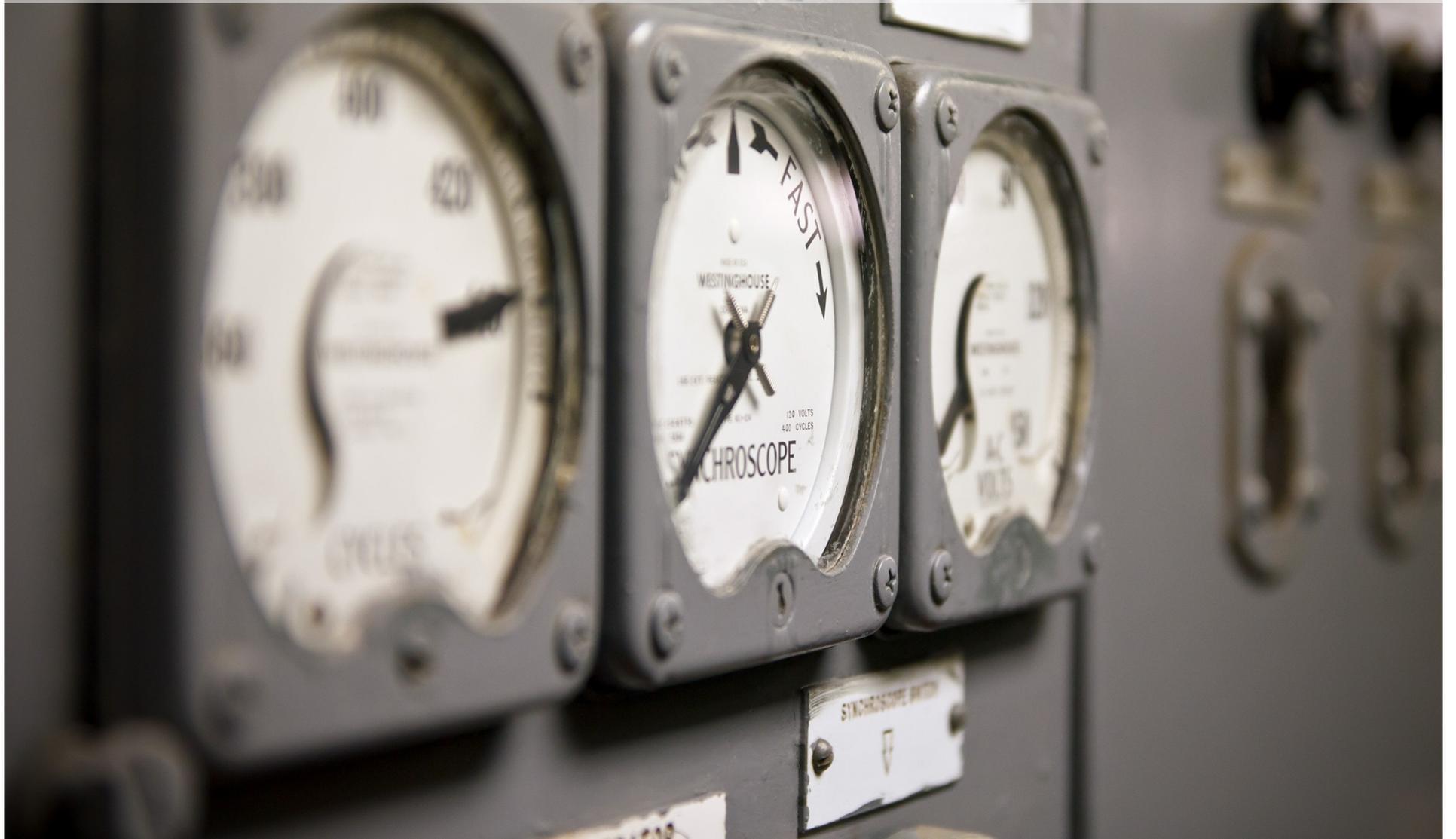
...into the depths

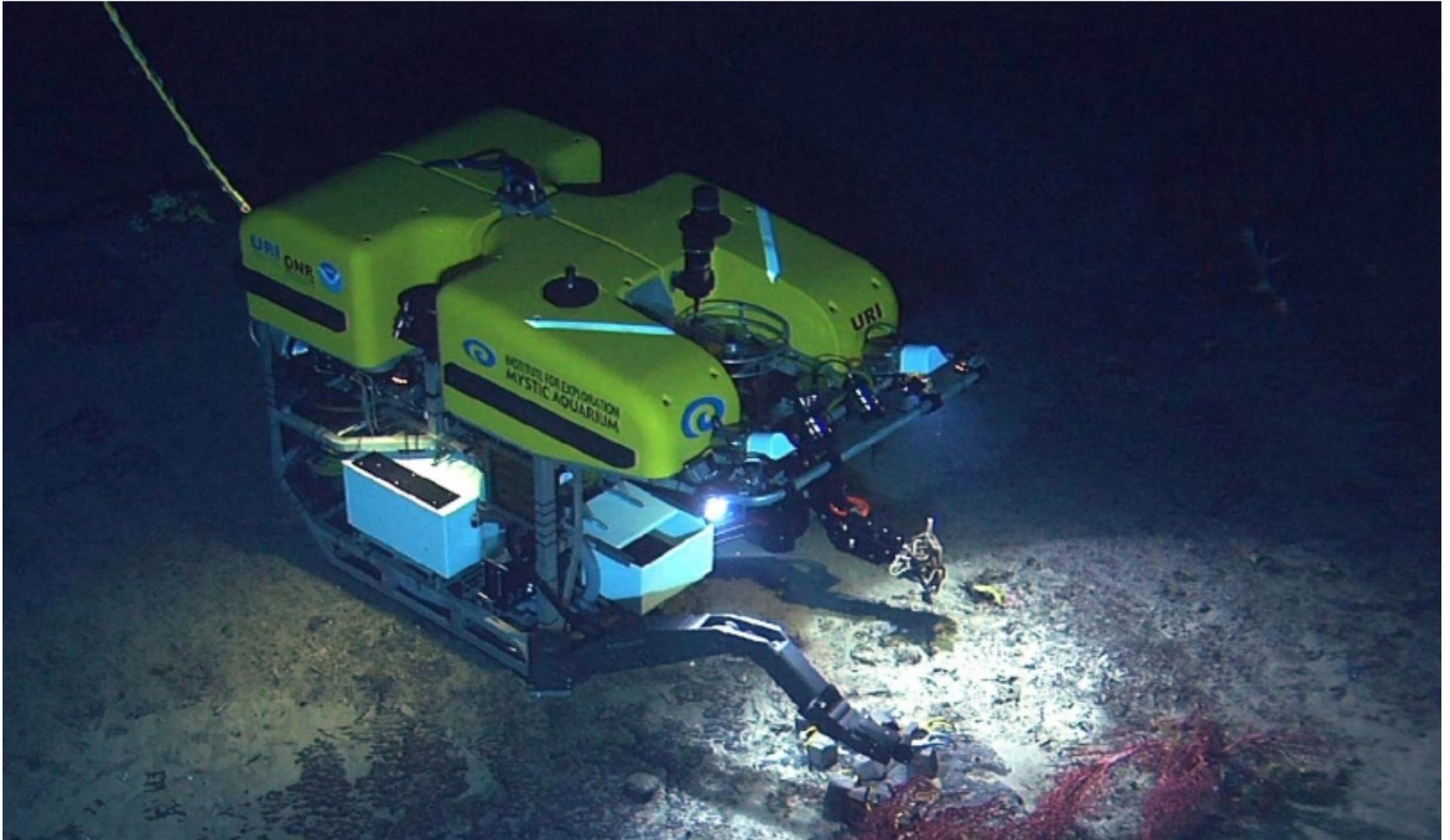


Where it can be murky



We depend on the quality of our gauges

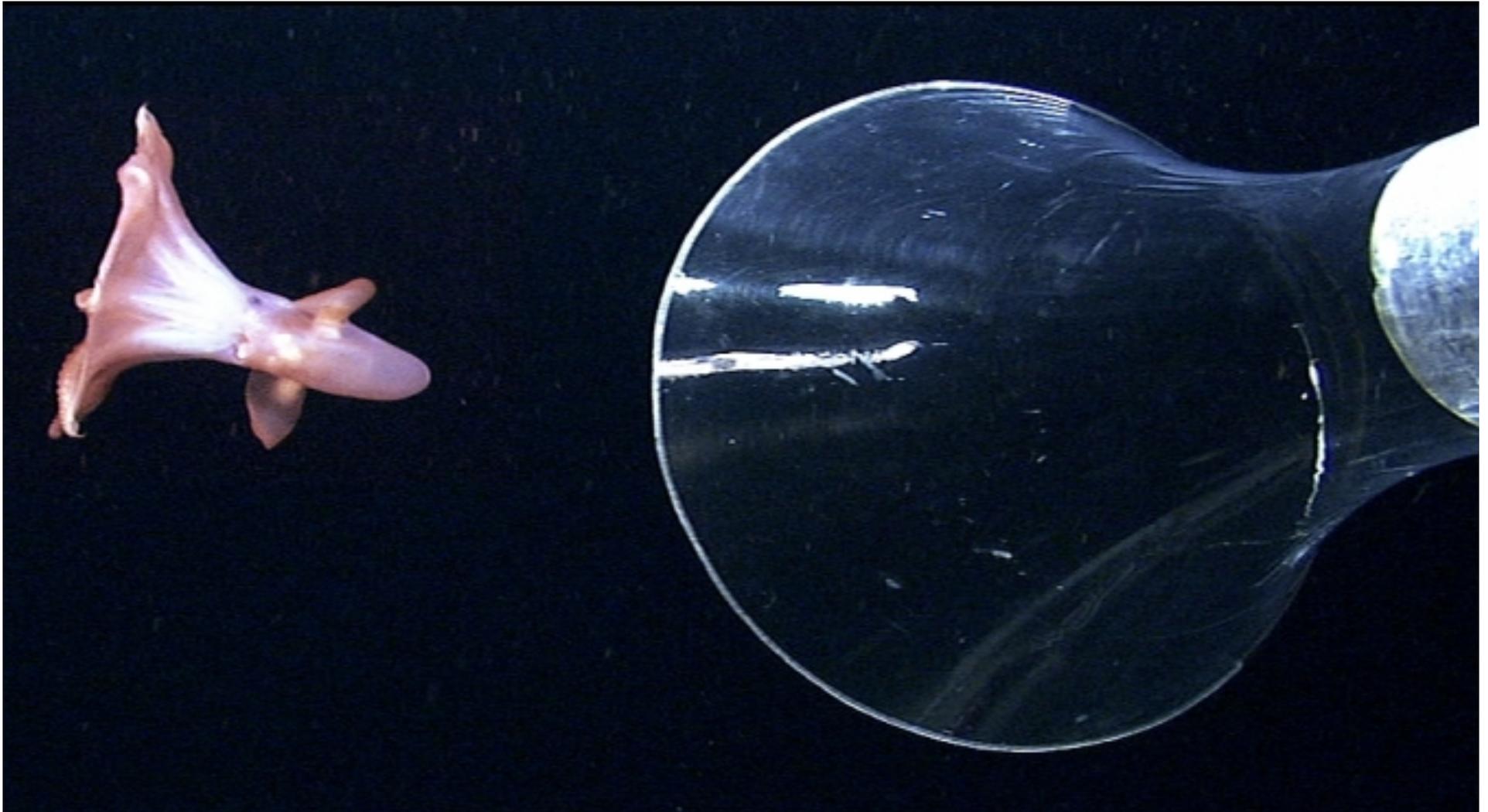




We may have to operate remotely



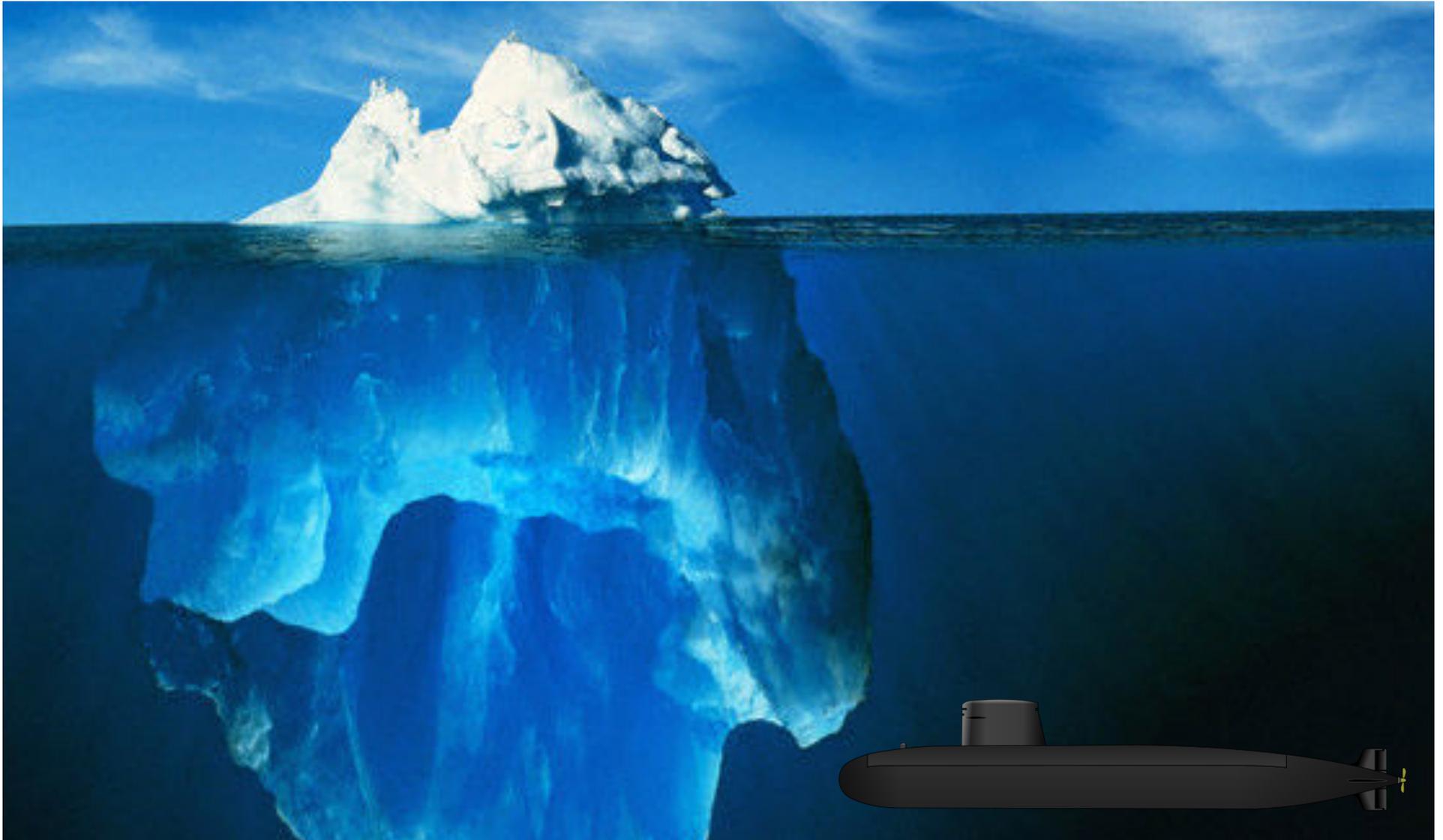
Collecting data can be awkward



Who knows what we'll find?



BUT...



See 20,000 leagues under the sea

**3 things
we learned from
reframing**





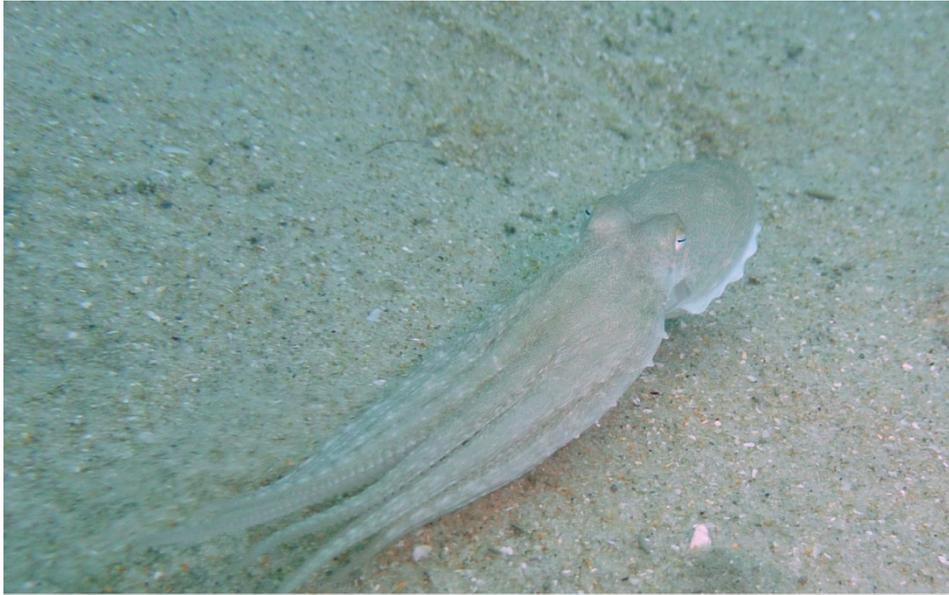
1. Adapt



School classroom



Summer camp or afterschool program



The project adapted





We changed our questions

2.
Open
wide





The equipment changed



We kept our periscope up

3. Plan for sustainability





The project evaluated the market



**We encouraged them to plan for
the future**



Hindsight is 20/20

OBJECTS IN MIRROR ARE CLOSER
THAN THEY APPEAR



**Wish #1: Collect data from
non-implementers**



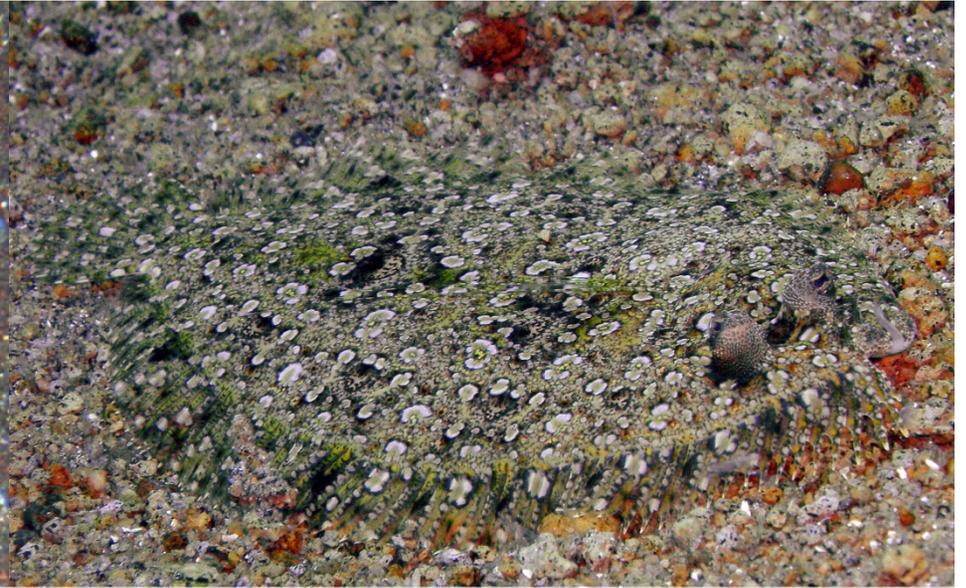
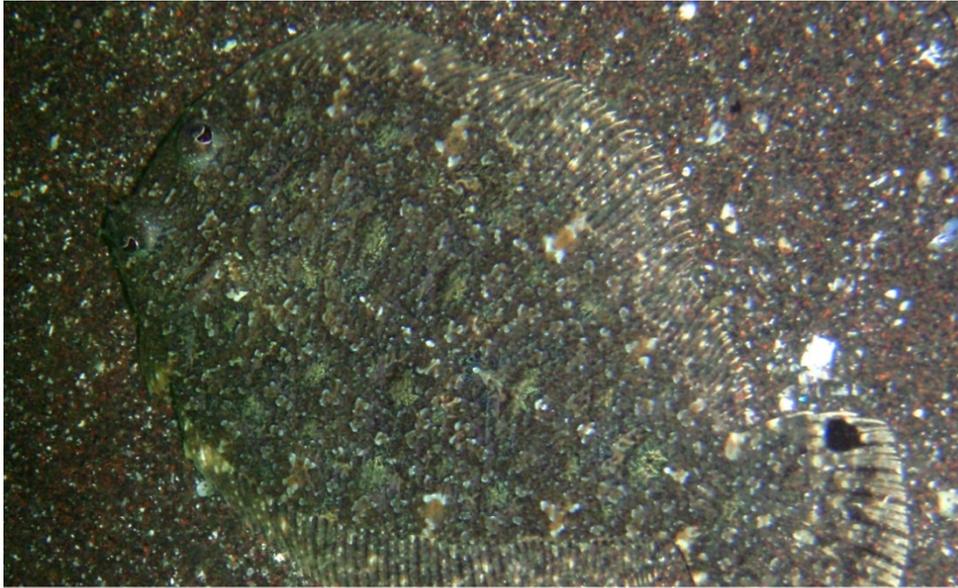
**Wish #2: Collect data from
outside sources**



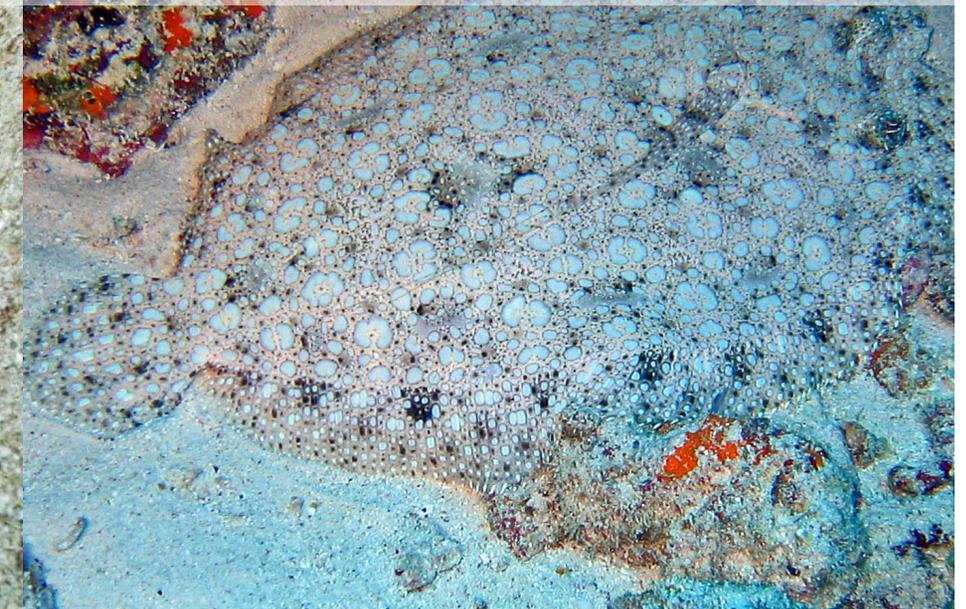
**Wish #3: Collect data after
the project ends**



How can you use this?



1. Adapt, adapt, adapt!

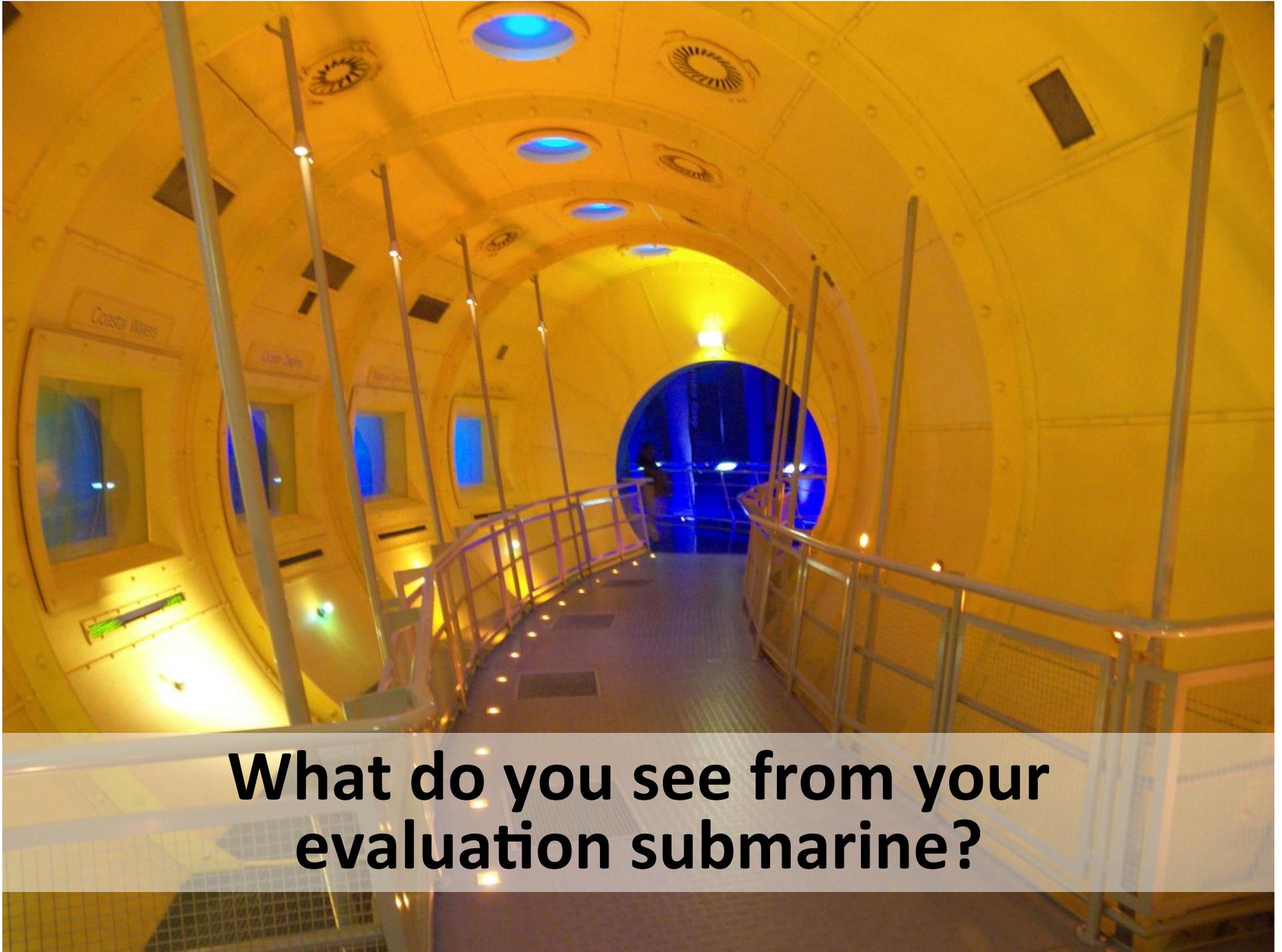


2. Open wider



3. Plan for sustainability





What do you see from your evaluation submarine?



How could you reframe?

<http://www.insites.org/evaluations-and-resources/systems-thinking-in-evaluation>

Image Credits (via Flickr and Pixabay)

Piper 60 (antique sub)

David Mark (sub through porthole, basking shark, photographer)

Stevens Institute for Technology (*WaterBotics*)

Marcin Wichary (sub blueprint)

NASA Goddard Photo and Video (Gulf Stream world view)

Alberto Perdomo (yellow sub)

Steve Jurvetson (blue sub descending)

Find (underwater scene)

NOAA (ROV collecting samples)

Nataraj Metz (sub instrument panel)

Pere (iceberg) and Rubis (submarine next to iceberg)

Public Domain Pictures (bench, underwater sand background)

Moondigger (flounder)

Merrimack College (teacher and students)

Woodley Wonderworks (afterschool trip)

Saspotato, BBM Explorer, Ryan Wick (octupi)

Hyku (LEGO factory)

Steve Hanna (periscope)

Rachel Hathaway (sand dollars)

Mykl Roventine (Seattle Public Market)

Markus De Nitto (sun glass)

Paul Kam (rearview mirror)

Alan Wolf (sea otter)

Sigmund (leopard shark)

Kraftwerck (bottle)

JRL5 (seal)

Boogies with Fish, Dachlan, Hectonichus, and Nemo's Great Uncle (flounder)

David Cook (seal)

Jessica Lucia (sand dollar)

Bittlelit (inside yellow sub)

Cactusbeetroot (woman with hands on face)

Florian Berger (red-knobbed starfish)





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& Research Associates