Evaluative rubrics – passing fad or an important contribution to evaluation practice?

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True genius resides in the capacity for evaluation of uncertain, hazardous, and conflicting information. Winston Churchill

Photo sourced: http://www.biography.com/people/winston-churchill-9248164
Today’s session

• What are evaluative rubrics?
• Some of the lessons learned to date:
  – When they work well
  – When they do not work so well
  – Tips and traps in their use
• Discussion
What are evaluative rubrics?

Help us make sense of:

- **WHAT:** The aspects of performance focused on
- **HOW GOOD:** Descriptions of what performance looks like
- To decide **IS IT GOOD ENOUGH?**

- For evaluating
  - Systems
  - Policy
  - Programmes
## Characteristics of good peer support

<table>
<thead>
<tr>
<th>What</th>
<th>Ratings</th>
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<tbody>
<tr>
<td><strong>Overall rating</strong></td>
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<tr>
<td>Effective and appropriate client (guest) engagement</td>
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<tr>
<td>Peer workers are able to provide a climate and context which assists guest recovery</td>
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<tr>
<td>Peer workers have the skills and attitudes to assist guest recovery</td>
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<tr>
<td>Effective and appropriate management of peer support teamwork</td>
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Uptake in New Zealand
Interest overseas
Benefits of evaluative rubrics
Rubrics help frame the evaluation

- What’s the theory of change?
- Where are the boundaries?
- Who are the stakeholders?
Rubrics are flexible not set in stone
Rubrics aid shared understanding
Rubrics aid data collection strategies
Rubrics aid data synthesis
Useful adaptable reporting framework
Challenges of using evaluative rubrics
So what can go wrong?
Rush to get started
Try to drink the ocean
Problems with synthesis
Losing sight of original purpose
Developing defensible evaluative rubrics

Everything that can be counted does not necessarily count; everything that counts cannot necessarily be counted.

Albert Einstein

Photo sourced: http://www.google.co.nz/imgrs?imgurl=http://www.flickr.com/photos/2fikestofightguy/37001486225/2f&h=0&w=0&sz=1&tn=HiifsvPq1PenhM&tbnh=222&tbnw=227&zoom=1&docid=fl__YO9THl8zU&ei=YHPjUfeRMcjIkAWdjYCQBA&ved=0CAEQsCU
Some learnings

• Care at start up phase
• Set boundaries early
• Analysis and synthesis – it is a different way of thinking – don’t do it alone
• Keep the original goals in mind
So rubrics passing fad or here to stay?
Passing fad or here to stay?
Resources

Publications
http://journals.sfu.ca/jmde/index.php/jmde_1/article/view/374/373

Reports