

# STUDENT & EMERGING EVALUATOR NETWORK



Canadian Evaluation Society  
Société canadienne d'évaluation

QUARTERLY NEWSLETTER  
APRIL/MAY 2025

## The 2025 CES National Conference is here!

This year's theme is: ***Doing Good (In) Evaluation: the Basics and Beyond***. It's an opportunity to come together to renew, where ideas will flow and contribute to collective progress. Together, let's challenge old ways of thinking, introduce innovative evaluation techniques, and practice effective allyship while adhering to CES Competencies and Ethical Guidance.

The conference is being held **May 12–16th, 2025**, and if you haven't registered yet, there is still time! Registration ends May 9th, with more details on the program and registration available [HERE](#).

Things will be a little different this year, with C2025 being held virtually, but there are a number of virtual and in-person social activities to keep you connected. Keep an eye on your inbox for details on events specifically for Student & Emerging Evaluators! A full list of social activities can be found [HERE](#).

Join us for our next **SEEN** virtual meeting:  
**A Peer-to-Peer session!**

*Let's come together and share our experiences, challenges, and insights as new and emerging evaluators.*

*Monday June 2nd @ 12–1:30pm EST  
Join us [HERE](#)*

## UPCOMING EVENTS

### Grow Your Evaluation Skills! PD for Evaluators

Date: Thursday, May 8

Location: In-person (SK) & Virtual

CES Member Rate: \$35

This includes 2 workshops, plus the Saskatchewan Chapters AGM:

- Setting Direction: Integrating Strategic Planning and Evaluation
- Leveraging AI in Evaluation: A Principle-Based Approach

### Earth Charter Leadership, Sustainability & Ethics (LSE) Online Course

Date: Sept – Nov, 2025

Location: Virtual

Fee: Cost: \$299 USD

For a full list of National, Chapter and Non-CES events, check out the CES Event page [HERE](#).



## Using ChatGPT in Evaluation

Check out this post from the American Evaluation Association 365 Blog [“Using ChatGPT as Your Analytics Partner: What Evaluators Should Know”](#) by Wheeler del Torro. There are some great insights on lessons learned with the use of ChatGBT in evaluation, as well as a FREE upcoming webinar being held on May 5th, 2025 from 3-4pm EDT. Register [HERE!](#)

## Theory-of-Change Visuals

Many of us have seen conventional logic models used as a visual representation for a theory-of-change, however, the finished product isn't always as engaging or simplified as we would like. The authors of [“Theory-of-Change Visuals: Using Diagrams, Metaphors, and Symbols to Communicate Complex Ideas and Get Buy-In”](#) provide a unique, visually-driven approach that incorporates metaphors and symbols into measurement and evaluation frameworks. This article looks at how you can increase engagement, portray complexity, and make the evaluation process enjoyable for all through the use of theory-of-change visuals!

## Survey Design

Surveys are one of the most commonly used data collection techniques, however, they aren't all created equal. The quality of a survey can have a direct impact on the reliability of our findings, and let's be honest, designing one isn't always as easy as it seems. The below short reads from [EvalAcademy](#) can help you ensure you are on track!

[Survey Design Tip Sheet](#)

[Unsure About Unsure](#)

[Tools to Write in Plain Language](#)

Have an idea for an event or topic that may be of interest to the **SEEN?**

Reach out to [seer@evaluationcanada.ca](mailto:seer@evaluationcanada.ca)