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## November 2023 Newsletter

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### November SEEN Update

#### A New Year, a New Start

#### A Message from Your New SEER Representative, Amanda Ferneyhough

Like January, Fall seems like a fresh start to a new year of sorts. As the leaves start to steadily fall to the ground around us, we have just begun a new academic year and doubled down on new goals for the future. I'm always excited to start new challenges and define new boundaries in my own work.

I am Amanda, the newly elected Student and Emerging Evaluator Representative (SEER) for the National Board. I am the Program Manager for Visiting Researcher Programs at the Perimeter Institute for Theoretical Physics in Waterloo, Ontario.

While I feel I have been working in an evaluative role, and have been an evaluative thinker for years, I was excited when I took a deeper dive into evaluation when I took the Evaluation of Nonprofits course at Toronto Metropolitan University. My professor, Anthony Lombardo, was actively engaged in explaining how the theory could apply to everyday work environments. It affected how I worked daily, and I saw the value in applying for my Credentialed Evaluator (CE) designation. I have leaned towards CES's resources, journals and networks to improve my own programming, and value the professionalism and feedback CES has provided me.

The definition of a student is forever changing – whether you are a new student pursuing your diploma or degree, a continuing student like myself, or an employee tasked with an evaluation project, I hope

you see yourself as a member of the SEE Network. I know the struggles of achieving a professional certificate go beyond the education system – rising prices of tuition, living expenses and competitive job prospects put a high mental load on students. CES has numerous opportunities for engagement with students, including virtual meet-ups, the Mentoring Initiative and discounts on any of our e-Institute courses. CES also offers a free [Foundations for EDI course](#), as well as a [Anti-Racism and Evaluation Resources](#) hub, with resources for creating inclusive evaluations.

My goal with this position is to represent students of all types across Canada. I hope to further engage with you directly, and hear your opinions and thoughts about how CES can help you reach your goals.

If you would like to reach out to me directly, feel free to email [seer@evaluationcanada.ca](mailto:seer@evaluationcanada.ca) or reach out to me on [LinkedIn](#). I look forward to meeting you soon!

Amanda

## In This Issue

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## Featured Presentation

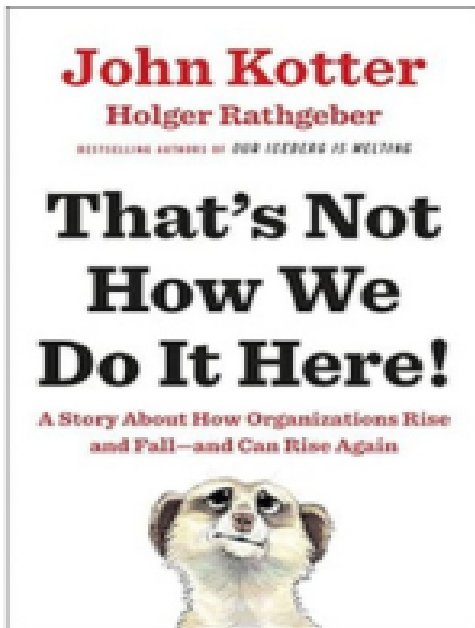
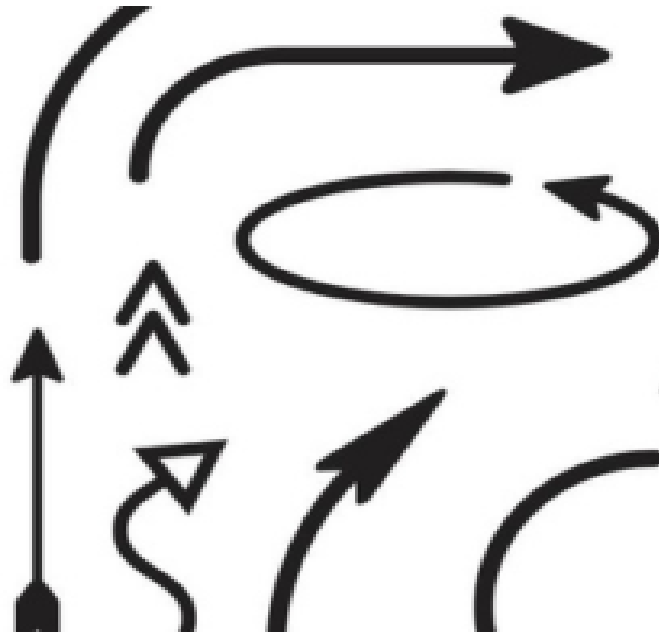
### **Who Will Come and Who Will Stay: Dynamics of Attraction and Retention in Evaluation from 2008 to 2023**

This presentation summarizes the findings of a 2023 study of the perceptions among Canadian student and emerging evaluators (SEE) of the evaluation profession. The study looked at attractors and detractors to a career in evaluation, likelihood of entering or staying in evaluation, and levers and barriers to professional identity and renewal of the workforce. It replicates a number of features of a 2008 study conducted by the same seasoned evaluators; therefore, this presentation compares findings between 2008 and 2023. In 2023, the study team also included four representatives of the SEE group who worked hand in hand with the original team to provide a better rooted perspective. The presentation provides conclusions on areas that have changed or stayed consistent over the last 15 years and areas to explore to improve experiences and outcomes of SEE.

Access the presentation in the [Grey Literature Database](#) (CES member login required).

## Featured Resource

Hivos has published a [Theory of Change Thinking in Practice, including a Stepwise Approach](#). This publication discusses not only the theory behind a Theory of Change process, but identifying the strategic priorities and climate for which the Theory of Change will be implemented. This resource prioritizes the analysis of the evaluation and ensuring all parties understand the scope and use of the Theory of Change in the future. The download is free – check it out!



## Book of the Month

**That's Not How We Do it Here! A story about how organizations rise and fall – and can rise again!**

*By Holger Rathgeber and John Kotter*

This book, told in the style of a simple fable about a clan of meerkats, shows how teams and organizations can cope with some big challenges and turn them into opportunities. It shows varying styles of leadership and acknowledges how each member of the team has an important role in the outcome of the organization. I found this book to be extremely helpful when framing an evaluation for stakeholders.

Check it out [here](#).

## Upcoming Events

The European Evaluation Society online event **Alternative Futures: Evaluation for a Just Transition** will take place online on November 15-16, 2023.

The event will focus on the following three strands:

1. Changing how and what we value: Evaluation's responsibility in defining alternative measures of success.
2. Changing how we work: Evaluation models that work.
3. Learning from others: Evaluation's role in the polity.

To learn more and register: <https://europeanevaluation.org/events/autumnevent2023/>

For any questions or queries about the event, please contact: [eesonline2023@gmail.com](mailto:eesonline2023@gmail.com)



EUROPEAN  
EVALUATION  
SOCIETY  
ONLINE EVENT

14 - 16  
NOVEMBER  
2023

[www.europeanevaluation.org](http://www.europeanevaluation.org)

EES

**Alternative Futures:  
What role for evaluation in a just transition?**

Focusing on:

- Changing how and what we value: Evaluation's responsibility in defining alternative measures of success
- Learning from others: Evaluation's role in the polity
- Changing how we work: Evaluation models that work

## Save the Date!

The Canadian Evaluation National Capital Chapter's **Annual Learning Event** will be taking place on February 28, 2024. [Mark your calendar!](#)

Have an idea for an event that may be of interest to SEEN? Feel free to reach out to [seer@evaluationcanada.ca](mailto:seer@evaluationcanada.ca) to have your event added to the list!