

# SEEN

*Student and Emerging Evaluator Network*

## *In This Issue*

### Monthly SEEN update

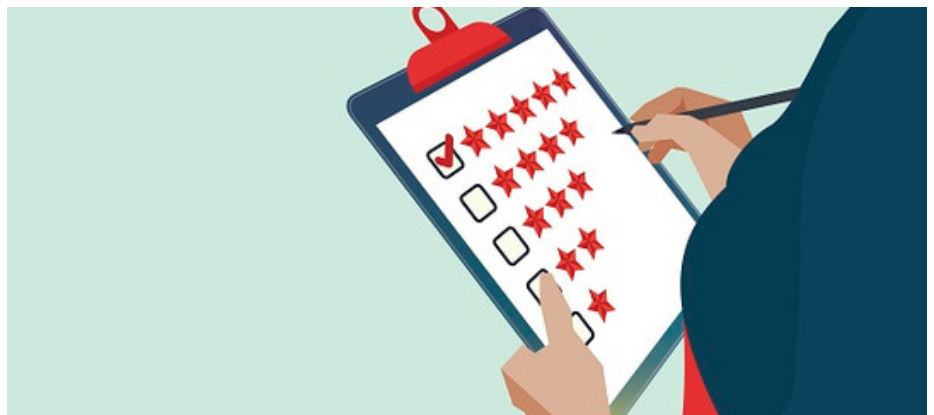
### Meet this Month's Evaluator

### Social Media

### Book of the Month

### Resources

### Opportunities



## April SEEN Update

Hello and welcome to SEEN's second newsletter! SEEN is an exciting new network dedicated to connecting emerging evaluators to evaluation resources, content, and each other.

We are planning a virtual Zoom meet-up for early June! Follow CES on social media and stay tuned for next month's newsletter to find out more. The meet-ups will be for new or interested evaluators to learn more about evaluation practices, network with other new evaluators in the field, and begin your evaluation journey.

# Meet the Evaluator

## Michael Heimlick



**1. What is your professional background and how does your current role incorporate program evaluation?**

I have a master's degree in Applied Social Psychology, and I am currently a full-time program evaluator working at Reciprocal Consulting Inc, an Indigenous owned and operated research, evaluation, and consulting firm.

**2. What advice would you give to an emerging evaluator?**

Trust yourself. You have the skills to do this job no matter what your background is. Evaluation is a fundamentally human endeavour and it's a natural part of our daily lives (we use it every day with or without realizing it). I would also say to show up to things, be your genuine self, and be social in your work. Evaluation is truly about who you know and the relationships you create as opposed to strictly the work.

**3. How and why did you decide to pursue a career in program evaluation?**

When I entered grad school, I fully intended to get my PhD and pursue a career in academics. However, I quickly became aware of the disconnect that often appears between academic work/research and community-centered work. As corny as it sounds, I entered psychology because I wanted to help people and my community become better. When I was introduced to program evaluation through the Student Case Competition, I fell in love and saw it as a way to apply my skills as a researcher in a much more applied and meaningful matter. The problem is that there aren't many evaluation positions in Saskatchewan, so I decided to create my own business (Two Bridges Consulting) and do contract work. Turns out that there is plenty of work here in Saskatchewan for program evaluators and I ended up doing that up until January of this year, when I merged with Reciprocal Consulting Inc.

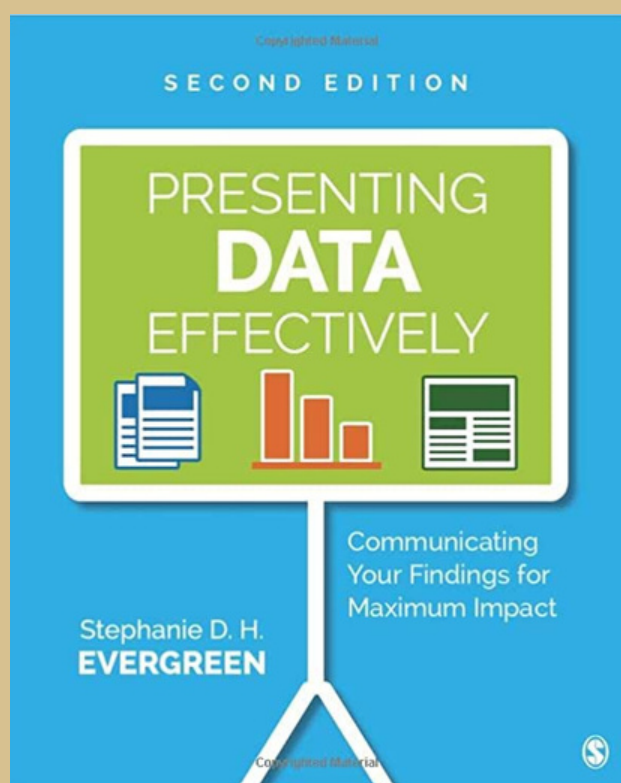
**4. As co-chair of the CES student case competition, what value do you see in participating in this competition, and why are you inspired to work with students in this capacity?**

The Case Competition gave me my career (it was my introduction to the field), so I owe it everything and need to reciprocate that (hence why I volunteer). Not only did it help me get to the CES annual conference three years in a row, it introduced me to many of my peers who I work with to this day and directly led to contracts for me. If you are at all interested in the field, or simply have a competitive edge, I would suggest putting a team together and giving it a try. Simply put, there is no better introduction to the field and you never know where it can lead!

# Social Media

Tweet of the month from @evergreendata

Stephanie Evergreen is the founder of Evergreen Data Visualization Academy training individuals in creating effective and meaningful presentations of data. Check out their page for some more tips!



## Book of the Month

**Presenting Data Effectively**  
by Stephanie Evergreen

"Make an impact with your research data! Focusing on the guiding principles of presenting data in evidence-based ways so that audiences are effectively engaged."

## Resources

This month it's all about data visualization!

The **Data Visualization Checklist** from Evergreen Data outlines 24 key elements to help your graphs tell a story. Their tool rates your graphs and highlights its strengths and areas for improvement, **and** gives you resources to keep learning.

<https://stephanieevergreen.com/data-visualization-checklist/>

Looking for tips on telling a story with the titles of your graphs? Check out this blog post **Go Beyond "The Data Varied"** from Evergreen Data.



# Engagement and Opportunities

**The Canadian Evaluation Society is looking for volunteers to support analyses of a set of survey results.** We are searching for two students and emerging evaluators who want to practice their analysis skills by helping us analyze a set of survey data. Ideal candidates have some experience with qualitative analysis. If you're interested please email [seer@evaluationcanada.ca](mailto:seer@evaluationcanada.ca) with a brief bio and CV.

**The Canadian Evaluation Society Student & Emerging Evaluator Team is looking for an EvalYouth representative.** We are searching for a member of CES to act as a liaison between these two organizations. Roles would include attending meetings, providing updates, and being a respectful and engaged representative of CES to EvalYouth. If you are interested in learning more, email [seer@evaluationcanada.ca](mailto:seer@evaluationcanada.ca)

**EvalYouth is Co-Hosting Free Career Development in Evaluation Training!** This is happening on May 15th and 22nd from 5pm to 9pm EST

This course will:

- help you identify your areas of passion within the field of evaluation,
- answer key questions about pursuing a career in this field,
- provide an overview of the skills you may need to build and,
- help you plan your next steps to launch your career

Registration link: is [here](#)

**Did you know BC has a volunteer-run job bank with evaluation-related activities?** Check it out [here](#)!