

THE **THINK TANK**  
FOR  
AFRICAN AMERICAN PROGRESS

**Seven Sound Bites  
for Community Conscious Evaluation  
for Building Collaborations with  
Marginalized Populations**

# Empowerment Evaluation

1. Improvement
  2. Community Ownership
  3. Inclusion
  4. Democratic Participation
  5. Social Justice
  6. Community Knowledge
  7. Evidenced Based Strategies
  8. Capacity Building
  9. Organizational Learning
  10. Accountability
- Caldwell additions*
11. Multi-Cultural Knowledge
  12. Socio-Historical Understanding
  13. Self Knowledge and Introspection

Adopted from Wandersman and Fetterman (2004)

# Evaluation As Politics

- Acknowledge that research and evaluation are social political tools and evaluators are social-political agents.
- Assess for “evalumotionality”

# Community Work is a Lifestyle

- Historical influences of Carter G. Woodson, W.E.B. DuBois, Ella Baker, Vincent Harding.
- Social justice and social entrepreneurs
- Scholar-Activism

# Define Community

- Make distinction between neighborhoods, communities, and community
- Are you conducting community research, community based research, or research in communities?

# Power as Dynamic and Fluid

- Acknowledge, appreciate, and willing to share, concede, and mobilize power and influence.
- A lack of resources does not translate into a lack of power.

# Transdisciplinary Approaches

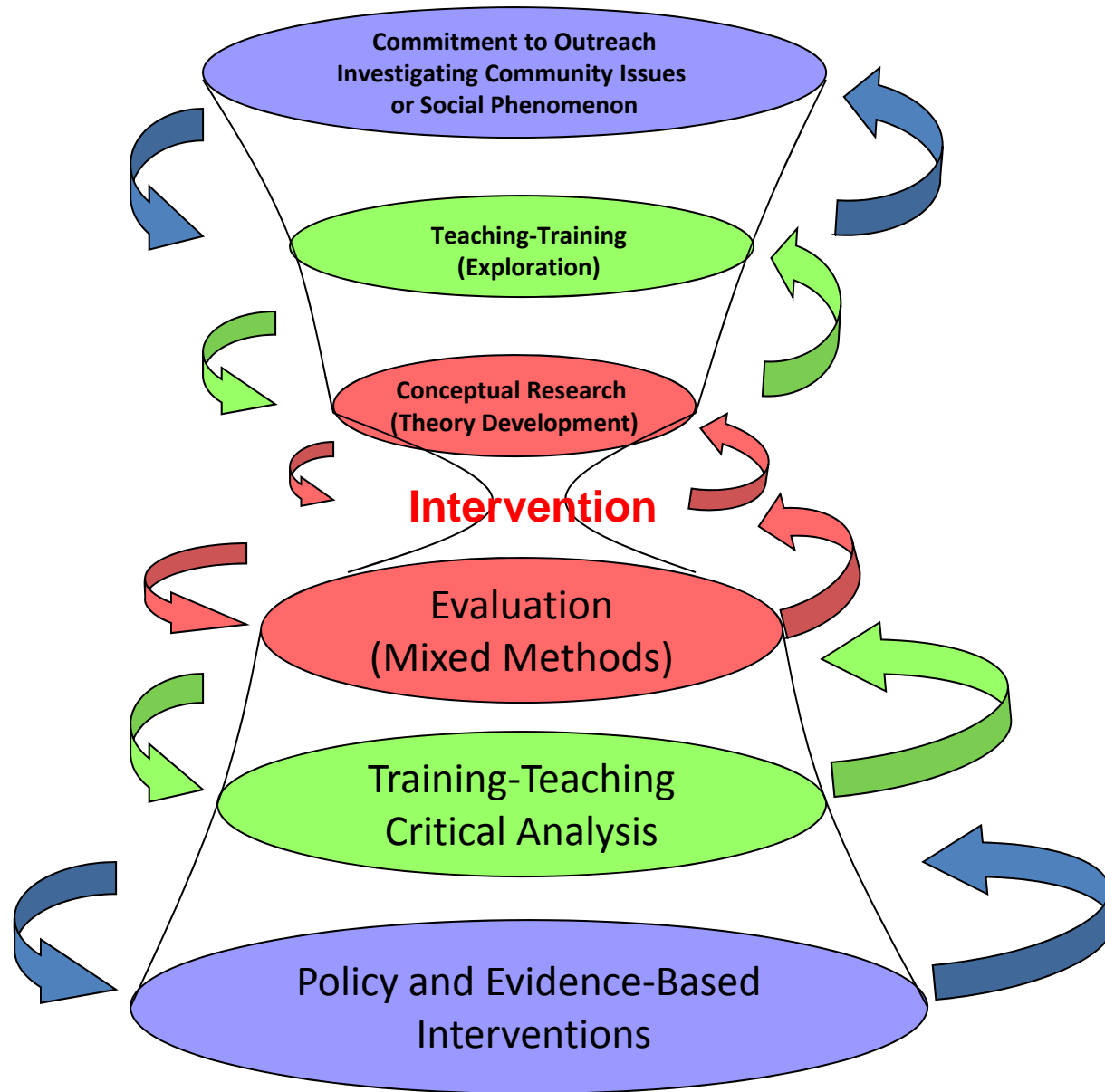
- Social determinants to health are ecological so must our solutions to health challenges.

# Integrity to Purpose

- Acknowledge the reasons why you do your work ... consistently and constantly affirm your purpose as a contributor to improving humanity.



# The Scholar-Activist Model © (Caldwell, 2001)



# Measuring Our Impact

- Success is defined by multiple measures.
- Capture the process and clarify the outcomes.
- If communities can begin to think about new possibilities, create a new language or revive an old liberation language then we have achieved success.
- Realize our power has limits.