

## NEW - Evaluation and Feedback Consulting

NEW seeks to advance our vision of empowered leaders, flourishing nonprofits, and vibrant communities. As part of this effort, we have been trying to understand and unpack the emotional, historical, and structural harms rooted in our sector, including those embedded in extractive and exclusionary evaluation practices. We have reframed our own feedback and evaluation practices to align with an equity-centered approach at NEW and we offer this approach as part of our suite of consulting services.

Our NEW team guides organizational leaders through evaluation and feedback processes that share power with those who are most impacted in the nonprofit sector. We help leaders understand how to solicit input from their clients and community so they can use this information to adapt policies, practices, programs, and services. We can also carry out the collection and analysis of data for organizations to increase understanding of the impact of their offerings. Organizations are then able to do more of what's working and less of what's not.

We know that feedback processes can be confusing or overwhelming - we strive to make evaluation simpler to understand and implement. Our equity-centered feedback loop model has 4 key components:

1. **ASK** - We work with clients to explore the purpose of their information gathering and co-create tools and processes to align with their values and desired outcomes. We help our clients only ask for what they need and to ask in a way that is accessible and attentive to different backgrounds and perspectives.
2. **LISTEN** - Listen means *paying attention to understand*. We support our clients in sensemaking, with consideration of potential biases from those carrying out the analysis. We guide our clients in the disaggregation of data to understand who is being impacted and how.
3. **ADAPT** - Informed decision making is a key outcome of this process, with changes guided by the feedback gathered from the impacted community. We help our clients make a plan for shifting knowledge gained into action.
4. **SHARE BACK** - We support our clients in sharing back the results of the information gathering process in accessible ways, with consideration of what information will be shared and with whom.

## Description of the Work

- NEW can **facilitate conversations** to gather information that will guide evaluation efforts. This includes answering questions such as:
  - Who do you serve?
  - What do you want to learn?
  - How do you want to gather information (attending to matters of inclusion and equity)?
  - Why do you want to gather information? What will the data inform? What decisions can be made?
- NEW can **design and implement** information gathering processes (focus groups, surveys, interviews). The context for this work could include:
  - Strategic planning
  - Needs assessment
  - Comprehensive community survey
  - Program-based evaluation
- NEW can provide **consultation and guidance** for evaluation practices based on our feedback loop model (Ask, Listen, Adapt, and Share Back)
- NEW can **guide the collection, analysis, and visualization** of data to share information in accessible ways. Products of this work could include community reports, data dashboards, and action plans.

## Expected Outcomes

- Clients will center the voices of their community in their work so they can make decisions WITH and not FOR the people they serve
- Clients will understand how to ask questions to get the information they need and in ways that attend to the diverse experiences of the communities they serve
- Clients will be better able to demonstrate and understand the impact of their work
- Clients will embed evaluation as a ongoing process to guide decision making in their organizations