THE COMMUNITY FOUNDATION
building a greater saint john

COURSE:
EVALUATE YOUR IMPACT

Organizations are often asked to demonstrate their impact – the difference they are making each day to improve the quality of life in their communities. This course will teach you how to measure processes and outcomes and articulate the impact to your stakeholders, including funders, volunteers, and participants themselves.

Overview

The Community Foundation of Greater Saint John is offering a robust and 'real world' learning opportunity where a cohort of 10-12 participants will learn how to develop an evaluation plan, implement this plan, and use the findings to improve their programs and communicate their impact.

Objectives

By the end of the course, participants will:

- Understand common evaluation concepts and ideas, and appropriate uses of different types of evaluation
- Discover the processes and activities involved in evaluation planning and execution through hands-on assignments that can help inform your own organization
- Become familiar with qualitative and quantitative research methods commonly used in evaluation
- Learn how to use evaluation findings to improve programs and services

Details

Who is it for?

This course is designed for anyone who is currently involved in, or is considering embarking on, an evaluation journey. **It does not require any previous understanding of evaluation or research.**

What will I receive?

- Seven 3 hour group sessions (held bi-weekly)
- PDF copy of all course materials
- Individual coaching sessions to help you apply the learnings to your organization

How do I register?

Please use this link to register. For questions, please contact Carrie Tanasichuk at carrie@sjfoundation.ca, or (506) 607-1476.

LOGISTICS

The group sessions will be held every second Thursday afternoon from 1-4pm at the Greater Saint John Community Foundation (89 Canterbury Street, Room 101), from Feb 15 to May 9, 2024. The cost is $3000 per participant (early bird pricing of $2750 is available for those who register before December 31, 2023).