BORDER CROSSINGS PROJECT

EVALUATION TOOL KIT

ART GALLERY OF MISSSISAUGA

Background

Since 2019, the *border crossings* Project has been in its GROW phase, serving as an interactive community engagement lab, in which visitors are invited to share their stories and experiences with crossing borders - physical and metaphorical; geographical, linguistic, spiritual and personal.

Through the generous support of the Ontario Trillium Foundation, the project aims to increase access to unique experiences for Mississauga residents and visitors, collaborations and newer ways to present art to new audiences to engage with individuals.

The *border crossings* Project encompasses the following unique features:

- Using stories and narratives to fuel alternative ways of seeing across a broad range of physical ad cultural contexts;
- Providing leadership and collaboration opportunities for Indigenous and non-Indigenous artists; and
- Producing bodies of work that transcends colonial politics and art making.

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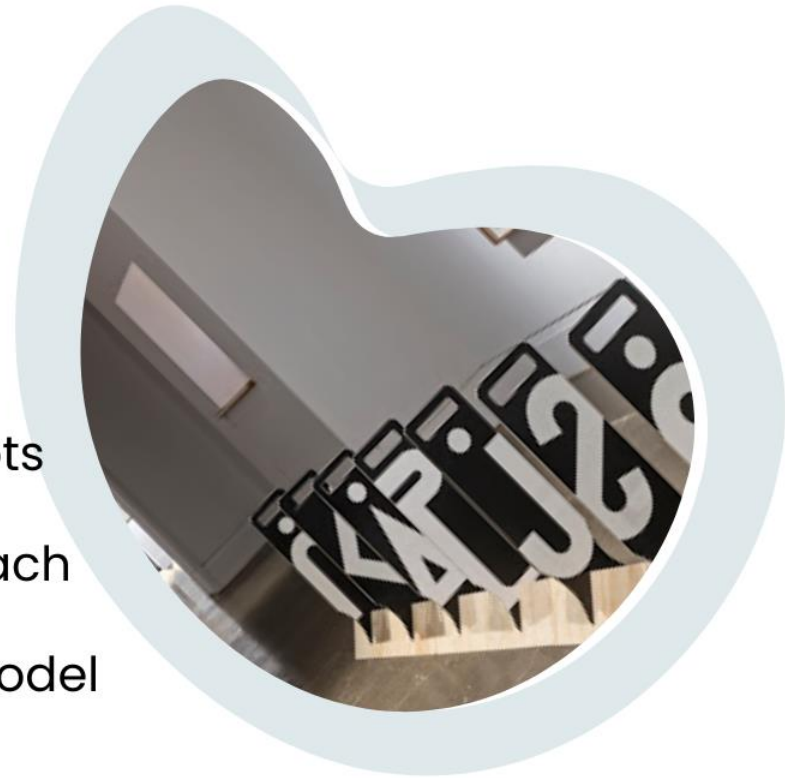
EVALUATION PROCESS

The evaluation process serves to document *border crossings* Project activities that provides evidence that the program is meeting its outlined objectives and creating an impact in the Mississauga community. By communicated results, the *border crossings* Project serves to build confidence in the project and the work that it is accomplishing, further helping secure the Ontario Trillium Foundation funding. The results help further understand the impact the project is creating and allow for continuous improvement to increase project impact.

Document Activities
e.g. Evaluation Tools

Created by Dinosoft Labs
from Noun Project

Communicate Results
e.g. Midterm, Annual Report

Created by Lil Squid
from Noun Project

Mobilize Resources
e.g. Ontario Trillium Foundation

Created by Vectors Market
from Noun Project

Continuous Improvement
e.g. Program Planning

Created by Creative Mahira
from Noun Project

EVALUATION CONCEPTS

Activities - "how" of the project
- The actions undertaken to produce the outputs and outcomes of the project.
- Examples include conducting research and analysis, delivering training sessions, consulting and engaging stakeholder opinion etc.

Outputs - "what" of the project
- The measurable deliverables of the program activities - direct products or services. They are usually within the control of the organization itself and typically are tangible and can be counted.
- Examples include the number of workshops, the number of participants, the number of stories collected etc.

EVALUATION CONCEPTS

Outcomes - "why" of the project
- The changes or the differences that result from the project outputs

Data Source - to document accomplishments
- The techniques used to collect data. The data source needs to be consistent with the indicators used to measure the performance of the outcomes.

Indicators - to determine success
- The variables used to measure the performance of the outcomes and can be used to determine the success or failure of a project.
- Examples include workshop participation patterns, participant location, friendship and kinship networks, skills, abilities etc.

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EVALUATION FRAMEWORK – Purpose

The purpose of this framework is to provide a high level evaluation strategy for the *border crossings* Project that achieves the following:

- Outlines a process evaluation of the partnership and oversight of the project;
- Aligns outcomes with required and potential indicators;
- Develops a theory of change, project model and approach to outcomes measurement; and
- Outlines guidelines for evaluation governance and implementation.

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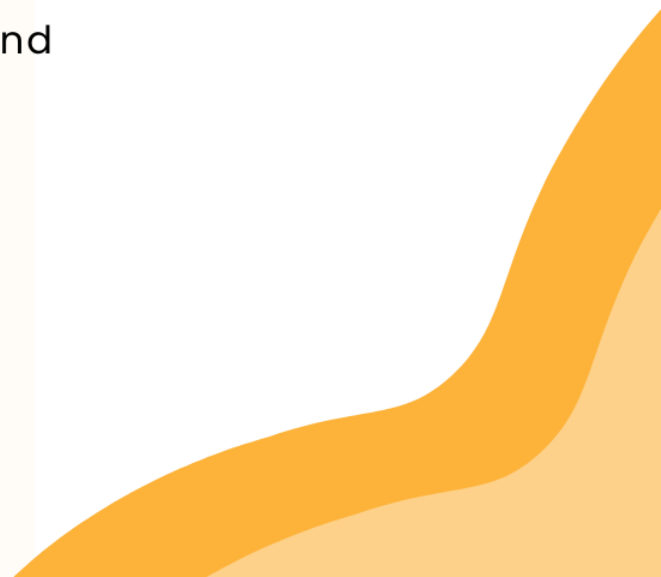
EVALUATION FRAMEWORK – Objectives

The objectives of this framework are as follows:

- To provide a *border crossings* Project logic model with short-term and long-term outcomes;
- To provide a framework to evaluate the effectiveness of the *border crossings* Project partnerships;
- To provide clear potential indicators and outcomes to be included in an evaluation plan;
- To provide clear data collection requirements for the *border crossings* Project that address the evaluation plan;
- To ultimately inform best practices in *border crossings* Project development.

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GUIDING PRINCIPLES

The following principles will guide the evaluation framework:

- **Commitment to evaluating impact:** ensuring the *border crossings* Project is committed to evaluating impact by placing value on the evaluation process, collaborating with stakeholders respond to evaluation findings, being transparent and understanding attribution (i.e. what the *border crossings* Project can reasonably achieve).

- **Information sharing:** ensuring a strong commitment towards sharing evaluation findings and measurement materials with stakeholders.

- **Participant-informed:** involving participants in evaluation development and data collection (e.g. indicators, measurement).

- **Continuous Improvement and Evidence-Based Decision Making:** gathering data with the intention of learning to identify areas of strengths and weaknesses so that the *border crossings* Project can achieve the greatest possible impact.

TYPES OF EVALUATION

The *border crossings* Project will focus on the following evaluation types:

- **Process Evaluation**
- **Outcome Evaluation**

The *border crossings* Project incorporates the following evaluation approaches:

- **Participatory Evaluation**
- **Culturally Relevant Evaluation (incorporating Indigenous Frameworks)**
- **Arts-Based Evaluation**

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PROCESS EVALUATION

- Focuses on the processes and activities involved in planning, implementing or delivering programs or services.
- Identifies how objectives or goals were achieved and any interesting challenges, success and learning throughout the project implementation.
- Process evaluation occurs during service implementation of a project and helps inform ongoing evaluation.
- By implementing feedback obtained from process evaluations, the project can be adjusted to adapt to situational circumstances (COVID-19), develop new activities, secure funding and develop new partnerships.

Sample Questions
- Was the *border crossings* Project implemented as planned? If not, why?
- Is the *border crossings* Project on schedule? If not, why?
- Are participants and facilitators of the *border crossings* Project satisfied with the programming they have received? What feedback have we received?
- What challenges have occurred and what caused these challenges? Have we addressed these challenges appropriately?
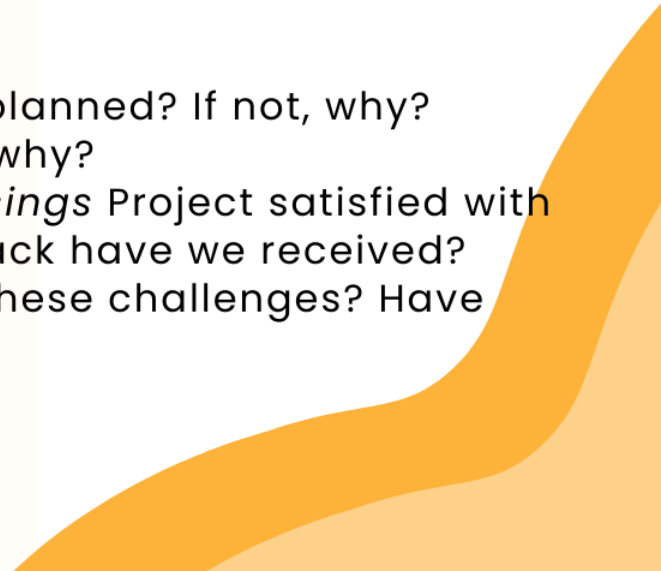
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OUTCOME EVALUATION

- Focuses on whether a program or service is meeting its intended short and long term goals.
- Identifies what has happened as a result of implementing the project.
- Outcome evaluation can occur at the end of the project but also during service delivery (i.e. after a workshop or event) and can identify project trends over a long period of time.

Sample Questions
- Did the *border crossings* Project meet programming goals? why or why not?
- What perceptions and attitude have changed as a result of the *border crossings* Project?

EVALUATION APPROACHES

Participatory Evaluation

This approach aims to engage the individuals that are directly affected by the *border crossings* Project, individuals include activity participants, facilitators, staff and the community of Mississauga.

By listening to participatory feedback, it provides the *border crossings* Project with the ability to adapt the project to ensure desired outcomes are achieved while ensuring project activities are inclusive and meeting the needs of the stakeholders.

Sample Questions
- Does the participant think the topic is interesting?
- Would the participant participate in other *border crossings* programming?
- Would the participant invite others to participate in this workshop?
- Did the participant learn new skills as a result of this workshop?

EVALUATION APPROACHES

Culturally Relevant Evaluation

The *border crossings* Project engages with individuals from a variety of cultural backgrounds. Cultural awareness and inclusiveness are vital towards the success of the project, understanding the impact and improving the *border crossings* Project.

By encompassing key aspects of Utility Self-Voicing Access Inter-Relationality Research Framework provided by the Ontario Federation of Indigenous Friendship Centers, the *border crossings* Project aims to share Indigenous art, stories and culture in a manner that it aligns with Indigenous identity. By incorporating key aspects of this framework the *border crossings* Project aims to include and continuously learn from all voices of the community and use the *border crossings* Project as a sharing platform

Key aspects of this framework include:
- Inter-relationality
- Access
- Self-voicing
- Utility

EVALUATION APPROACHES

Art-based Evaluation

The *border crossing* Project is an archaeology of the present by gathering participant stories and experiences with crossing borders - physical and metaphorical; geographical, linguistic, spiritual and personal. The project serves to develop connections and share experiences through the use of art including storytelling, writing, photography, audio recordings, video recordings and sketching. These creative expressions provide individuals the opportunity to express themselves in a medium within their comfort zone and allow the sharing of data in a manner that is easier to interpret from a wider audience.

Sample Methodology
- What are common topics of interests/themes displayed in the art?
- What are key learnings?
- What is the voice of the individual that they are expressing in their art?
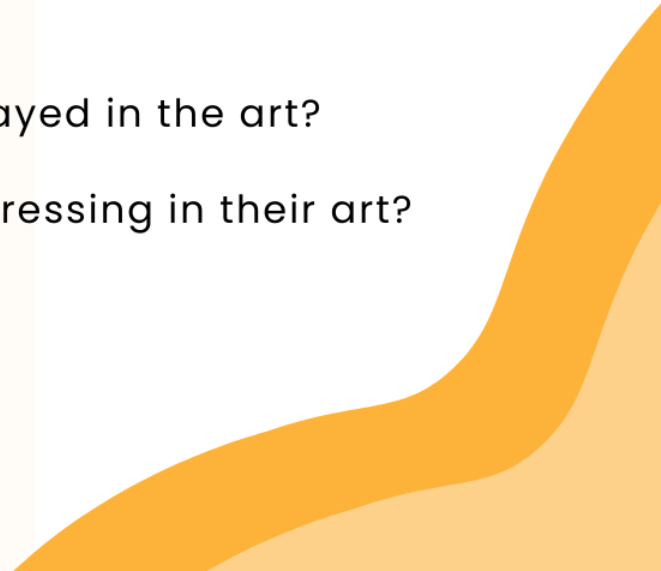
THEORY OF CHANGE

WHO WE SERVE

The *border crossings* Project will serve Mississauga residents and visitors while engaging and collaborating with Indigenous and Non-Indigenous artists.

THE IMPACT WE SEEK

By activating welcoming and inclusive gathering space in the community of Mississauga, the *border crossings* Project supports local residents and visitors in sharing their 'border crossing' stories by:
- *creating opportunities for community engagement,*
- *using art to provide a platform for story sharing,*
- *providing collaboration opportunities between artists, residents and community organizations, and*
- *promoting cultural awareness that transcends colonial politics through art.*

PROGRAM (LOGIC) MODEL

Long-term Outcomes	Participants have supportive relationships and are connected to each other and their community.	Participants have the capacity and confidence to express their experiences through art.	Participants have a welcoming, inclusive and supportive space to share their 'border crossing' stories and experiences.
Short-term Outcomes	Participants have opportunities to participate in community events/activities.	Participants have the opportunities to increase their skills and knowledge in art	Participants have opportunities to express themselves in a welcoming and inclusive space.
Outputs	# of events/activities # of participants # of first time participants # of returning participants	# of art training opportunities # of skill development opportunities # of participant artwork created	# of artist collaborations # of community partnerships # of diverse participants
Activity Examples	• Offer community events/activities • Offer ways for participants to learn about their community	• Offer facilitator training workshops • Provide art workshops • Opportunities to share artwork	• Provide gathering space • Partner with diverse organizations • Promote cultural expression & awareness

LONG-TERM OUTCOMES

To ensure the *border crossings* Project is being activated and implemented as intended the achievement of the following long-term outcomes are being assessed:

Community Engagement

Story Sharing

Collaboration

Cultural Awareness

Outcomes are being measured during workshops, events, activities and other resources as outlined by the evaluation framework and determined by the evaluation plan.

EVALUATION PLAN

PROGRAMS/WORKSHOPS

The *border crossings* Project programs/workshops are designed for participants have to connect with each other and their community, while increasing their knowledge and skills and providing them the opportunity to express themselves through art.

TARGET POPULATION
Participants and Facilitator

OUTCOMES
Participants have supportive relationships and are connected to each other and their community. *(Long-Term)*

Participants have the capacity and confidence to express their experiences through art. *(Long-Term)*

Participants have a welcoming, inclusive and supportive space to share their 'border crossing' stories and experiences. *(Long-Term)*

EVALUATION PLAN

PROGRAMS/WORKSHOPS

OUTPUTS
- Number of program/workshops offered
- Number of new program participants
- Number of returning program participants

EVALUATION TOOLS
- ZOOM POLL - Participants (Online Programming)
- Post-workshop/program Survey Link Online - Participants (Online Programming)
- Post-workshop/program Email Survey - Facilitator (Online Programming)
- Post-workshop/program Survey Form - Participants (In-person Programming)
- Post-workshop/program Survey Form - Facilitator (In-person Programming)
- Interactive Engagement Tools (In-person Programming)

EVALUATION PLAN

EVENTS

The *border crossings* Project events are designed for community members to connect with each other and their community, while providing them with opportunity to express themselves through art.

TARGET POPULATION
Participants and Community Members

OUTCOMES
Participants have supportive relationships and are connected to each other and their community. *(Long-Term)*

Participants have a welcoming, inclusive and supportive space to share their 'border crossing' stories and experiences. *(Long-Term)*

EVALUATION PLAN

EVENTS

OUTPUTS
- Number of events offered
- Number of event participants

EVALUATION TOOLS
- Event Interactive Engagement Tools (In-person/Online)

EVALUATION PLAN

COLLABORATION and PARTNERSHIPS

The *border crossings* Project promotes collaborations and partnerships or artists and organizations to connect with each other and their community through art.

TARGET POPULATION
Facilitators and Community Organizations

OUTCOMES
Organizations and facilitators have supportive relationships and are connected to each other and their community. *(Long-Term)*

Organizations and facilitators have the capacity and confidence to express their experiences through art. *(Long-Term)*

Organizations and facilitators have a welcoming, inclusive and supportive space to share their 'border crossing' stories and experiences. *(Long-Term)*

EVALUATION PLAN

COLLABORATION AND PARTNERSHIPS

OUTPUTS
- # of community partnerships (connections, partnerships and collaborations)
- # of facilitators

EVALUATION TOOLS
- Partnership Evaluation Tool - Staff (In-person/Online)
- Partnership Evaluation Tool - Community Organization (In-person/Online)
- Post-workshop/program Email Survey - Facilitator (Online Programming)
- Post-workshop/program Paper Survey - Facilitator (In-person Programming)

EVALUATION PLAN

STORYTELLING

The *border crossings* Project promotes using art to provide a platform for story sharing, while promoting cultural awareness that transcends colonial politics through art.

TARGET POPULATION
Participants, Facilitators, Community Organizations

OUTCOMES

Participants have the capacity and confidence to express their experiences through art. *(Long-Term)*

Participants have a welcoming, inclusive and supportive space to share their 'border crossing' stories and experiences. *(Long-Term)*

EVALUATION PLAN

STORYTELLING

OUTPUTS
- # of stories and artwork shared
- # of different cultures expressed
- # of themes expressed
- # of art mediums used to express stories

EVALUATION TOOLS
- Thematic Art Evaluation Tool

Thank You