Building **gender equity** in the American Evaluation Association

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In 1992 Feminist Evaluators
Feminist Evaluators

No Women

AEA Past Presidents
Participatory Evaluation

Evaluator as an Advocate

1992

2012
In 1992, Feminist Evaluators wanted to

• Broaden the evaluation enterprise
• Encourage greater diversity
• Social justice
What is Feminist Evaluation?

What is NOT Feminist Evaluation?
What is Feminist Evaluation?

• A political activity
• Personal political stance
• Asymmetrical power relationships
• Seek to understand the political nature of the context from the very beginning of the project through reflexive processes, engagement with stakeholders, open-ended inquiry, and establishing trust among research participants
What is Feminist Evaluation?

• Methods are a social construct
• Methods, institutions, and practices have been influenced by dominant ideologies, including patriarchy
• There are multiple ways of knowing are multiple ways of knowing
What is Feminist Evaluation?

• Social justice

• Discrimination based on gender is systemic and structural
  – It is embedded in our major institutions: schools, religious institutions, media, government, and, certainly, pop culture

• The purpose of knowledge is action
The World Health Organization defines gender as the result of socially constructed ideas about the behavior, actions, and roles a particular sex performs. The beliefs, values and attitude taken up and exhibited by them is as per the agreeable norms of the society and the personal opinions of the person is not taken into the primary consideration of assignment of gender and imposition of gender roles as per the assigned gender. Intersections and crossing of the prescribed boundaries have no place in the arena of the social construct of the term "gender".
• Administered surveys on Feminist Evaluation
• Wrote letters to AEA regarding gender-balanced representation on expert panels and discussions
• Provide quality educational programs for evaluators at each annual AEA conference
• Blog
• New volume on Feminist Evaluation by Guilford Press
• Showcasing multiple authors on feminist evaluation and research
• Editors Brisolara, Seigart and Sengupta
How does the Feminist Group at the AEA promote Feminist Evaluation?

• Publications
• Sessions and workshops
• Newsletter
• Attend annual meeting sessions not typically open to feminist ideas
• **Work with other AEA Thematic Groups**
ideea

Feminist Evaluation

1992

1997

2002

2011

2013
Feminist Evaluation: The Future

• Spread the message
  – Health or human services
  – Cultural context and competency
  – Lesbian, Gay, Bisexual, Transgender issues
  – Social justice and/or advocacy
  – Feminist Evaluation or gender-based approaches
  – International development and evaluation
  – Capacity building; policy; and collaborative approaches.
Strategy Questions: WHAT?

- What is the next frontier for Feminist Evaluation?
  
  - How do we move beyond data disaggregation?

  - What is our added value?
Strategy Question: HOW?

- What might be the best strategies for promoting Feminist Evaluation?
  - Provoking vs. Mainstreaming
  - Partnering and Differentiating
  - New champions - promoting male norms
Data disaggregation
Gender roles
Role of gender in project success
Build research on gender
Gender-based Violence
Male norms
Cultural barriers to human rights
The diagram illustrates a human rights framework with a focus on multi-sectoral approaches. It includes elements such as financial commitment, advocacy, building capacity, challenging stigma, and political will. Key strategies are outlined for different levels, including individual, family, community, and national. This approach emphasizes collaboration and comprehensive solutions to address human rights issues.
Gender considerations in
• Policy
• Programming
• Evaluation
• Behavior
• Laws
• Communities
• Education
• Health
• Child rearing
• Culture

Gender-responsive/feminist evaluation
I can’t understand why people are frightened of new ideas. I am frightened of the old ones.

John Cage
Discussion: Leverage points

- Research and publishing in gender evaluation
- Issues based evaluation where gender is key issue, e.g. post war integration of men – thematic evaluation
- Toolkit for policy advocacy for gender equity available to individuals and organizations
- Share experiences, identify VOPEs with positive experience in gender equity
- Joint partnership project, e.g. assessments
- Based on level of society readiness, what are the areas of focus (e.g. Georgia where it is hard even to discuss, in SDC where numbers show integration, but attitudes might be more difficult to address)
- Balance between being provoking and partnering
- Understand cultural barriers – context-dependent interventions
- Rethink the term “feminism” – attention to language and framing of the message
- Need good statistical gender disaggregation in countries
- EvalPartners asks each VOPE to submit info on gender evaluations – define global state of gender evaluation; in 2015, we report on progress
Elements of Vision

• Address gender-based violence and trafficking of persons, gender balance in politics
• VOPE strategic plans w/ gender focus
• Gender balance in VOPE leadership
• Supply of qualified gender-competent evaluators
• Men participate in gender evaluation – changing it from a “gender” to a “people” issue
• Training in gender evaluation
• Portfolio of evaluations more responsive to gender issues – use issue-driven angle
• Evaluation of gender policies – do and disseminate
• Create awareness of the dimensions of gender including labor and economics
• Men educators, role models, understand why it is good for men to change their behavior, e.g. reduce violence because hurts all
• Prevent and address sexual harassment
• Self evaluation on our individual and team performance in gender
Questions to VOPEs

• UN Education for Sustainable Development – 2005-2014 UNESCO worldwide + gender including local communities focus-teachers, parents, etc. (source)

• How are we building gender equity in our VOPE strategic plans?