

Finding our Voice

THE UKES STRATEGY FOR 2007-08

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The goal of the UKES is to:

- advance and improve the theory and practice of evaluation.
- increase understanding and utilisation of evaluation evidence and its contribution to public knowledge.
- promote cross-sector and cross-disciplinary dialogue and debate on evaluation.

In 2007-08, the UKES will achieve these objectives through:

1. Providing a strategic voice for evaluation in the UK
2. Improving communication with members and stakeholders
3. Providing a range of professional development opportunities
4. Increasing membership
5. Providing reliable administration of the society's finances and activities.

1. Providing a strategic voice for UK Evaluation

- The UKES will carry-out an action-oriented *consultation* in 2007-08 on current issues facing evaluation in the UK. This will seek to involve the participation of key stakeholders including evaluation funders and users across sectors – government, academic, business, voluntary sector – and across the regions and countries of the UK. The intention is to provide a forum for debate and consensus-building to take forward solutions to contemporary issues in evaluation involving members and key stakeholders in a series of events throughout the UK. This consultation will be kick-started at the Annual Conference in Leeds with a workshop to help define and shape the exercise.
- The UKES will establish an *Evaluation Panel* in order to ensure we involve the key actors and experts involved in evaluation in the UK from different sectors and covering a full range of evaluation methods and disciplines. This will raise the profile of the UKES and put the Society in a stronger position to be involved directly in key decisions and developments affecting evaluation in the UK.
- Supporting the growth of *international networks* through developing stronger links and joint initiatives with other Evaluation Societies and the International Organisation for Collaboration in Evaluation (IOCE).

2. Improving communication with members and stakeholders

The UKES will seek to facilitate engagement and communication within the evaluation community in the UK and internationally by supporting, maintaining and improving the following services:

- A new look for the *UKES website* – keeping people up to date about what's happening in the world of evaluation in the UK and beyond.
- *The Evaluator* – giving a voice to members through the publication of a magazine 3 times a year. A particular focus in 07–08 will be on engaging members in contributing.
- *e-bulletins* – keeping members up to date with UKES activities. Regular e-bulletins will be provided; members will be encouraged to contribute news.
- Disseminating and demonstrating use of *the UKES Good Practice Guidelines* – the principles and frameworks for action that are useful to guide evaluation practice in different contexts.
- *Evalchat* – a virtual forum for discussion and debate on evaluation. The focus for *Evalchat* will be on using it as a vehicle to stimulate debate linking dialogue to other UKES activities.

3. Providing a range of professional development opportunities

- For the first time the UKES will provide a national programme of *training events*. The initial focus will be on providing a small number of courses repeated in the regions and countries of the UK. Partners and funders will be sought to support this initiative.
- The annual *UKES Conference* to be held in Leeds in 2007 and the South West of England in 2008 (tbc); including pre-conference *practitioner workshops*.
- A programme of *regional events* run by the regional/country networks.
- The facilitation of professional exchange opportunities (continuing with and building on the mentoring scheme pilot).

4. Increasing membership

- The UKES reached its highest membership levels in 2006 (300 individual and 20 corporate members). The activities described above, improvements to core services and additional activities to engage different stakeholders (who may be potential members) and raising the profile of UKES, will all help to build on membership. To ensure they do, we will consider membership issues as a cross-cutting theme in all our work.
- In addition, the UKES will: maintain membership subscription fees at current levels; undertake specific marketing activities – such as offering deals on membership renewal and offers for reduced fees for UKES activities; follow-up those who have not renewed membership; and provide an induction pack for new members.

5. Providing reliable administration of the society's finances and activities

We will ensure financial security by maintaining a constant and reliable administrative base to underpin and develop the Society's activities.