

## Ways to make your evaluations more culturally sensitive

---

1. Examine your own biases and attitudes and their probable origins.
2. During the early stages of planning the evaluation, take time to explore the cultures and any cultural issues that might affect your evaluation.
3. Educate yourself about the cultural groups involved in your program and/or evaluation. Listen to people tell their stories, ask questions, read, and learn. Consider an activity where people bring in crafts/recipes/artifacts from their cultures to share, and share your own.
4. Engage members of the cultural groups to participate in the design and implementation of the evaluation or in an evaluation advisory group. Incorporate diverse perspectives and opinions.
5. Be flexible in your choice of evaluation design and data collection methods.
6. Use multiple sources of information and data collection methods.
7. Remember that evaluation may take more time if you need to build trusting relationships with new groups.
8. Reject the myth of color blindness. Everyone is touched by race. It shapes how others see you and how you see yourself.
9. Recognize that the culture you belong to – your own identity group – affects your perspectives and behavior. Culture is who you are. This is true for everyone you meet, including program participants and stakeholders.
10. Work with others who differ in race, ethnicity, orientation, abilities, etc. in order to broaden and develop our own perspectives.
11. Engage in self-reflective thinking and writing to better understand your own culture in order to better understand others.
12. Don't assume that one way, or your way, is better.
13. Always be respectful.
14. Avoid jargon and exclusive language and behaviors.
15. Demystify evaluation.
16. Other strategies: \_\_\_\_\_

Prepared by Ellen Taylor-Powell, Evaluation Specialist, from Preskill, H., & Russ-Eft, D. (2005). Activity 12: Cultural sensitivity in evaluation. In *Building evaluation capacity: 72 activities for teaching and training* (p. 66). Thousand Oaks, CA: Sage Publications, Inc. and Cowles, T. (2005, Summer). Beyond basic training: 10 strategies for enhancing multicultural competency in evaluation. *The Evaluation Exchange*, Vol. XI, No. 2. (c) 2009 Board of Regents of the University of Wisconsin System, doing business as the Division of Cooperative Extension of the University of Wisconsin-Extension. All rights reserved.