

## SESSION 2D

### WILL REGULATORY OVERSIGHT KILL PROCESS EVALUATION

*Moderator: Ben Bronfman, the Cadmus Group*

#### PANELISTS:

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#### SUMMARY DESCRIPTION:

Several regulatory bodies are in the process of considering whether to require oversight on process evaluations at the same level as impact evaluation. This panel brings together regulators, managers and practitioners of process evaluation to discuss the potential impacts of increased regulation and oversight of process evaluation.

The evaluation community has worked for years to convince clients that process evaluations are valuable management tools necessary for efficient program design and implementation. The internal struggles to convince program managers that objective reviews of program administration and implementation are valuable tools are beginning to permeate the industry.

Process evaluations historically have been a “hard sell” to program staff: they highlight issues and problems, and are typically seen as graded performance reviews. Much of the up-front work evaluators do with program staff revolves around explaining this distinction and setting the ground rules for feedback and recommendations. These ground rules often involve issues of access, confidentiality of sources and results, and dissemination of process evaluation reports.

How will these issues play out in a public arena? Will process evaluations become “cookie-cutter” assemblages of logic models and customer satisfaction surveys? How can we maintain confidentiality, usefulness and buy-in of management reviews and still maintain our responsibilities to the public and ratepayers.