Cultural Competence in Evaluation

Evaluation Café
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We live in a designed world, created by human thought, word and deed.

...expressions of values embodied in structures, systems, strategies, relationships, roles, policies, procedures, products, and services....choices.
Culturally competent evaluation

- “Appropriate programs, standards, interventions and measures”...
- “specific, relevant, and valid for each unique group.”
- “Evaluation is fundamentally an endeavor of determining values, merit and worth.”
context in which evaluation takes place

- Identification of evaluation goals
- Definition of successful outcomes
- Selection of methods and instruments
- Collection and analysis of data
- Dissemination of results

- Multicultural validity
Implicit Association Test

- Unconscious roots of preferences and beliefs
- Unaware
- Private
- Influence behavior whether we want them to or not
Identity Values Behavior

Largo-Wight, 2007
Cultural Group Memberships

- Identify specific cultural group identities
- Consider influence of each identity
  - ...most aware of
  - ... think least about
  - ... give you privilege
  - ... limit your options. advancement
  - ... learn more about
  - ... make you uncomfortable
  - ... affect the way you see yourself
  - ... greatest positive or negative effect
Cultural Competence = ability to function effectively in diverse cultures

- Set of academic and interpersonal skills
- Increase understanding and appreciation of cultural differences & similarities
- Willingness to draw on community-based values, traditions, customs
- Value diversity both between and within groups
Cultural Competence Continuum

- Cultural proficiency
- Cultural competency
- Cultural pre-competence
- Cultural blindness
- Cultural incapacity
- Cultural destructiveness
Institutional Assessment Tools -

- Develop staff and organizational sensitivity
- Develop a descriptive community profile
- Identify community contacts and resources
- Foster community trust/involvement
- Develop culturally sensitive strategies/materials
- Evaluate the cultural sensitivity of programs
- Communicate program objectives and results to community
- Foster culturally diverse ownership of program
Institutional „isms“

- The collective failure of an organization to provide an appropriate and professional service to people because of their cultural group memberships.
  - Process or policies
  - Attitudes or atmosphere
  - Expectations & Behavior
Organizational Assessment

- Consider how cultural competency is reflected in organization’s mission.
- Ask how diversity is linked to the organization’s core values.
- Link what people know and do in being productive to organization’s success.
- Link cultural competence to compensation and performance policies.
- Measure results – change in organizational culture and productivity.
Members in this organization as whole...
- are free of prejudice towards other groups
- are aware of what they can learn from working with members of other cultures
- believes that diversity increases productivity
- understand other cultures have different views on collaboration
- make people of other cultures feel comfortable in their presence
Process-Oriented Approach

- Collaboration
- Reflective Adaptation
- Contextual Analysis
Example

- Culturally appropriate evaluation measures
  - Altered question format
  - Utilized narrative characteristics of culture
  - Focused on values relevant to culture
  - Used an alternative source of data
Cultural Competence in Evaluation

- Active awareness
- Consideration of contextual factors
- Responsive and inclusive means
- Evaluations that “seeks” vs evaluation that “checks”