Annual Report
2020

Seattle Evaluation Association,
A local affiliate of the American Evaluation Association
Message from the Leadership Team

As we reflect on our first year, a tumultuous one, we have many things to celebrate. We have grown in numbers and in activities that fulfill our mission.

COVID has affected us all and pushed us to move to a virtual platform for our events since April-May. As we start to consider resumption of in-person events, we are mindful that virtual events will continue to be valued by some members.

Our mission compels us to be membership-led and as we study our member survey results, we hope to translate this input into action. We’ve already started the work to incorporate the input into our strategic plan for the coming 2-3 years.

Later this year, we will reach out to members to elect a new leadership team for Seattle Evaluation Association. Stay tuned...

Our goal in year two of the association is to continue managing membership dues with fiscal responsibility and transparency. We will continue to explore ways to bring value, grow membership, and develop a strong foundation that will serve our mission.

Thanks to all of you who have joined our association, participated in one of our events, engaged with us and fellow members through social media channels, or volunteered valuable time leading to the achievements described in this report.

Your Leadership Team — Billi, Annette, Shelley, Ana, Kate, Becky, Anna Rebecca and Lisa, Your Leadership Team

Who We Are
The Seattle Evaluation Association is a member-led community that is committed to equity, quality, and innovation in evaluation practice and applied research.

Our Mission
The mission of the Seattle Evaluation Association is to strengthen the evaluation field by providing professional development, collaboration, and networking opportunities to anyone working in or interested in program evaluation or applied research and to promote the appropriate use of evaluation as a discipline.
Key Achievements

EVENTS

- Total of 23 events offered to members.

<table>
<thead>
<tr>
<th>Type</th>
<th>Number of events</th>
<th>Number of participants</th>
<th>Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trainings</td>
<td>1 in-person 2 virtual</td>
<td>11 members 5 non-members</td>
<td>Members</td>
</tr>
<tr>
<td>Workshops</td>
<td>1 in-person 3 virtual</td>
<td>57 members 62 non-members</td>
<td>Members</td>
</tr>
<tr>
<td>Networking</td>
<td>1 in-person 7 virtual</td>
<td>33 members 8 non-members</td>
<td>Public</td>
</tr>
<tr>
<td>Journal Club</td>
<td>5 virtual</td>
<td>23 members</td>
<td>Members</td>
</tr>
<tr>
<td>Affiliate events</td>
<td>3 virtual</td>
<td>5 members</td>
<td>NA</td>
</tr>
</tbody>
</table>

* Tally of participants may count same individual participating in more than one event of same type.

MEMBERSHIP

- 61 members including 3 student members.
- Developed & implemented a hardship policy that enables members to select financial obligation that fits their circumstances. We understand this pandemic is not over and many members have been and will continue to be impacted.
- Transition in Membership Chair due to international relocation of the person initially in this role.

COMMUNICATIONS

- Launched association website which also supports events and membership.
- Built online presence and engagement platforms via email on social media: LinkedIn, Twitter, Facebook.
- Issued anti-racist statement.

EVENT SUPPORTERS

- Sara Afflerback, Anne Gienapp, Kate Gunby, Beth Peery, Billi Shaner

EVENT FACILITATORS

Katrina Bledsoe, Elise Garvey, Annette Ghee, Kate Gunby, Kylie Hutchinson, Anna Rebecca Lopez, Beverley Parsons, Patrick Forster, Nikki Gurley, David Keyes, Tatiana Masters, Ana Selvidge, Billi Shaner, Jenny Shannon, Shelley Stromholt, Lisa Zook
Financial Report

HIGHLIGHTS

- In its first year, the association brought in more members than projected, exceeding projected revenue by $495.
- Invested in Zoom to bring our events programming on-line and upgraded the membership data base, Wild Apricot.
- The association will carry $1,043 forward into 2021. This is a healthy amount to sustain any potential membership losses and explore additional membership value.
- The new hardship policy will use carry over funds to address any shortfalls in income.

CONSOLIDATED FINANCIAL POSITION

<table>
<thead>
<tr>
<th>Income</th>
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<tbody>
<tr>
<td>Unrestricted membership dues</td>
<td>$2,745.00</td>
</tr>
<tr>
<td>Other income</td>
<td>$300.00</td>
</tr>
<tr>
<td>Total</td>
<td>$3,045.00</td>
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</table>

<table>
<thead>
<tr>
<th>Expenses</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Programming</td>
<td>$1,264.00</td>
</tr>
<tr>
<td>Management &amp; general</td>
<td>$737.82</td>
</tr>
<tr>
<td>Fundraising</td>
<td>$2,001.82</td>
</tr>
<tr>
<td>Total</td>
<td></td>
</tr>
</tbody>
</table>

| Net assets – beginning of year       | $ 0      |
| Net assets – 2020 year-end          | $1,043.18|

ORGANIZATIONAL DEVELOPMENT

- Founding of the association in January 2020 and subsequent authorization as a 501(c)3.
- Member survey launched.
- Preparation for strategic planning retreat in early 2021.
IT’S TIME …
UPCOMING ELECTIONS

PLEASE CONSIDER SERVICE AS
A MEMBER OF OUR
LEADERSHIP TEAM
– THE LIFE BLOOD OF THE ORGANIZATION

Stay tuned to our media channels for announcements

Voting will happen in the fall

Connect with any of us on LinkedIn to learn about these positions

THANKS TO THE VOLUNTEERS WHO MADE EVERYTHING HAPPEN

Sara Afflerback  Mary Murray
Kim Canne  Beverly Parsons
Patrick Forster  Beth Peery
Nicole Galport  Afshaneh Rahimian
Elise Garvey  Margaret Raskob
Anne Glenapp  Cameron Ryall
Nikki Gurley  Janet Sawaya
Imfani Hoi  Jenny Shannon
Mary Jackson  Kirinne Slaughter
Tatiana Masters  Erica Tomas
Cheryl Milloy  Rosalyn Yeary
Priti Mody-Pan  Kanwal Yousuf

LET’S CONTINUE TO CONNECT

Website: https://evalseattle.org/
LinkedIn: http://www.linkedin.com/groups/13708629/
Twitter: https://twitter.com/EvalSeattle

SEATTLE EVALUATION ASSOCIATION LEADERSHIP TEAM
Click on each name to view Linked In profile
Except where otherwise noted, all terms expire December 2021

Billi Shaner, Co-President
Kate Gunby, Communications Officer
Lisa Zook, Events Officer
Ana Selvidge, Finance Officer
Becky Romasco-Kelly replaced by Anna Rebecca Lopez, Membership Officer
Shelley Stromholt, President Elect will assume the President role through Dec 2023
Annette Ghee, Co-President will assume the Ex-President Role through Dec 2023

Krazy Glue Messaging: Making Your Evaluation Findings Sticky with Kylie Hutchinson, February 2020