Maximizing Impact through Evaluation

In an era of increased scrutiny from policymakers and stakeholders, the success of social service and public health organizations depends on their ability to evaluate their programs, demonstrate positive outcomes, and meet the accountability requirements of funders. Yet many of these organizations lack the resources and expertise to effectively assess their efforts. Virtually every week the Brown School is approached by key community-based organizations for assistance in evaluating their programs.

The Evaluation Center mobilizes the Brown School’s faculty, staff, and students to address this significant community need. Through consultation, training, and research, the Center strengthens organizations’ capacity for evaluation and empowers them to use evidence to improve their organizations.

HOW THE BROWN SCHOOL IS Making a Difference

The Evaluation Center provides a wide range of high-quality, client-focused services, including consultation, evaluation design and implementation, and professional development training and workshops. Since many community partners do not have adequate financial resources, the Center currently is seeking funding to establish a sliding fee structure.

Our faculty and staff members have deep expertise in evaluation science and methods. They share this expertise by publishing peer-reviewed journal articles and books; convening gatherings of evaluation scholars; and showcasing the work of the Evaluation Center at local, national, and international conferences.

In the area of evaluation education, the Center is working to launch a certificate program for students and community partners. Center staff members work closely with Brown School curriculum committees to ensure social work and public health graduate students receive training in evaluation. Students may work on applied projects within the Center through practicum and paid positions.

“The Evaluation Center helps organizations demonstrate the impact of their work and inform planning and improvement.”

ERIN WHITHAM, MSW ’09
Senior Research Assistant, Brown School

Visit the Brown School Campaign Website: growleadchange.wustl.edu
The Evaluation for Social Impact conference demonstrates the importance of measuring nonprofits’ outcomes.

HOW THE BROWN SCHOOL IS Implementing Change

The Evaluation Center advances the practice and science of evaluation to create lasting social impact. We bridge evaluation practice, science, and education by:

- Partnering with organizations to design and implement sound evaluations
- Expanding the evaluation capabilities of our partners
- Training leaders in evaluation
- Identifying and testing new methods and approaches to evaluation and performance management

The Center focuses solely on conducting and improving evaluation. Our partners include nonprofit and government agencies, foundations, and corporations.

FUNDING OPPORTUNITIES

Investing in the Brown School

Your support will enhance the Evaluation Center’s work to create positive social change in the St. Louis region and beyond. Our priorities include:

- Endowment or operating support to fund the core operations of the Center
- Resources to offer evaluation services at a reduced cost to community partners with financial need
- Support to create a certificate program in evaluation for professionals in the community
- Stipends that allow students to gain evaluation experience in the field
- Pilot research funds to support faculty efforts to identify new evaluation methods and approaches
- Conferences that advance the science and practice of evaluation

FOR MORE INFORMATION, PLEASE CONTACT:
Daniel Miller
Director of Development, Brown School
314.935.5888 | Daniel_Miller@wustl.edu

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