

# AEA Snapshot: Key Findings from 2020

## EDUCATION



2

Coffee Breaks



8

eStudies



227

Eval 101 Participants

## EVENTS



1,500

Estimated Eval20  
Reimagined Attendees



223

Summer Learning  
Series Attendees

## MEMBERSHIP



5,675

Total members



11%

International members



14

Total number of working  
groups



4

Town Hall meetings  
conducted



### Where our membership works:

Private Business

Non-Profit Organization

State Agency

Indigenous Nation  
Government

Federal Agency

Governmental  
Organization

College/University

School System

## FINANCIAL



### Fiscal Year July 1, 2019-June 30, 2020

FYE Actual Revenue	FYE Actual Expense	FYE Actual Net Income
\$2,505,789	\$2,373,050	\$132,739
Budgeted Revenue	Budgeted Expense	Budgeted Net Income
\$2,701,575	\$2,829,800	(\$128,285)

TOTAL ASSETS (FIXED INCOME,  
EQUITIES, CASH AND  
ACCRUED INTEREST):

**\$3,226,900**

# SIGNIFICANT ACCOMPLISHMENTS OF 2020



Launched the Summer Learning Series featuring five in-depth workshops inspired by the Summer Evaluation Institute.



Worked to integrate the AEA Guiding Principles into education sessions and held a Town Hall to review these principles.



Launched our first online course, Introduction to Evaluation 101 with the assistance of Tom Chapel, Chief Evaluation Officer for the CDC.



Launched two working groups: TIG Scan Working Group; Diversity, Equity, and Inclusion Working Group.



Launched Eval20 Reimagined: A Virtual Experience. The Virtual Experience offers 120 concurrent sessions, a virtual exhibit hall, and time to network with peers.



Released statements in recognition of systemic racism in society and took action to evaluate many of our own programs with the help of the EPTF.



Released a video series allowing members to describe in their own words what evaluation means to them, how they approach evaluation, and what they find rewarding in their work.

## **Connections with other organizations**

African Evaluation Association • Canadian Evaluation Society • Center for Culturally Responsive Evaluation and Assessment • European Evaluation Society • International Organization for Cooperation in Evaluation • Expanding the Bench • The Data Coalition • Western Michigan University

# 2021

## **Ongoing projects for 2021**

### **MONITORING AND EVALUATION**

- Monitoring all AEA programs and activities through an inclusive, equity lens.
- Reviewing criteria and process for the AEA Awards Program.
- Reviewing criteria and process of professional development offerings to determine how to best incorporate the AEA Guiding Principles and Competencies.
- The Board of Directors has contracted an Organizational Development professional to facilitate a mission/vision review to aid our strategic planning.
- Evaluating programs and events that require significant financial commitments, beginning with the Summer Evaluation Institute.

### **FINANCIAL**

- Developing a strategy to increase revenue to support value-added member products and services, with a stronger focus on foundation funding.

### **MEMBERSHIP ENGAGEMENT**

- Continuing a scan of Topical Interest Groups (TIGs) to determine needs, capacity to offer training, and areas of needed support.
- Forming a working group to plan for AEA's 35th anniversary.
- Launching new AEA website and member database to improve navigation and processes.

### **PROFESSIONAL DEVELOPMENT AND NETWORKING**

- Increasing web-based professional development opportunities with a focus on being more inclusive of AEA's membership.
- Revamping EvalTalk to foster inclusive and welcoming conversations surrounding evaluation.