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Women in STEM
Ambassador

National Evaluation Guide:

Results of the feedback survey

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Background

The ***Evaluating STEM Gender Equity Programs: A guide to effective program evaluation*** (the Guide) was published by the Office of the Women in STEM Ambassador (WISA) on 12 May 2020. The Guide delivers on a key recommendation of the *Women in STEM Decadal Plan* and the Australian Government's *Advancing Women in STEM* strategy.

The Guide was piloted in a collaborative project with previous recipients of Women in STEM and Entrepreneurship (WISE) grants. Grant recipients were encouraged to use the Guide to evaluate their WISE-funded projects and provide feedback through an online survey. Feedback was also sought from individuals who downloaded the Guide from the WISA website.

Feedback was collected between May and July 2020. The results of the feedback survey are presented in this document. The feedback will inform the final iteration of the Guide, which will be published in November 2020.

Responses

41

completed surveys

Sample: Survey sent to 20 WISE grant recipients and 195 individuals who downloaded the Guide.
WISE = 13 completed surveys (65% resp. rate); Other = 28 completed surveys (14% resp. rate)



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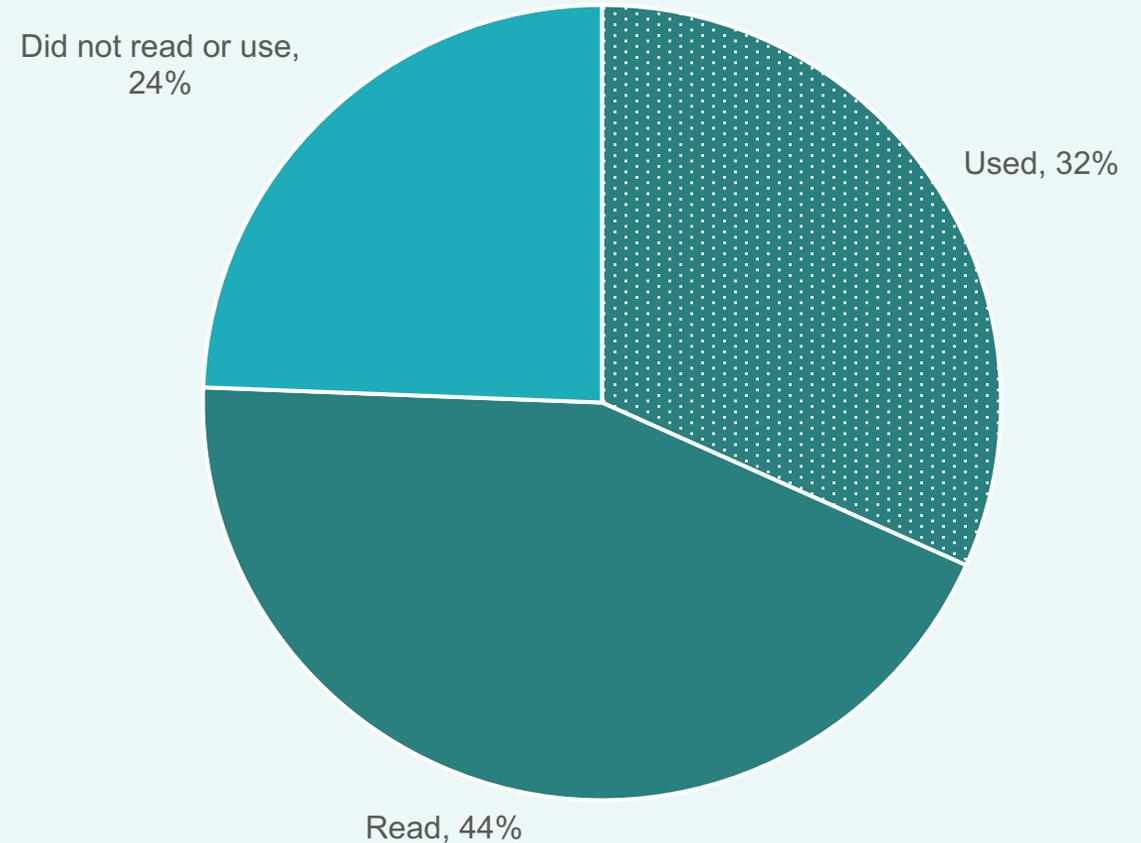
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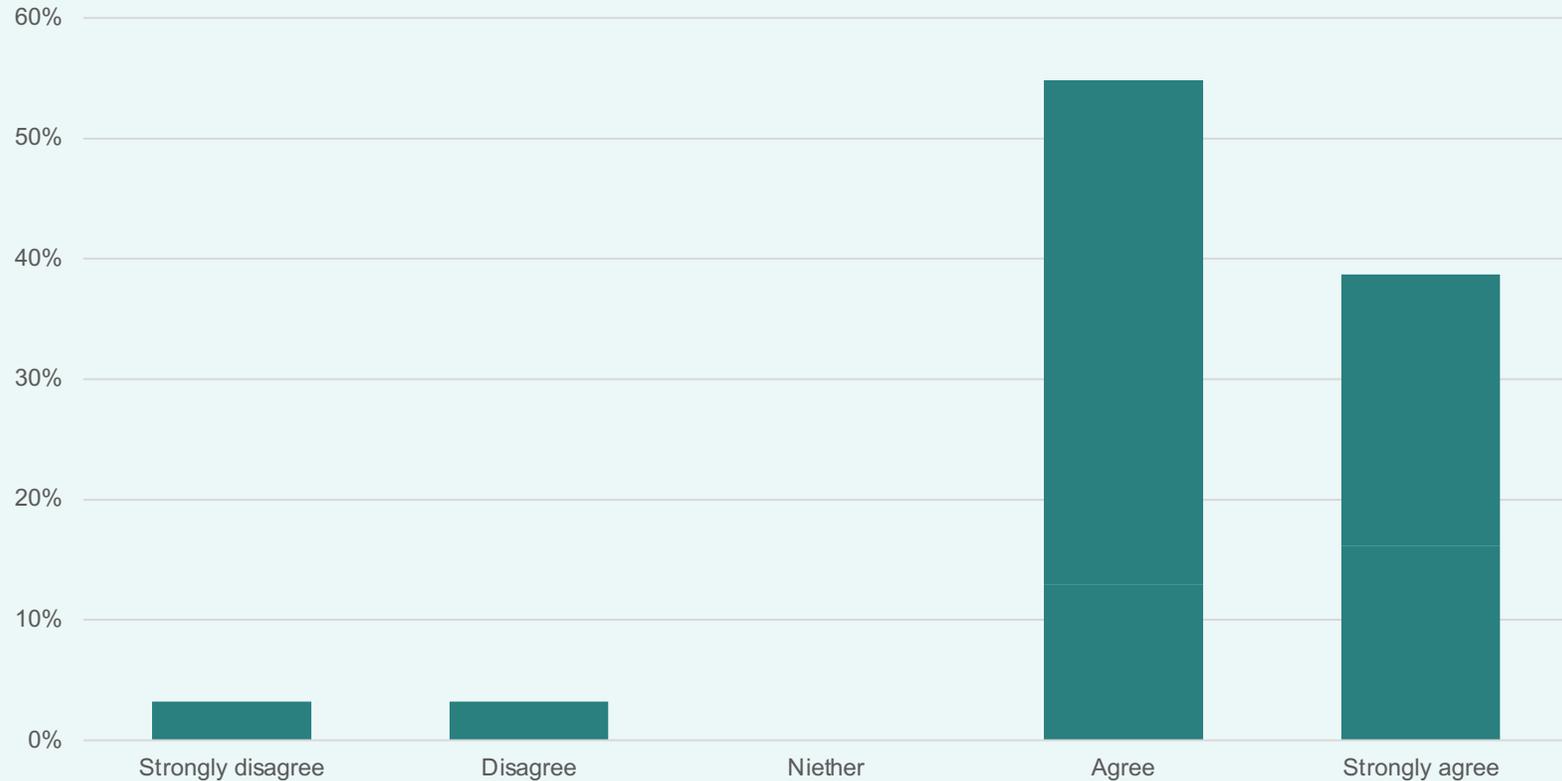
Respondents were asked whether they:

- **Used** the Guide to evaluate their program
- **Read** the Guide (but did not use it)
- **Did not read or use** the Guide



Those who used or read the Guide thought:

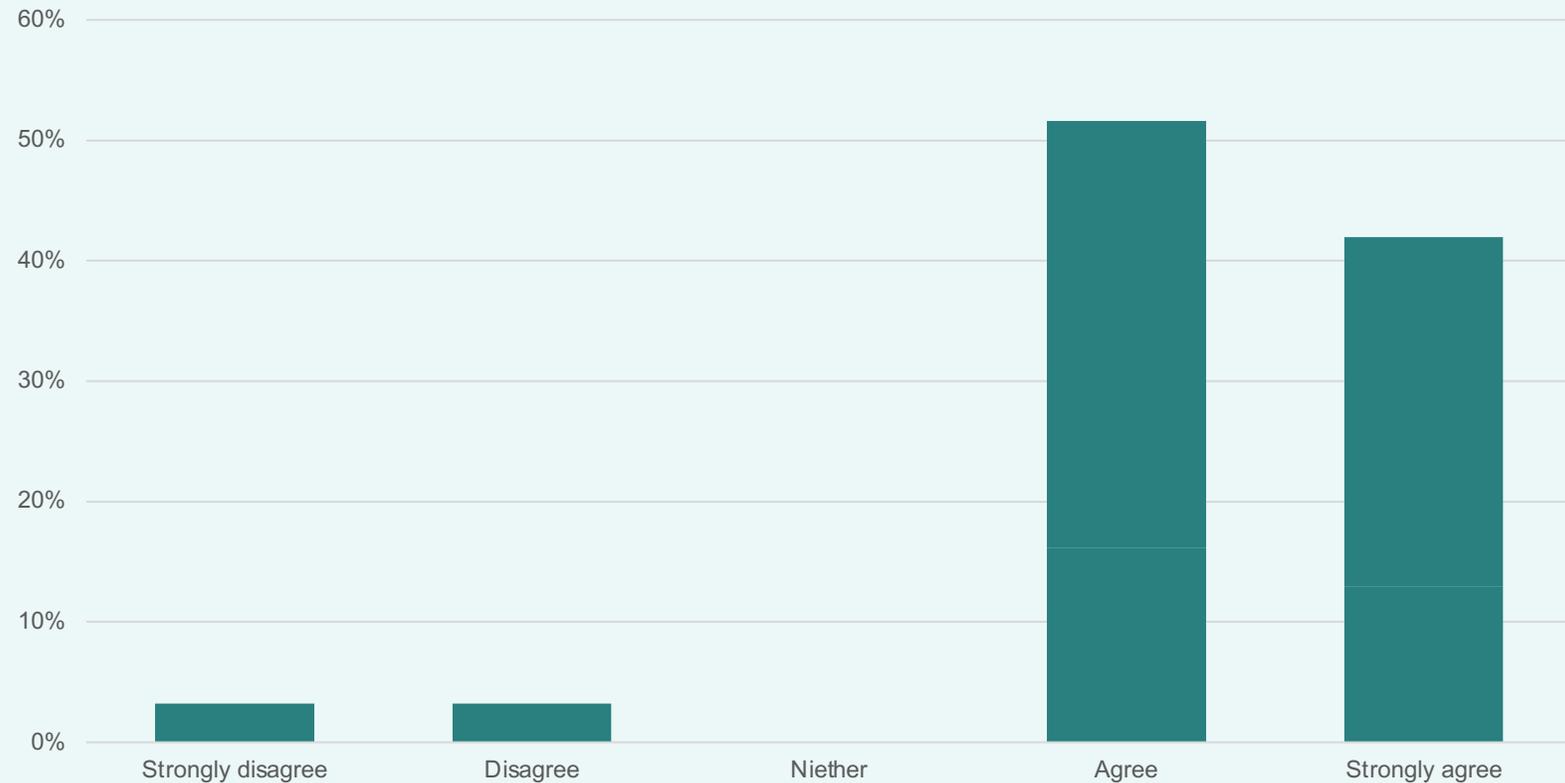
The Guide was useful and practical



n = 31

Those who used or read the Guide thought:

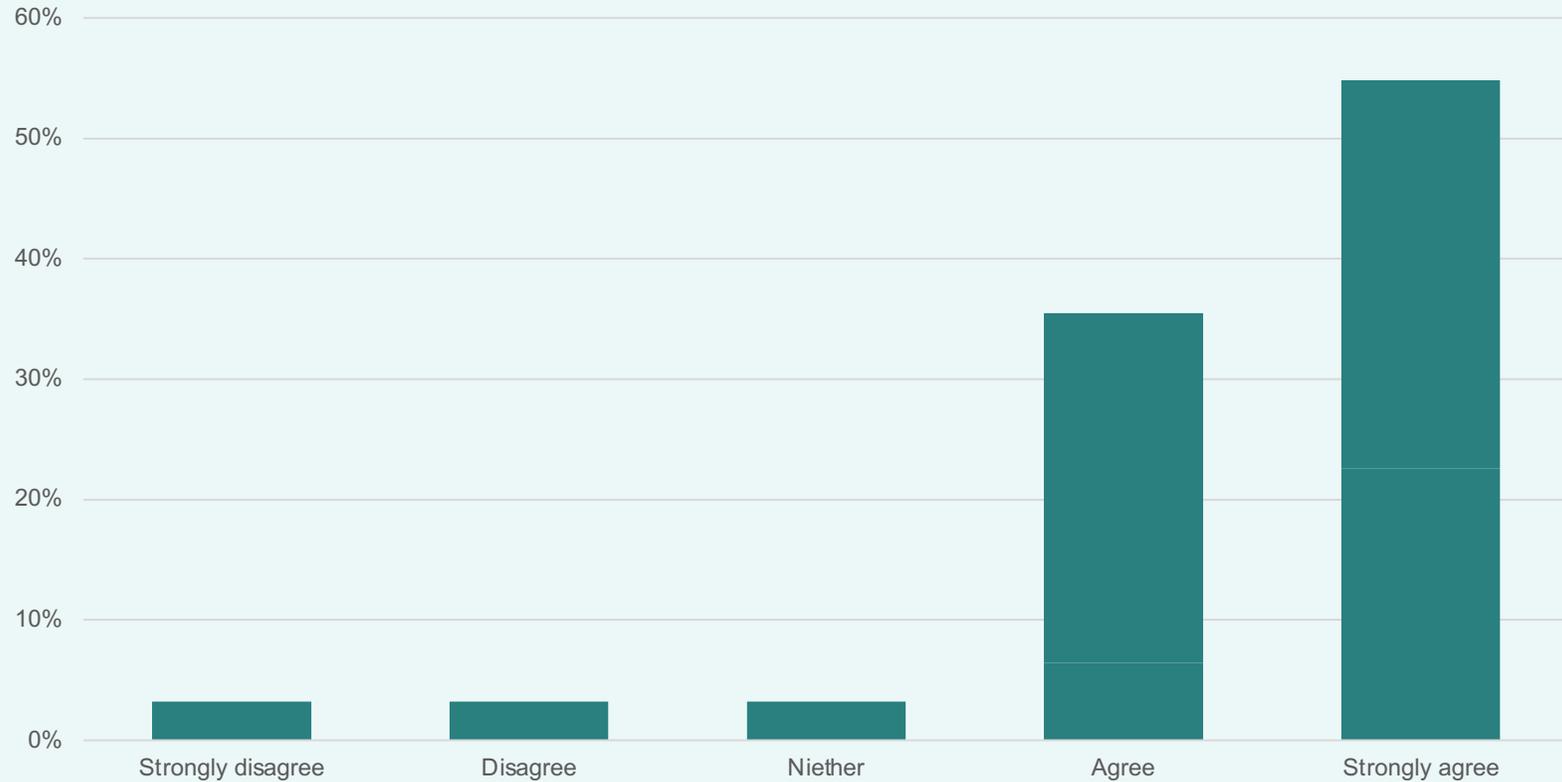
The Guide was clear and easy to understand



n = 31

Those who used or read the Guide thought:

The Guide was comprehensive



n = 31

The most valuable aspects of the Guide were:

- The real-life examples throughout the Guide
- The 'Evaluation Planning Tool'
- The practical worksheets and templates
- The guide is comprehensive, clear and well-organised

n = 23



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Quotes:

The Evaluation Guide is an incredible tool. Its utilisation will provide credibility to gender equity activities and play an important role in future diversity and inclusion in STEM work. The guide is **clear and well organised**. I primarily used the **Evaluation Planning Tool** and enjoyed prompts to define the STEM Women audience and goals.

The Evaluation Guide is very **comprehensive** and useful. It literally describes the entire research design. I particularly like the **concrete example** provided as a model with figures and illustrations ...

The distinct sections (plan, design, execute, share) allowed me to re-think in these areas - instead the planning and designing all get jumbled and you find yourself going back and changing things because you did not give enough thought to planning - so quite useful. The **practical worksheets** were also very good. Liked the **example** given to guide at start.



The least valuable aspects of the Guide were:

- It is too long
- The section on 'Analysis'
- A little repetitive throughout
- The Guide suggests using existing instruments, but there were no direct links to them

n = 19



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Quotes:

Providing **examples and linkages to best-practice programs, activities and instruments** would make the guide very useful to not only evaluate but also benchmark - and make it specifically relevant to STEM gender equity.

... found the **Analyse section** of the guide the least valuable. Primarily I have used the in-built analysis of Survey Monkey rather than conducting my own analysis. I have instead thought about how I could portray the most important findings through infographics and if these findings might be useful to use for future promotions.

The early section explaining why evaluation is important could be **truncated** significantly without losing meaning or impact. Sections that outline the **theory elements** of evaluation are least valuable and could be taken out or cut back to make it more user-friendly and easier for programs to use the guide. Some of the material could be **tightened** in the next revision.



The Guide could be improved by:

- Creating a shorter 'quick-reference' version to complement the longer version
- A repository of validated instruments or a question bank
- More diverse examples of real-life case studies
- Colour-coding sections

n = 22



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Quotes:

We would suggest trying to **cut the length** as much as possible. One way to do this could be to remove materials on evaluation theory - and pare it back to the 'how to' with the templates. You could do **a shorter guide**, like an executive summary, which pares back to the 'how to' and examples elements, which is likely the one most people would use. And you could publish **a longer, theory version** for those who want to delve further.

A **repository of useful instruments** would be an incredible time saver and would allow for a level of comparison between some gender equity activities. **Colour coding** sections of the Evaluation Planning Tool to the corresponding guide chapter to assist moving between the two components ...

Providing **real-life examples of case studies**. Would be great to hear that program x created this research report, which assisted them in getting sustainable funding with company y.



A noteworthy comment:

One respondent highlighted the need to focus the content and examples on programs that lead to long-term systemic change.

“ If the examples could be changed to be **focused on systemic change** projects this would be extremely valuable and would **help push the STEM sector in the right direction** (e.g. redesigning recruitment processes to mitigate bias, trialling anonymised recruitment, changing promotion criteria, interventions to inform behaviour and culture change, longitudinal evaluations). The issue at the moment in the STEM sector (and more widely) is not only that initiatives aren't effectively evaluated, but that the 'projects' themselves are unlikely to lead to long term change as they aren't addressing the underlying causes of inequality - **we need to encourage people to start in the right place AND evaluate their work.**



Those who read the Guide and plan to use it in the future will use it:

- As a planning and execution tool
- To evaluate their Diversity & Inclusion programs
- Specifically for the 'Evaluation Planning Tool'

n = 13



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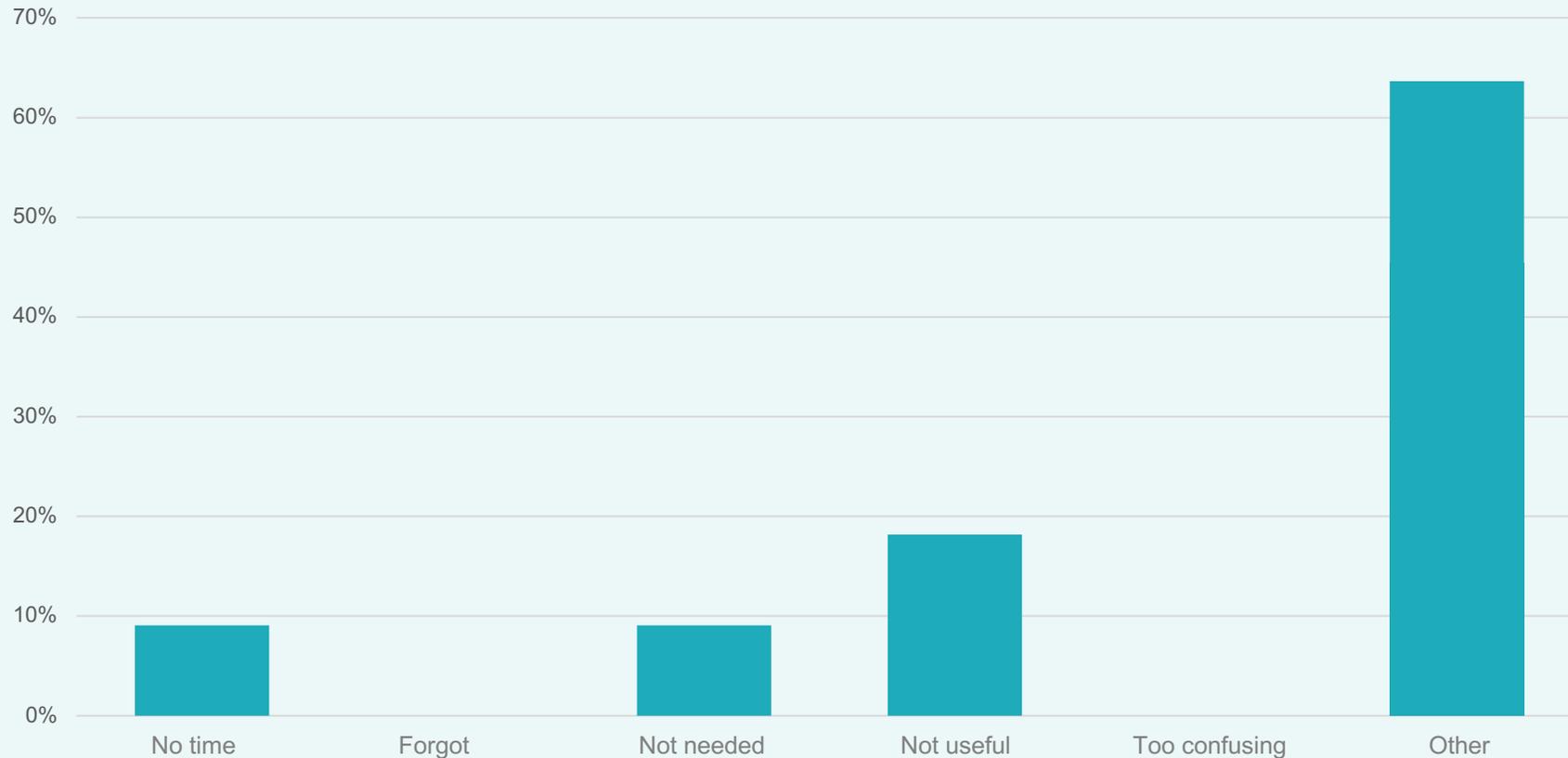
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Those who did NOT use or read the Guide said they:

Did not use or read the Guide because ...



n = 10

Reasons why they did NOT use / read the Guide:

- The program ended before the Guide came out
- The program is on hold due to COVID-19
- It was not suitable for their project
- Were not aware of it

n = 8



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