Why am I giving this presentation?

As a mature, established field, we know what constitutes best practices in program evaluation, but these best practices are inconsistently applied.
70 “best in class” social marketing cases worldwide, 2012-2014
Happily, we already know the gold standard for evaluation research, and there are many excellent examples to guide us along the way.
Meanwhile, in the commercial marketing sector…
High Fives
&
Facepalms
High Five!
Developing a customized evaluation roadmap, with key performance indicators and measurement tools identified *early* in the planning process.
High Five!
(Golden State Warriors Edition)
Establishing an evaluation framework that values real-world, sustained *impact* over short-term, online *engagement*—and can make a connection between these two types of metrics.
Face Palm
(Star Trek Edition)
Campaign objectives that are out of whack with the resources at hand.

“We’re going to start a social movement.”

“We’re going to change the conversation.

“We’re going to build a culture that is more inclusive.”

“We will erase the stigma of [insert health condition here].”

“We will enlist 1 million volunteers in the next 12 months.”
DOUBLE FACEPALM

WHEN THE FAIL IS TOO STRONG, ONE FACEPALM IS NOT ENOUGH
Lacking specific, quantitative goals—or at the very least, context for the results that we measure.
PAPAL FACEPALM
Even the Holy Father is embarrassed by your confession
Confirmation Bias
High Five!
(Obama Edition)
Embracing a continuous program improvement perspective.

We’re in the improving business, not the proving business.

Tom Chapel
Chief Evaluation Officer, CDC
High Five!
(Internet Cat Edition)
Situating evaluation as a \textit{core component} of campaign planning.
Face Palm
(Stephen Colbert Edition)
Trying to live up to impossible standards for what constitutes “acceptable methodology.”

Did you account for all possible variables?

Can you isolate the intervention’s impact versus all other factors?

Did you conduct a randomized control trial?
High Five!
(Kids’ Edition)
Remembering that all of these metrics and numbers represent *people’s lives* that have been affected.
Looking forward:
None of us need to start from scratch.
There are many helpful guides, experts and examples—even for those of us strapped for resources.
THANK YOU!

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