

SECTION FIVE

WHAT DID WE ACCOMPLISH?

WHAT DID WE ACCOMPLISH? (EVALUATION)

EDUCATING

RESEARCHING

ORGANIZING

MOBILIZING

EVALUATING

Celebrating
Accomplishments

Monitoring and
Enforcement

Evaluating Campaign
Outcomes

Recognizing Campaign
Contributions

OVERVIEW

Regardless of how long it takes your group to work through the first four sections of the Handbook, the activities covered by this section are to be carried out in the final stage of your campaign. In this section you will:

- Evaluate the outcomes of your campaign;
- Decide if your function as a coalition has been fulfilled;
- Celebrate your accomplishments
- Recognize your community, and every individual who gave their time and/or resources to your campaign; and
- Set in place the tools, safeguards and individuals needed to enforce and monitor the progress of the gains that resulted from your campaign.

EVALUATING OUTCOMES

The title of this section is a clue to how you should view the status of this final stage of your campaign. “What did we accomplish?” implies that whether or not you succeeded in getting your ordinance adopted, you did win: you won the respect of your community and those who opposed your objective; you won the satisfaction that comes from being committed to a good cause—making your community a better place to live; and you won the right to a place at the table of decision making. You better believe YOU WON! And if you used this handbook as it was designed, then, more than likely, you also won the adoption of your local living wage ordinance. Either way celebration is in order! But before you lose your head in revelry, evaluate the outcomes of your campaign.





TOOL FIVE-1

Campaign Evaluation Forms

OBJECTIVES: To evaluate the outcomes of your campaign individually and collectively

TIME: 2 hours

MATERIALS: Flip chart, markers, completed Action Evaluation worksheets, and Final Evaluation Worksheet

HANDOUT #5-1
Final Evaluation
Worksheet

HANDOUT #5-2
Individual
Evaluation Form

Break out into four or five small groups. Each group will need several flip chart pages and markers. Divide the completed action worksheets (See Task 4-5 and Handout 4-7) evenly between the small groups. Assign each group one or two columns from the Action Evaluation worksheets to tabulate. The information from each worksheet column should be transferred to a separate Final Evaluation worksheet. Numbers should be added, averaged and ranked (ie., the the greatest, the least); comments should be recorded on the flip chart sheet and tallied. When a group is done working with their set of worksheets, they are to trade sets with another group, and so on until all the information from the worksheets has been recorded on flip chart pages. One group should be assigned to read and compile all the coordinator notes (60 minutes).

Reconvene the large group and have each small group report back (5 minutes per group). Spend 30 minutes discussing what you learned about the outcomes of your campaign:

- Did you do better or worse than you expected?
- What should have been done differently?
- How well do the Action Evaluations reflect what actually happened?
- How will this information be useful?

Have each group member complete an individual evaluation form. You can modify the form that is included in the handout section to fit your campaign. Ask for volunteers to analyze (using the same method that the group used to analyze the Action Evaluations) the individual evaluations. Ask for some volunteers to type up all the



evaluation findings.

APPRECIATION AND CELEBRATION

Somebody knows how to throw a party. This should be a big one! It's in your budget and you have been planning for it since the beginning.

JUST A FEW SUGGESTIONS:

- Invite everyone in your community, including your opposition.
- Get the local business community to underwrite the cost
- Give some token of recognition to the members of your working group and volunteers, with some special recognition to several people who contributed heavily (time and finances) to your campaign
- Include activities that embrace the diversity that exists in your community
- Have lots of fun!

Just in case you did not gain the adoption of your ordinance, use this celebration as the kick off for the repeat campaign. Recruit new blood for your coalition. Use the press to get people there and to inform the people who won't be there.

ENFORCEMENT AND MONITORING

Just in case you did not gain the adoption of your ordinance, use this celebration as the kick off for the repeat campaign. Recruit new blood for your coalition. Use the press to get people there and to inform the people who won't be there.

The key to enforcement is direct contact with workers. Even city and county staff dedicated to enforcing the living wage law may be unable to do so because subcontracting is decentralized and is done by various departments. They may have no idea, even if they have been hired to monitor compliances, what businesses are subcontracted to work for the local government. Despite monitoring provisions, some subcontracted employees earn less than the Living Wage required by a local ordinance.



According to the researchers with ACORN National Living Wage Resource Center, “Even with excellent language, the best assurance that the living wage ordinance becomes reality for real workers comes from a vigilant coalition. Grassroots efforts to enforce the living wage can offer opportunities for more new organizing.”

There are some very real challenges to ensuring compliance with Living Wage ordinances, not the least of which being employers who use their influence to avoid paying the living wage. There are real examples of those who requested special waivers and exemptions.

Change in leadership can also weaken or even nullify the effectiveness of living wage legislation. Therefore, it is important that your working group stand behind your friends in local government; support their campaigns for re-election; and don’t let them forget that they owe you. You should also groom members of your group to run for political office, in order to be positioned to influence political decisions from the inside.

Finally, be proud of yourselves, individually and collectively, for all you have achieved. Running a Living Wage campaign is no small accomplishment. You have the skills, the knowledge and the right attitudes—keep using them to make positive change happen in your community.

The best assurance that the living wage ordinance becomes reality for real workers comes from a vigilant coalition.



SECTION FIVE

PLANNER EVALUATION

| ACTIVITY | TARGET DATE | PERSON/S RESPONSIBLE | DATE COMPLETED | HOW IT IS DOCUMENTED |
|----------------------------------------------------------------------------------------|-------------|----------------------|----------------|----------------------|
| *Appointed, or invited persons to serve as facilitator and recorder. | * | | * | |
| * Had an agenda and kept records of decisions made at each meeting. | * | | * | |
| *Used relationship, team and community building activities to start meetings. | * | | * | |
| *Encouraged attendance at meetings through phone calls or other contacts. | * | | * | |
| Group members developed and completed campaign evaluation forms | | | | |
| Planned and executed celebration | | | | |
| Recognized group members and supporters for their contributions to the campaign | | | | |
| Developed plan to monitor the enforcement of living wage ordinance | | | | |
| Reviewed evaluation forms | | | | |
| Met to consider what your next step will be depending on the outcomes of your campaign | | | | |

* Should happen at every meeting.

