

Storyboard Activity

A highly participatory evaluation tool to engage people in telling their stories!

The following evaluation tool is adapted from Kim Sabo Flores' acclaimed book, *Youth Participatory Evaluation: Strategies for Engaging Youth People*. This tool and the book are both great resources!

Overview of Storyboard Activity

Playing with evaluation concepts and methods helps level the playing field so that staff, program beneficiaries, and other key stakeholders can begin to see evaluation as something that everyone can do. By making evaluation processes participatory, fun, and relevant to the experiences of stakeholders, it is possible to collect rich, meaningful data and to co-create evaluations frameworks that more appropriately reflect your organization's work and impacts.

The Storyboard (or Storyboard Logic Models) is a great activity used to engage youth and adults alike. Participants are asked to tell the story about their experiences with your organization's programs or initiatives.

How this works...

A storyboard is a visual representation of a story; a story about a person or a group's experience - *and possible transformation* - as a result of their participation in your program. Essentially, it is a story that documents change. The storyboards generally include three cells or picture frames and each cell or frame describes a part of the participant's story.

To generate images for each cell or frame, we typically ask the following questions (questions can be adjusted to reflect participants in the activity from implementer to beneficiary):

Cell-Frame One – Labeled BEFORE ~ what is happening in the lives of your clients, beneficiaries, constituent group, or community *before* they join your program, initiative, or organization? (*HINT: Think about this in terms of the conditions in which they live, their behaviors, skills and capacity, the knowledge they possess, their awareness, their relationships, and their needs.*)

Cell-Frame Two – Labeled DURING ~ what is happening to your clients, beneficiaries, constituent group, or community once they begin participating (or *during*) your program, initiative, or organization? (*HINT: Think about this in terms the strategies and activities that seem to have the most traction/success and what happens to people's behaviors, skills, capacities, relationships, and knowledge as reaction to these successful strategies and activities?*)

Cell-Frame Three – Labeled AFTER ~ what is happening, going on for your client, beneficiaries, constituent group, or community *after* they leave your program, initiative, or organization? (*HINT: Think about this in terms of the changes in behaviors, skills and capacities, knowledge, awareness, relationships – what*

progress has been made? Longer-term, who is this person, what are they able to do, and how is their life possibly different – impacted, transformed - as a result of their engagement with your organization?)

We encourage participants to use whatever tools, materials, and images they would like in order to create their storyboards – markers, crayons, construction paper, cardboard, stickers, sparkly things, pictures, and photographs – whatever helps participants tell their story!

What do Storyboard say about the work you do (and how can it be used in your ongoing evaluation work)...

The Storyboard activity is a great participatory tool to assist your organization in obtaining some simple baseline data about your members, while helping you to identify key strategies that are meaningful to participants and the change and progress brought about by your program. In addition, Storyboards provides beneficiaries and key stakeholders an opportunity to inform your evaluation framework (including your logic model or outcomes map) and provide some rich insight to inform your organizational practice, program planning, and decision-making. Interpreting the storyboards doesn't have to be complicated.

Cell-Frame One – BEFORE ~ Remember, you wanted to know – *clients, beneficiaries, constituent group, or community before they join your program, initiative, or organization?*



This is your baseline data. This first frames tells you something about the participants **BEFORE** any intervention or immersion has taken place. This tells you about everyday conditions, their behaviors, their skills/capacity, and knowledge prior to their involvement with your organization. This kind of data may also help identify key characteristics about *who* your participants are (and who they are not).

Cell-Frame Two – DURING ~ Remember, you want to know - *what is going on for your clients, beneficiaries, constituent group, or community once they begin – or during - your program, initiative, or organization?*



These are your strategies. Participants are likely to tell you what they are doing in terms of activities – the specifics of what your organization does on a daily basis - while in your program. They may also tell you what they are experiencing during these activities. This can reveal a great deal about your strategies – the overall assemblage or package of activities such as empowerment or skill building workshops - used by your organization and which are meaningful (and less meaningful) to participants.

Cell-Frame Three – AFTER ~ Remember, you want to know - *what is going on for your clients, beneficiaries, constituent group, or community, after they leave your program, initiative, or organization?*



These are your outcomes or impacts. This last frame tells you about the change that is occurring for individuals or groups as a result of their participation in your program. It can also provide you with some insight as to how to begin measuring the change or progress happening based on the perspective of participants. Specifically, what are they experiencing that is new or different, what changes in their behavior are they reporting compared to Cell One?