Canadian Evaluation Society Education Fund (CESEF)
Organizational Plan 2007-2008

Components	Educational Programs & Awards	Communication & Marketing	Fundraising
Activities	• Administer and continue to partner to develop programs. • Negotiate Shared Activity Agreements (SAA)s with partners for programs. • Program areas for 2007-2008: Mentoring, Aboriginal, International, Scholarships, Educational Assistance and Research on Evaluation.	• Develop and implement marketing strategy to members and connect with key partners to accomplish objectives. • Maintain web site. • Produce marketing products to promote and fundraise for programs.	• Actively pursue opportunities to fundraise. • Administer policy. • Solicit, obtain and accept gifts, donations, bequests, donations, and contributions. • Manage the Fund (generate interest, minimize risk, etc.) • Leverage member's support for funding opportunities.
Target Groups	For Grantees • Show benefit to Canadians wishing to further their knowledge/skills in Evaluation (students, new evaluators, and others).	• Current and potential members of CESEF. • Current and potential partners and grantors including individuals, institutions, and organizations that provide education, training, experience and jobs. • Canadian Evaluation Society (CES) and Chapters, evaluation firms and corporate firms, Federal and provincial government agencies such as Centre of Excellence in Evaluation, Treasury Board, and others. • Granting agencies such as other foundations, non-profit organizations, and all forms of businesses.	
Outputs 2006-2007	• Develop priority programs and awards for year. • Administer programs including working with partners. • Increase student capacity. • Determine the satisfaction of students and partners.	• Develop market plan for each program and award. • Develop membership and marketing strategy. • Maintain membership in Imagine Canada. • Expand marketing scope. • Maintain good communication.	• Administer fund development and fund raising policy and plans. • Develop fundraising plan for programs and awards relating to identified program needs. • Identify and address fundraising priorities.
Outcomes	• Increased opportunities for learning about evaluation. • Increased knowledge of evaluation theory and practice. • Evaluate programs to provide direction to CESEF Board and members.	• Expand liaison with partners, members, grantees, and grantors. • Develop channels/links both national and international. • Increased awareness of: CESEF and its benefits; the value of evaluation, and the importance of education and training.	• Increase size of Fund. • Evolve fundraising policy to meet emerging needs. • Expand the range and types of funders.

Improved performance of CESEF for the benefit of Canadians.

Contribution to Longer-term Societal Outcomes

Ensure an adequate inflow and management of funds to ensure CESEF can achieve its organizational objectives.

Improved use of evaluation in decision-making about programs, policies and initiatives.

More efficient and effective programs, policies and initiatives.

July 2007