

August 23rd 2010
Yukon Women in Trades and Technology
Terms of Reference

Background

Yukon Women in Trades and Technology (YWITT) is a well-respected and successful education and advocacy organization dedicated to promoting and assisting in the recruitment, training and retention of women in the skilled trades and technology sectors. YWITT is all about getting the word out to women of all ages about the high paying, hands-on, rewarding careers in the trades. We want to increase the participation of women in well-paying, in-demand and respected trades and technology jobs through projects designed for women.

In January of 2010 Yukon Women in Trades and Technology underwent an evaluation by One Bird Resource Planning and Management, under the direction of Advanced Education of the Yukon Government. YWITT is now seeking a consultant to:

- Formulate a Logic Model
- Assist in the revision of the 3 year strategic plan

The program logic model (PLM) is defined as a picture of how YWITT does its work—the theory and assumptions underlying the program. A PLM links outcomes (both short and long term) with program activities/processes and the theoretical assumptions/principles of the program (W.K Kellogg Foundation, 2004).

Mission Statement

The consultant will work with staff and Board of Directors of Yukon Women in Trades and Technology to assist in the formulation of a logic model with performance measurement indicators to reveal that YWITT is achieving its intended outcomes. Additionally, the consultant will assist in the process of updating/revising the 3-year strategic plan.

Problem Statement

Measuring the effectiveness of educational programming is a challenging endeavor for any organization. YWITT wishes to demonstrate to the public and

their funders that they are achieving their goals and objectives. In order to do this, YWITT needs to develop measurement tools or instruments to measure outcomes of our programming and introduce a plan for future program monitoring and evaluation.

Additionally, the consultant would need to keep in mind the summarized recommendations from the evaluation from One Bird Resource Planning and Development which state that "...Advanced Education needs to clarify their expectations of YWITT; agree on appropriate performance indicators; and ensure that information is being collected to measure the success of the various initiatives" (Cleghorn, 2010, p. 15).

Desired Outcomes/Outputs

1. Logic Model Development

Summarize YWITT's goals and objectives, inputs, impacts, outcomes, outputs, measurable indicators, and possibly targets. This logic model would lay the foundation for developing another evaluation plan in future.

2. Strategic Planning

Review and clarify the organization's rationale (mandate), including its goals, objectives, and activities, and ensuring that performance measurement indicators are put in place to demonstrate that YWITT is achieving its intended outcomes. The consultant should also be able to work together with YWITT on developing new instruments to measure outcomes, or fine-tuning existing instruments to be used for gathering data for program monitoring and for future program evaluation.

Process and Timelines

The consultant will conduct facilitation of a strategic planning event, planning of the inclusion of Shawn Kitchen (Director-Labour Market Programs and Services) in the ladder stages of the event. In addition, logic model report and all other documentation will be completed by Feb 25th, 2011.

Indicative Budget

The budget for the aforementioned endeavor will not exceed \$10,000.