A framework for evaluating advocacy fields

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Advocacy Field Building Framework

What's an Advocacy Field?

A group of actors working intentionally—and with reference to one another's actions—to influence a particular policy domain.

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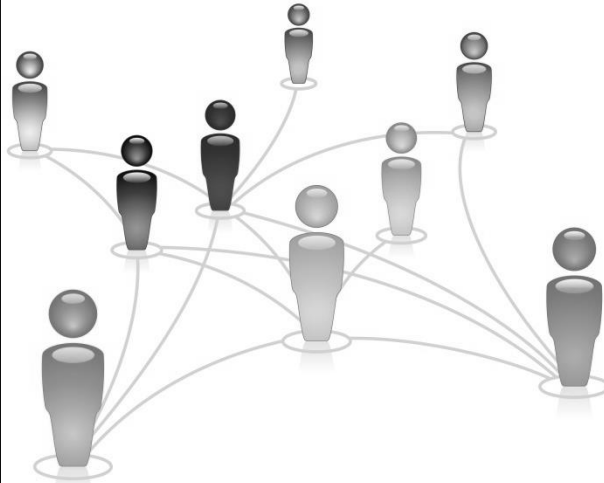
Dimensions of an Advocacy Field

- ✓ Field Frame
- ✓ Field Skills & Resources
- ✓ Connectivity
- ✓ Composition/Voice
- ✓ Adaptive Capacity

Example Evaluation Questions	Potential Data Collection & Methods	Measurement Issues to Explore

Field Frame

A common frame of reference through which organizations identify themselves as a field and as part of a common enterprise.

Field Frame

Measuring at a Field Level vs. **Individual Organization**

Field Frame

Organizational priorities, values, issues

Field Frame

Public facing issue framing?

Field Frame

~~Public facing issue framing?~~

Shared sense of identity and purpose?

Field Skills & Resources

The array of advocacy skills,
knowledge and capacity
needed to make progress on
a wide variety of policy
issues throughout all stages
of the policy processes.

Measuring at a Field Level vs. Individual Organization

Skills & Resources

Skills & Resources

Capacity assessment tool

Measuring at a **Field Level** vs. Individual Organization

Skills & Resources

Aggregate capacity assessment tools?

Skills & Resources

~~Aggregate capacity assessment tools?~~

Effective deployment of capacity?

Skills & Resources

Aggregate capacity assessment tools?

~~Effective deployment of capacity?~~

Collectively effective deployment?

Field Composition

The variety of voices that can participate meaningfully and have influence in the policy process. This may include presenting different demographic, socio-economic, geographic, disability and sector interests.

Measuring at a Field Level vs. Individual Organization

Composition

Composition

Populations/voices the organization represents

Composition

Populations represented across organizations?

Who is in, who is out, who is missing and according to whom?

Composition

~~Populations represented across organizations~~?

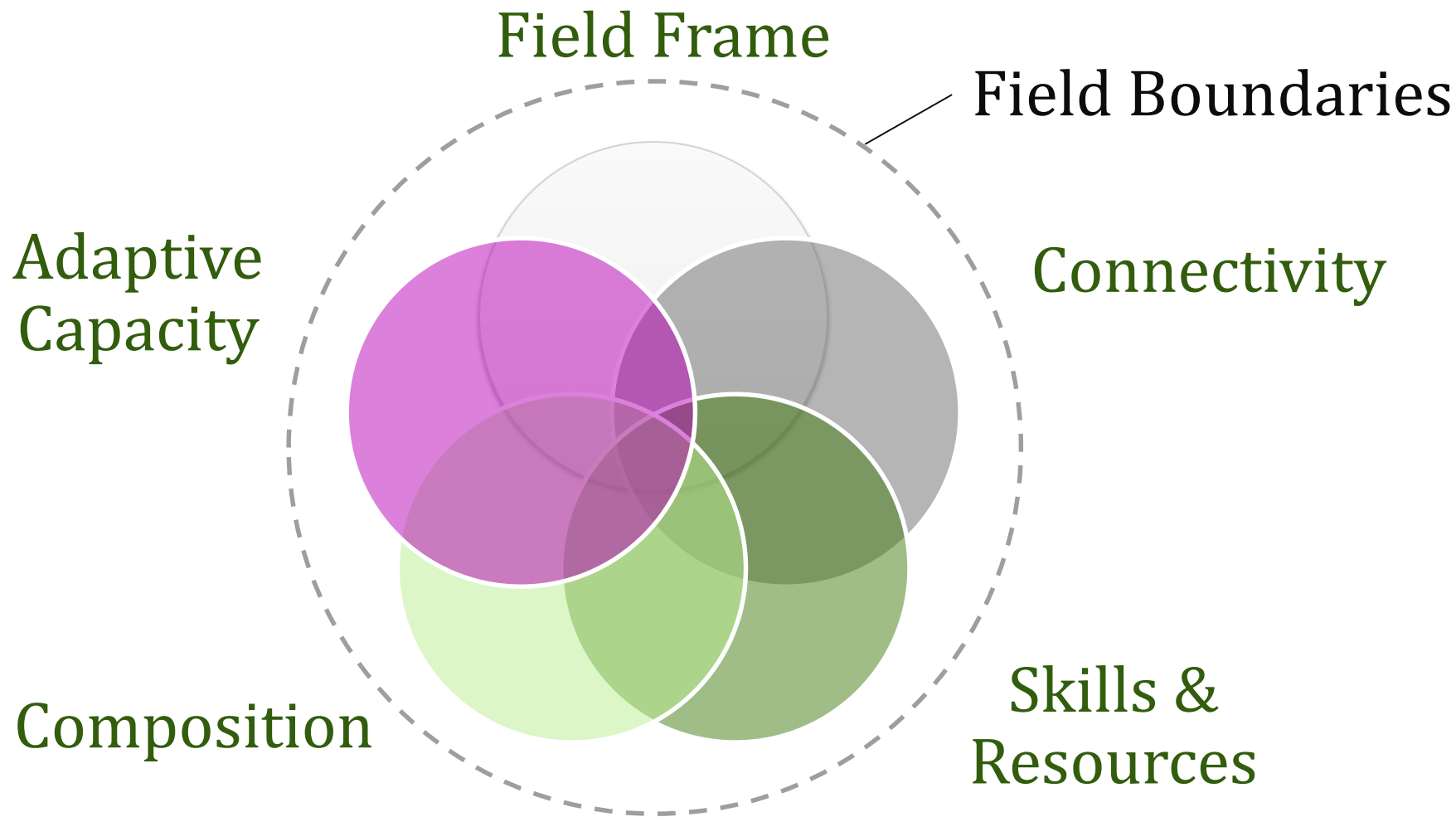Who is present and has power at what points within the policy process?

Who is in, who is out, who is missing and according to whom?

Composition

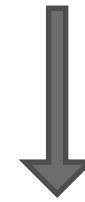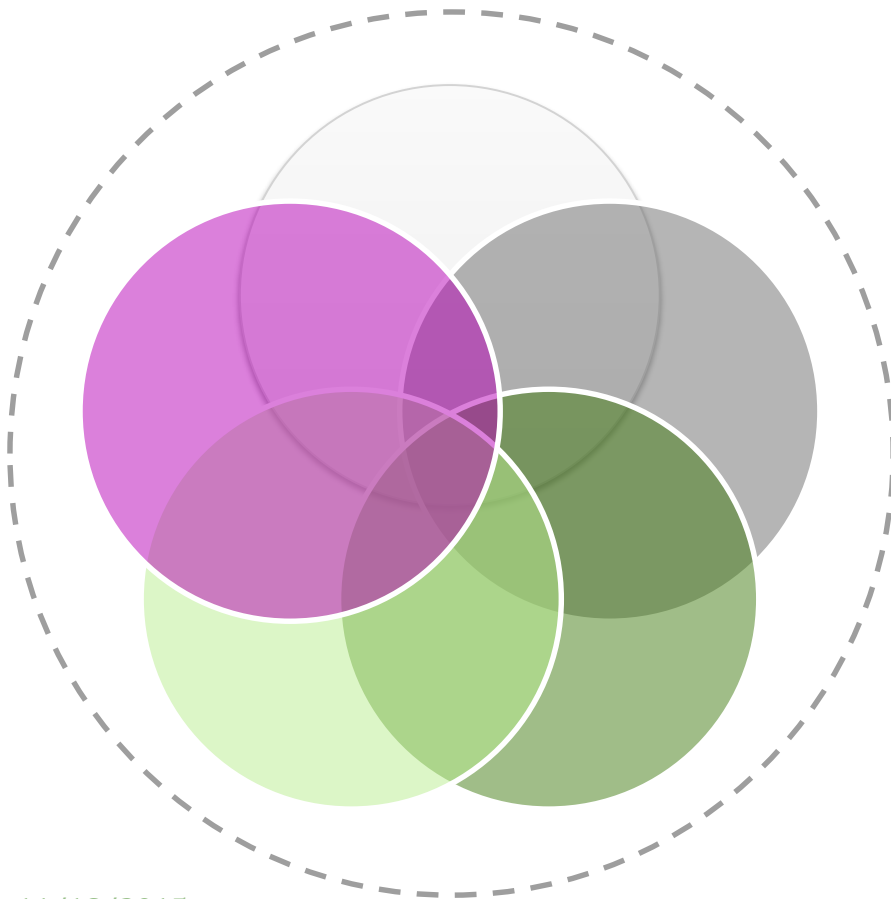~~Populations represented across organizations?~~

Intersection of the Dimensions

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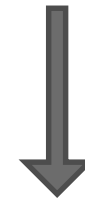
Field Frame + Connectivity = Boundaries
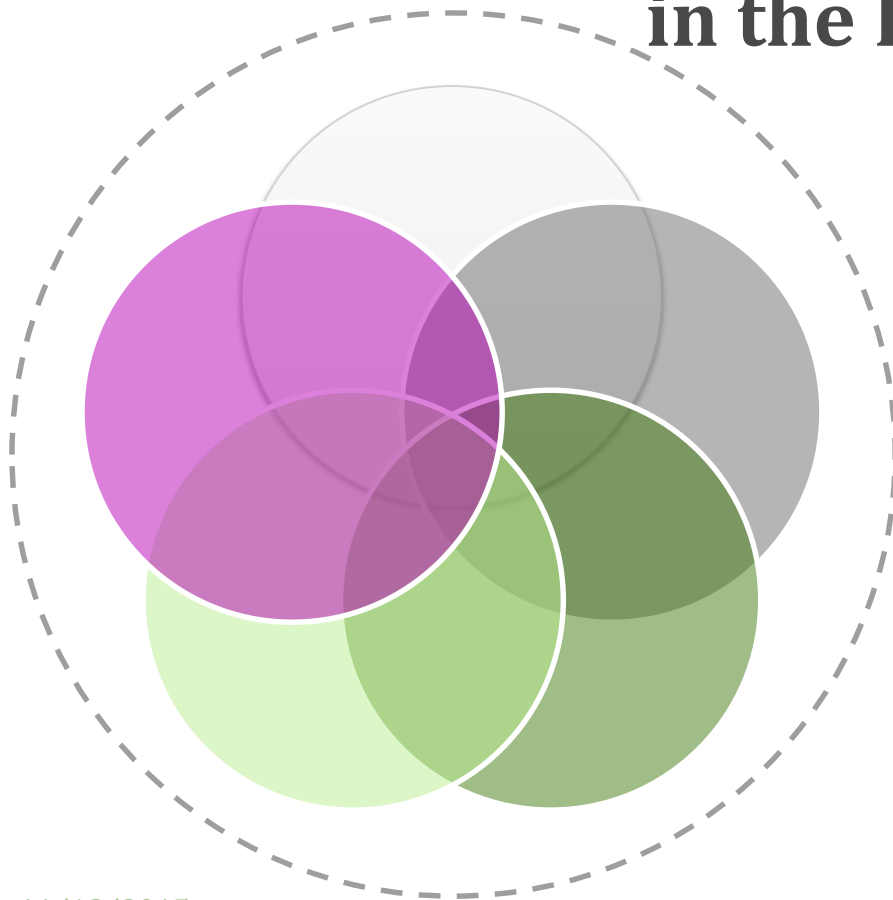

Changes to the interpretation of

- Composition

- Skills & Resources

Expand Composition = New Organizations in the Field

Likely to decrease connectivity of the field

Likely to increase skills & resources of the field

Thank you!

For more information about the Framework and Field Building Assessments, please contact jewlya@sparkpolicy.com or 303-455-1740, ext 113