

## Becoming a Credentialed Evaluator (CE): Strengthening Evaluation Practice in Canada

Written by Umaira Behzad in collaboration with Cheryl Poth, Jasmine Brazil, and the Canadian Evaluation Society Alberta NWT Chapter. A special thanks to Stephanie Gazzola & Shelly Jun for their support.

Evaluation is central to decision-making processes across disciplines and sectors. As organizations seek to generate and use evidence to guide programs and policies, the demand for skilled and credible evaluators continues to grow.

In Canada, the Credentialed Evaluator (CE) designation, offered by the Canadian Evaluation Society (CES), provides a nationally recognized standard that signals professional competence, ethical practice, and commitment to continuous learning in evaluation.

Members of the Evaluation Capacity Network (ECN) and the broader evaluation community have played an important role in advancing credentialing locally, both by pursuing the designation and supporting others on their journey.

This EvalByte explores what it takes to become a CES Credentialed Evaluator and why the designation is valuable, drawing on insights from local evaluators in Edmonton, Alberta.



# What Is the CES Credentialed Evaluator Designation?

The CE designation is awarded by CES to professionals who demonstrate education, experience, and competence in evaluation practice. The key requirements include:



## ➤ Membership:

- Must be a member in good standing with the Canadian Evaluation Society.

## ➤ Education:

- Graduate degree (Master's or PhD) from an accredited Canadian institution or recognized international university  
**OR**
- Undergraduate degree plus a recognized graduate certificate or diploma in Program Evaluation.

## ➤ Work experience:

- At least three years of full-time equivalent evaluation-related experience within the last ten years.

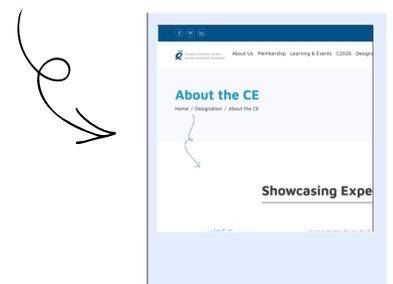
## ➤ Competency:

- Applicants must demonstrate education or experience related to 70% of the competencies in each of the five domains of the [Competencies for Canadian Evaluation Practice](#). This must include Competency 1.1 and Competency 1.3.

## ➤ Maintenance:

- To maintain the designation, Credentialed Evaluators must:
  - Maintain CES membership
  - Pay the annual CE renewal fee
  - Report at least 40 hours of professional learning every three years

*Click here to learn more about the designation*



# Why Pursue the Credential? Perspectives from Credentialed Evaluators

## Dr. Cheryl Poth

Cheryl Poth, professor in the Faculty of Education at the University of Alberta, was an early CE recipient and is currently a long-time partner of the ECN. She pursued credentialing to support the broader recognition and professionalization of evaluation.

For Cheryl, the CE designation demonstrates the value of evaluation expertise across both academic and applied settings, while reinforcing the importance of lifelong learning and professional development.

In her role as a faculty member, she integrates the Competencies for Canadian Evaluation Practice into doctoral teaching. This helps students understand how evaluation differs from traditional research and prepares them for professional evaluation practice.

She also emphasizes the sense of community that the designation creates:

*“The designation allows you to network with other people and become part of a bigger community”*

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*Dr. Cheryl Poth*

## Jasmine Brazil

Jasmine Brazil, Strategic Advisor at the City of Edmonton, has been connected to ECN since its early stages. Earlier in her career, she worked as an Evaluation Specialist with the City’s Family and Community Support Services (FCSS) program, collaborating with funders and non-profits to strengthen evaluation approaches and reporting practices.



*Jasmine Brazil*

When the ECN launched UEval in 2019, an experiential one-week evaluation institute, Jasmine played a key role in shaping the course design. She helped structure community-based case studies and later served as a facilitator in the program’s pilot offering.

Interested to learn more about UEval? Registration is now open for this spring! Learn more here



Throughout her career, Jasmine has remained committed to building evaluation capacity. Her work has included:

- contributing to the development and pilot of UEval
- bringing real-world evaluation projects for students to work on
- developing Evaluation 101 training for FCSS-funded programs
- mentoring aspiring evaluators pursuing the CE designation
- hosting communities of practice to support shared learning

She emphasizes that evaluation skills are valuable not only for professional evaluators but also for those working in program management, policy, and strategic planning across sectors. For Jasmine, becoming a Credentialed Evaluator was a commitment to learning:

*“Being a Credentialed Evaluator validates the experience I have (both educational and practical), the standard to which I hold myself and my work, and also demonstrates a commitment to continuous learning. ”*

She describes the application process as reflective and iterative, requiring applicants to review each competency and clearly articulate how their experience aligns with the framework. Mentorship from an experienced CE played an important role in strengthening her application.

Today, she provides similar mentorship to others, emphasizing that the field grows stronger when evaluators invest in supporting one another.



# Looking Ahead: Strengthening Evaluation

The experiences shared by credentialed evaluators highlight that the CE designation represents more than a professional credential. For many practitioners, the application process becomes an opportunity to reflect on their work, consider how their experience aligns with national competencies, and articulate the value of evaluation within their organizations and communities.

Mentorship and peer support are also central to the credentialing journey. Experienced evaluators often guide applicants through the process, strengthening both individual applications and collaboration within the evaluation community. Maintaining the CE designation also requires ongoing professional development, reinforcing a commitment to lifelong learning.

Across sectors, from government to academia and community organizations, evaluators help ensure programs and policies are informed by evidence and responsive to community needs. By supporting professional standards and continued learning, the CE designation strengthens the credibility and impact of evaluation practice in Canada.

## Join Us at CES 2026!

This Spring (May 24-27, 2026) the Canadian Evaluation Society National Conference is being hosted in Edmonton, AB! Learn more about the CES Credentialed Evaluator designation at the conference.

The ECN will also be presenting at multiple sessions and hosting events (thematic breakfast & dine around town). Come find us! We look forward to seeing you at CES 2026!



If you have any further questions or inquiries about the CE designation or CES, please feel free to reach out at

[info@evaluationcanada.ca](mailto:info@evaluationcanada.ca)