



Empowerment Evaluation in the Digital Villages: Hewlett-Packard's \$15 Million Race Toward Social Justice

David Fetterman

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Empowerment Evaluation in the Digital Villages analyzes a \$15 million community change initiative designed to bridge the digital divide in East Palo Alto, East Baltimore, and San Diego. Involving a partnership between Hewlett-Packard, Stanford University, and three ethnically diverse communities, this initiative enabled its constituencies to build their own technology-oriented businesses, improve their education systems, and improve their economic health. While examining this large-scale, multi-site case, Fetterman highlights the potential for empowerment evaluation to build local capacity and sustain improvements within communities. He provides deep insights into key steps in empowerment evaluation by exploring the way that each of these phases took place in the digital villages. Additionally, the text provides evaluators with real-world stories and practical advice from the front lines. The Digital Village case also demonstrates the social value of combining corporate philanthropy, academic prowess, and community empowerment—highlighting the role of evaluation in this process.

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