

Impact Assessment Workshop

London, UK

Mona Younis, Facilitator

29-30 May 2018 (9:30-16:15)

Purpose: The objective of this workshop is to help participating organizations develop a good understanding of “impact” and appropriate approaches to tracking and assessing theirs. Participants will have an opportunity to consider and discuss the impact they seek, its key components, and their theory (or hunch) of change, and gain a good understanding of Monitoring and Evaluation (M&E) terminology and tools and how to incorporate these into their planning.

Outcome: As a result of the workshop, participants will have:

- Gained a good understanding of the actual and potential impact of their work, and the kind of evidence needed to substantiate those claims of impact
- Gained insight into the change they seek, refinements to their theories of change if needed, and how to use theories of change
- Obtained feedback from participants on their approach(es) to achieving impact
- Learned about common approaches to assessing impact
- Gained a good understanding of M&E and its key components: indicators, data collection and measurement methodologies
- Identified next steps for their organization.

Process: Presentations by the facilitator, extensive discussions and deliberations, and group exercises.

TUESDAY, 29 MAY 2018

- 09:30-10:15 **WELCOME AND INTRODUCTION** (45 min)
- a. Review meeting agenda
 - b. Facilitator report-back on conversations and review of organizations' materials
 - Experience
 - Strengths
 - Challenges
 - Needs
 - c. Discuss, and refine agenda if needed

Materials: 0_Three summaries

- 10:15-11:45 **IMPACT** (90 min)
- What do we mean by impact? What is the difference between outcomes and impact? What kind of impact is possible in the realm of our work? What are the relevant level(s) of impact: individual (opinion, behavior), policy, societal, normative? How are these connected? *“What would success look like?”*

Participants will draft and discuss descriptions of their organizations' outcomes and impact:

- (1) those they have achieved
- (2) those they seek

Materials: 1_Impact; and 1_Impact exercise

11:45-12:00 *Break* (15 min)

12:00-12:45 **THEORY OF CHANGE (TOC)** (45 min)

What is it? Why do we need one? What are the elements of a "good" theory of change? How do we use it?

Materials: 2_Theory of change

12:45-13:45 *Lunch* (60 min)

13:45-15:00 **THEORY OF CHANGE (TOC), cont.** (75 min)

- a. Participants rate each other's current TOC
- b. Participants identify what is missing and needed in their TOC

Materials: 2_Three groups TOCs; 2_TOC exercise 1; and 2_TOC exercise 2

15:00-15:15 *Break* (15 min)

15:15-16:15 **MONITORING & EVALUATION (M&E)** (60 min)

We will review key components of M&E:

- a. Logic models: input, outputs, outcomes
- b. SMART Goals
- c. Indicators: baseline, progress and outcome

Materials: 3_M&E

WEDNESDAY, 30 MAY 2018

9:30-10:30 **DATA COLLECTION AND MEASUREMENT** (60 min)

We will consider a range of relevant data collection and measurement methods.

Materials: 3B_Approaches (Crisis Action); 3B_Evidence of Change journal; 3B_Sample journal; and 0_Three summaries

10:30-12:00 **RETURNING TO OUTCOMES AND IMPACT** (90 min)

Participants will use the information we covered to refine their outcomes/impacts, add indicators, and answer their original questions.

Materials: 1_Impact exercise; and 4_Your questions

12:00-12:15	<i>Break</i>	<i>(15 min)</i>
12:15-13:15	TYPES OF EVALUATIONS We will review different kinds of evaluations and discuss the pros/cons of three approaches. <i>Materials: 5_Evaluations; and 5_Approaches to evaluations</i>	<i>(60 min)</i>
13:15-14:15	<i>Lunch</i>	<i>(60 min)</i>
14:15-15:45	NEXT STEPS To strike the proverbial iron while it's hot, participants will begin charting how they will proceed to introduce evaluation systems, processes and procedures. <ul style="list-style-type: none"> • Breakouts: organizations will draft some next steps for rolling out M&E and assessing their impact (Google Docs) • Plenary: next steps reviewed for feedback <i>Materials: 6_OMT Learning and Evaluation; and 6_Next Steps and Resource Identification</i>	<i>(90 min)</i>
15:45-16:15	WORKSHOP EVALUATION Participants will share candid feedback on what worked/didn't, and complete an anonymous evaluation form.	<i>(30 min)</i>