

INTRODUCTION TO UTILIZATION FOCUSED EVALUATION

SLEVA

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Agenda

1. Understanding UFE better
2. Validation of preliminary analysis of KEQ
3. Identification of intended outcomes of the program.
4. Definition of required data.
5. Selection of appropriate data collection methods.

Exercise – previous experience (1/4)

Suppose that at the beginning of this project you had the required resources and total freedom for implementing or not implementing a formal evaluation plan. What factors would have discouraged you about implementing the evaluation plan? Why?

Exercise – previous experience (2/4)

What would have motivated you to implement the evaluation plan? Why?

Exercise – evaluation utility (3/4)...

Do you think that this evaluation process can contribute to making major decisions or program improvement? How?

Exercise – critical dates...4/4

Can you think of any milestones that could be critical or useful to have in mind for major decision-making throughout the project subject of this evaluation?

What we have accomplished so far...

1. First draft of KEQ that seems useful to guide the remainder of the evaluation process.
2. First 6 steps of the UFE checklist have been covered.
3. The process has been well documented up to this point.

KEQ Validation Analysis

# Key Evaluation Question	Related Primary Intended Use	KEQ Category	Does the KEQ comply with the desired KEQ features?	Related specific program objective
KEQ #1				
KEQ #2				
KEQ #3				
KEQ #4				

The trajectory of change...

INPUT / RESOURCES



ACTIVITIES



OUTPUTS



OUTCOMES



IMPACT / RESULTS

**C
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Focusing on outcomes (1/17)

DESIRED/EXPECTED OUTCOMES

Desired or expected outcomes that would result from the program subject of this evaluation.

- What are you trying to achieve with your program?
- What type of changes do you want to see in the program participants in terms of behaviour, attitude, knowledge, skills, status, etc?

Focusing on outcomes (2/17)

DESIRED/EXPECTED OUTCOMES

Specific Objectives	OUTCOMES What do you want to achieve?	Type of change
Project objective #1	Outcome #1	X
Project objective #2	Outcome #2	Y
Project objective #3	Outcome #3	X,Y,Z

Focusing on outcomes (3/17)

DETAILS OF DATA COLLECTION

¿What data do you need in order to answer the
KEQs?

Focusing on outcomes (4/17)

DETAILS OF DATA COLLECTION

# Key Evaluation Questions	Required data	Other considerations for the evaluation
KEQ #1		
KEQ #2		
KEQ #3		
KEQ #4		

Focusing on outcomes (5/17)

DETAILS OF DATA COLLECTION

¿What methods could be used to collect the required data?

Focusing on outcomes (6/17)

DETAILS OF DATA COLLECTION

1. There is no magic key to tell you the most appropriate method to answer your KEQ.
2. All methods have limitations, so try using a combination of methods.
3. Each type of question suits specific approaches/methods – so let them guide you. Other factors to consider: time, cost, resources, knowledge.
4. Primary users should be the one to determine what constitutes credible evidence. The primary user should feel comfortable with the selected methods and the collected data.

Adapted from Dart, 2007.

Focusing on outcomes(7/17)

DETAILS OF DATA COLLECTION

COMPATIBILITY BETWEEN METHODS AND QUESTION CATEGORIES

Impact: Contribution Analysis / Data trawl & expert panel / GEM.

Outcomes: OM / MSC / GEM.

Approach/Model: Comparative studies of different approaches.

Process: Evaluation study; interview process, focus groups.

Quality: Audit against standards, peer review.

Cost-effectiveness: Economic modeling

Focusing on outcomes (8/17)

DETAILS OF DATA COLLECTION – METHODS SUMMARY (1/3)

Contribution Analysis: Seeks for evidence to show evidence between a given activity and an outcome in order to show change trends that have resulted from an intervention. Does not intend to show linear causality.

Data Trawl: Data search and analysis from disperse literature in order to identify relationships between activities and outcomes.

<http://www.kimointernational.org/DataTrawl.aspx>

GEM (Gender Evaluation Methodology): Links gender and ICT through relevant indicators. Read more: <http://www.apcwomen.org/gem/>

Focusing on outcomes (9/17)

DETAILS OF DATA COLLECTION – METHODS SUMMARY (2/3)

Outcome Mapping: Focuses on mid-term outcomes, suggesting that in the best case scenario these outcomes will lead to long-term impact in a non-linear way. Read more: <http://www.outcomemapping.ca>

Most Significant Change: Seeks to identify most significant changes based on participants' stories. Read more: <http://www.kstoolkit.org/Most+Significant+Change>

Expert panels: Group of experts is invited to comment and analyze outcomes and how they relate to possible impacts. Read more: [_http://www.ljmu.ac.uk/EIUA/rede/](http://www.ljmu.ac.uk/EIUA/rede/)

Focusing on outcomes (10/17)

DETAILS OF DATA COLLECTION – METHODS SUMMARY (2/3)

Comparative studies of different approaches: Self-explanatory.

Interview process: Interviews on how participants experienced the process of the project subject of the evaluation.

Focus Groups: Self-explanatory.

Audit against standards: This might refer to a comparative analysis against specific standards.

Peer reviews: Self-explanatory.

Economic Modeling: Not sure what this method refers to.

Focusing on outcomes (11/17)

DETAILS OF DATA COLLECTION

Given the primary intended USES of the evaluation, do you think that the results that will be obtained with these methods will be :

- Credible (accurate)?
- Reliable (consistent)?
- Valid (true, believable and correct)?

Focusing on outcomes (12/17)

DETAILS OF DATA COLLECTION

Do you think that these methods are :

- Cost-effective?
- Practical?
- Ethical?

Focusing on outcomes (13/17)

DETAILS OF DATA COLLECTION

¿Do you think that you will be able to use the results that you will obtain by the selected methods according to the purposes and intended uses that you defined earlier in the process?

Focusing on outcomes (15/17)

DETAILS OF DATA COLLECTION

Who will do the data collection? How will you, as primary users, be involved in the data collection?

Focusing on outcomes (16/17)

DETAILS OF DATA COLLECTION

Will the data collection be based on a sample?

How do you think the sampling should be done? Who will do it?

Focusing on outcomes (17/17)

DETAILS OF DATA COLLECTION

Who will manage and analyze collected data?

How will you, as primary users, be involved in data management and analysis?

References

Patton, M.Q. (2008). Utilization focused evaluation, 4th Edition. Sage.

Dart, J. 2007. “Key evaluation questions”. Presentation at the Evaluation in Practice Workshop. Kuala Lumpur, December.
<http://evaluationinpractice.files.wordpress.com/2008/01/keyquestionschoices.pdf>