

**A step by step process for  
Networks & Projects to**

**VERIFY & COMMUNICATE *change***

***DECI-2***

***New Economy Development Group***

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## A step by step process for networks to

## VERIFY & COMMUNICATE *change*

readiness assessment

- Appropriate timing & flexibility
- Stage of evolution of the network
- Agility
- Shared understanding among members on task at hand
- Resource allocation
- Organizational & management buy-in
- Learning attitude of evaluation & communication team

A step by step process for networks to

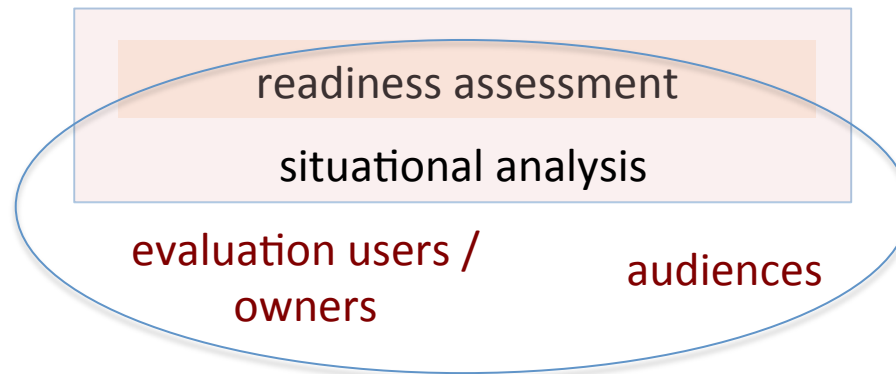
**VERIFY & COMMUNICATE** *change*

readiness assessment

situational analysis

A step by step process for networks to

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### Instructions (EXERCISE A):

- 1) **EVALUATION USERS:** Who among your network members are keen, able and willing to take ownership of the evaluation? (defining its uses, methods, etc.)
- 2) **AUDIENCES:** What other stakeholders [insiders & outsiders] do you need to engage as audiences – at each stage of your network?

Select the 3 most important / obvious **EVALUATION USERS** and **AUDIENCES**

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readiness assessment  
situational analysis

evaluation users /  
owners

audiences

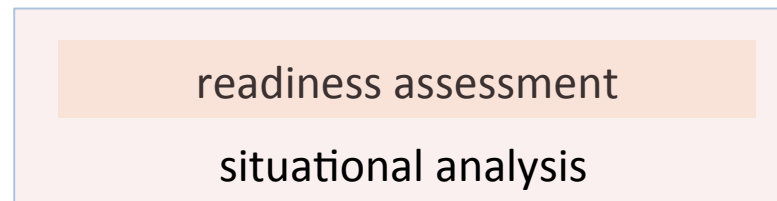
EVALUATION USER

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evaluation users /  
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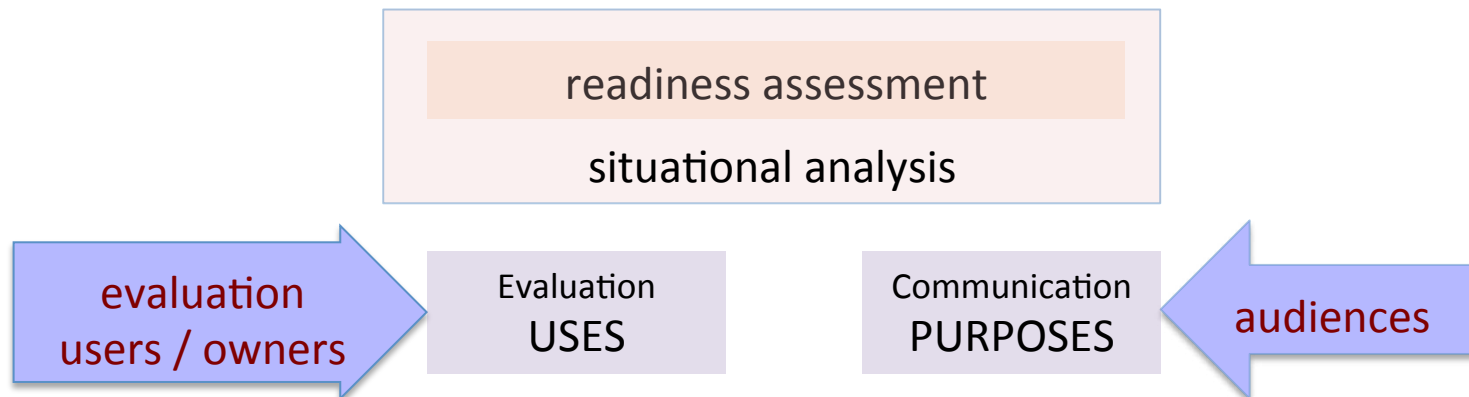
**Instructions (EXERCISE A):**

**2) AUDIENCES: What other stakeholders [insiders & outsiders] do you need to engage as audiences – at each stage of your network?**

Select the 3 most important / obvious  
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AUDIENCE

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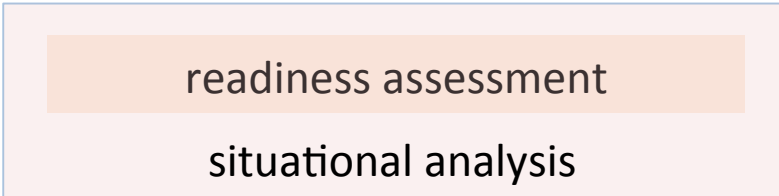


**Instructions (EXERCISE B):**

- 3) **EVALUATION USES:** What is the evaluation for? What are its main uses?  
[USES to consider: process, methods, outcomes, cost-benefit, piloting, summation...focus on urgent issues for which you need evidence]
- 4) **COMMUNICATION PURPOSES:** What is the intent of communicating?  
[PURPOSES: consider listening intentions: engaging, exchanging; and telling intentions: informing, disseminating for awareness or behaviour change]

**Each USE and each AUDIENCE may require several USES and PURPOSES**

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evaluation  
 users / owners

audiences

EVALUATION USER / OWNER	EVALUATION USES

**Instructions (EXERCISE B):**

**3) EVALUATION USES:** What is the evaluation for? What are its main uses? [USES to consider: process, methods, outcomes, cost-benefit, piloting, summation...focus on urgent issues for which you need evidence]

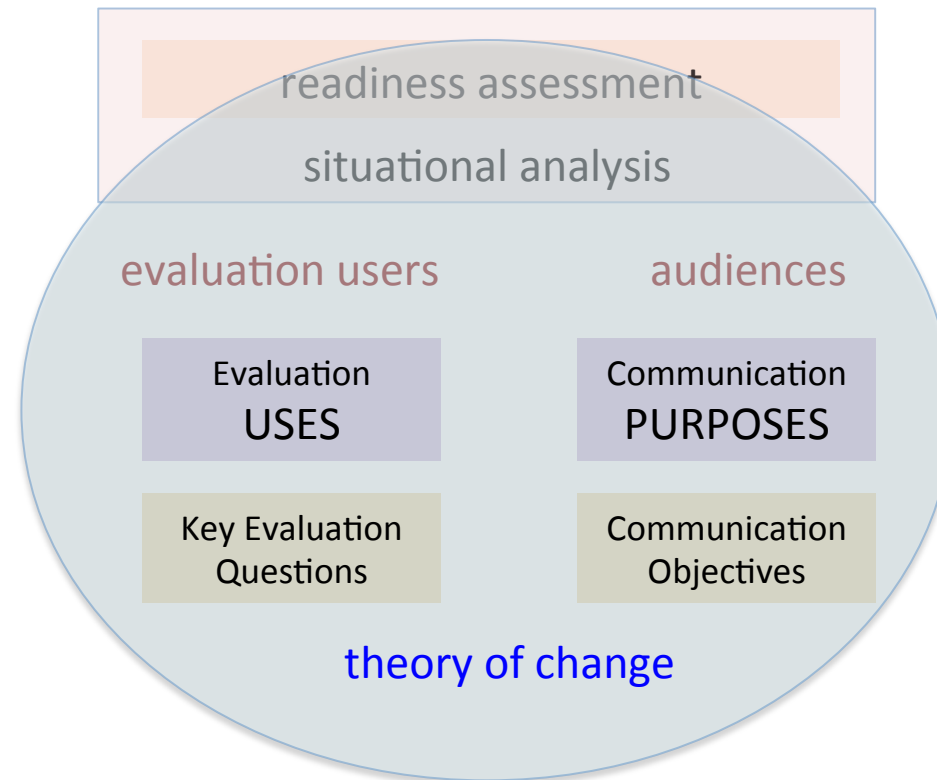
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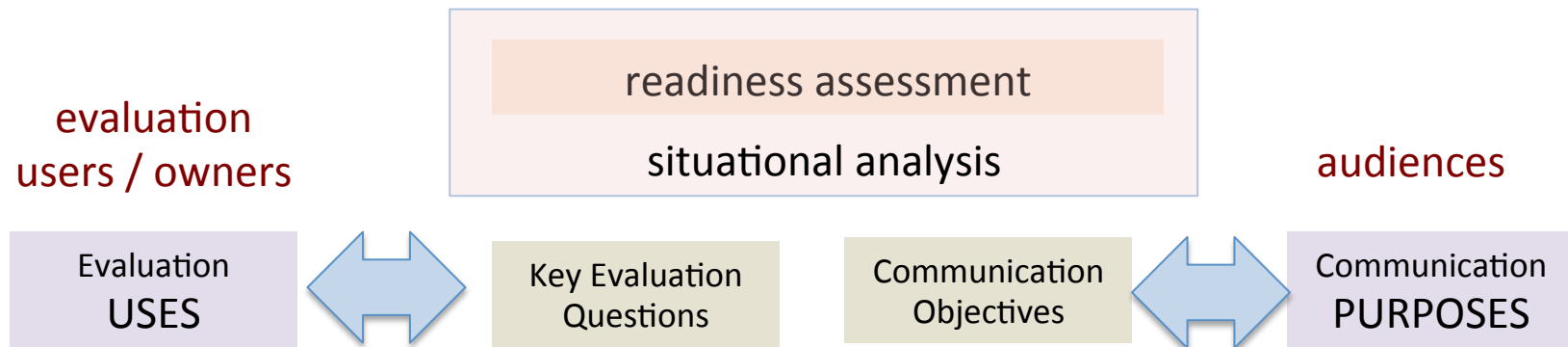


# A step by step process for networks to

## VERIFY & COMMUNICATE *impact*



A step by step process for networks to  
**VERIFY & COMMUNICATE *impact***



**Instructions for HOMEWORK (EXERCISE C):**

- 5) For each Evaluation USE, draft 1-2 Key Evaluation Questions: be specific in terms of what exactly you want to learn
- 6) For each Communication PURPOSE: draft a Communication Objective: be specific on what exactly you want to accomplish, by identifying what methods and media, and within what timelines

Where possible, combine a KEQ with a Communication Objective to specify the nature of the change you are seeking to bring about/verify

A step by step process for networks to

**VERIFY & COMMUNICATE *impact***

readiness assessment

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EVALUATION USES	KEY EVALUATION QUESTIONS

**Instructions for HOMEWORK (EXERCISE C):**

**5) For each Evaluation USE, draft 1-2 Key Evaluation Questions: be specific in terms of what exactly you want to learn**

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**Instructions for HOMEWORK (EXERCISE C):**

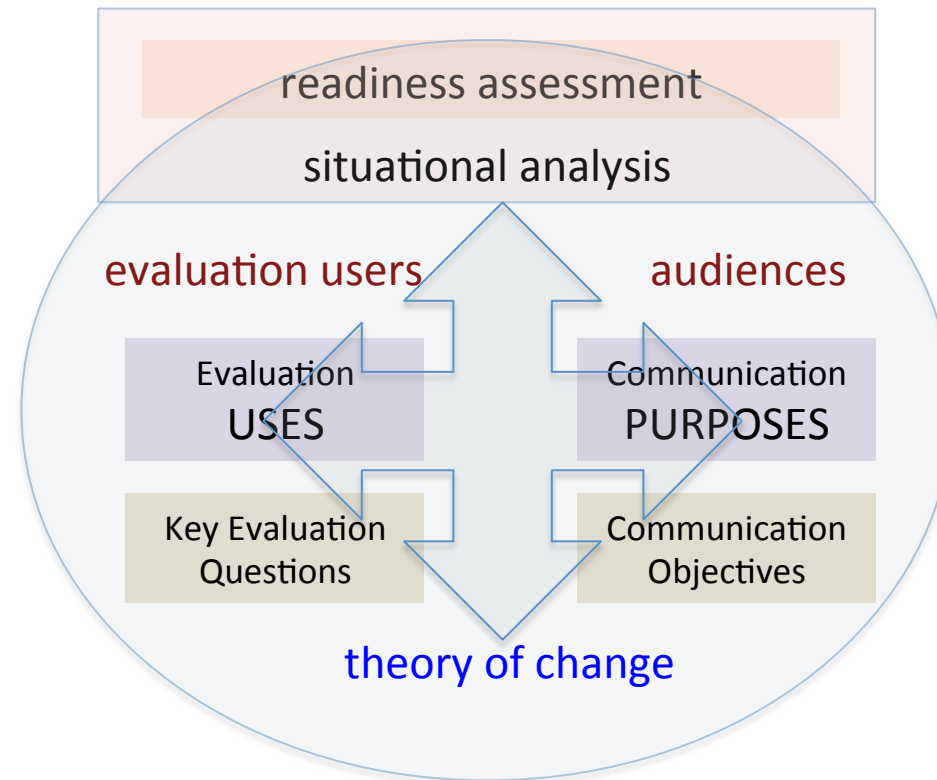
**6) For each Communication PURPOSE: draft a Communication Objective: be specific on what exactly you want to accomplish, by identifying what methods and media, and within what timelines**

**Where possible, combine a KEQ with a Communication Objective to specify the nature of the change you are seeking to bring about/verify**

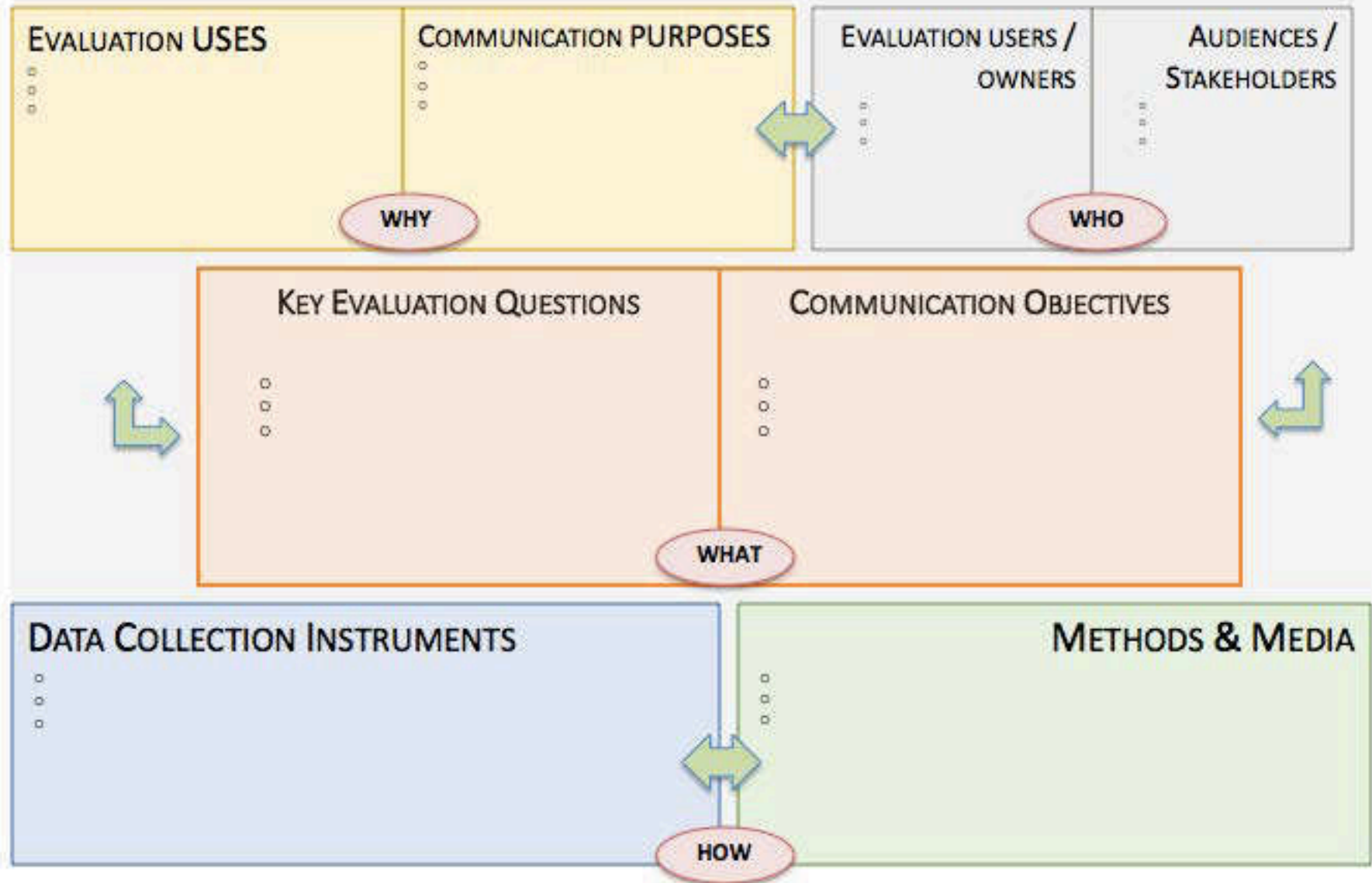
Communication PURPOSES	Communication OBJECTIVES

## A step by step process for networks to

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**Verifying & Communication Impact** - [arrows signal iterative adjustments & complementarity]



VeriCom detailed planning table

USES	KEQs	Evidence/ Data sources	Who & where is the evidence	Data collection tools	Baseline Date	Mid Date	End Date
A. USE							
			Some of the data / evidence may respond to more than one KEQ				
	(*) Some KEQs will focus on documenting communication outcomes.						

Purposes	Communication Objective	Methods and Media (confirmed via audience research)	Audiences / Stakeholders	Timing / airing/ uploading	Launch Date	Mid Date	End Date
1. PURPOSE							
			Some of audiences will share communication objectives				
	(*) The most important communication objectives will be verified by KEQs.						



# What makes good KEQs?

(adapted from Dart, 2007)

- **Specific** enough to be useful in guiding you through the evaluation
- **Broad** enough to be broken down - are not the same as a question in a survey
- **Data** (qualitative/quantitative) can be brought to bear on the KEQ
- KEQs are **open** questions (can't answer yes or no!)
- Have **meaning** for those developing the plan
- Lead to **useful, credible**, evaluation
- There **are not too many** of them (2-4 is enough).