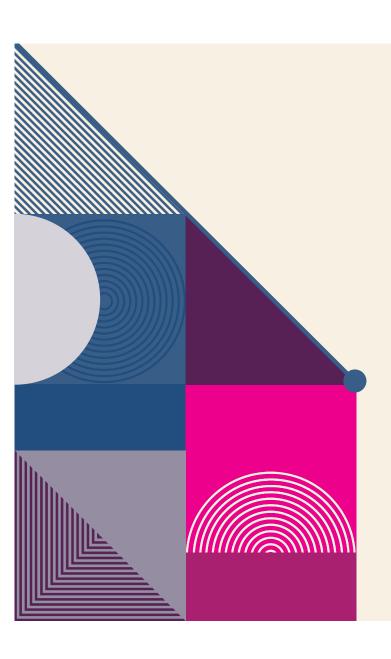


PRESENTATION

@
UNIVERSITY OF SOUTH FLORIDA

JOHN AKWETEY
WESTERN MICHIGAN UNIVERSITY

SEPTEMBER 26, 2024



AGENDA

Introduction

Background

Content

Summary





#UNDERSTORY

MONDAY, MAY 03, 2010

About Q TAKE ACTION

THE BLOG OF RAINFOREST ACTION NETWORK

Ghana's Forest Reserves under Threat

By Rainforest Action Network

Written by John F. Akwetey (RAN Ghana)

In line with the government's election campaign promise of a better Ghana Agenda, licences are given to multinational companies to mine in our forest reserves without proper consideration of its consequences after submitting a signed "Statement of Policies on Natural Resource and Environment," to the European Commission.



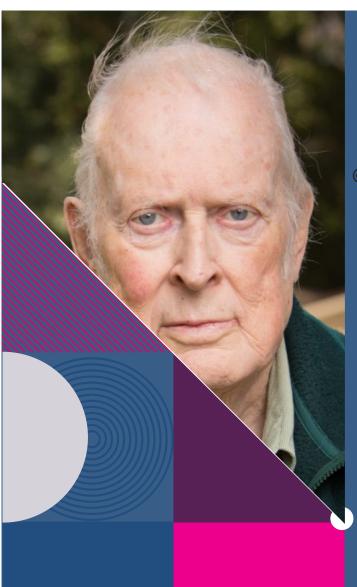
Search Th





Images: RAN.org & RAN Ghana

4



Evaluation

 Is the process of determining the merit, worth, or significance of something or the product of that process

- A means for making informed, credible, defensible, and nonarbitrary decisions
- Ultimately to improve the human condition

<u>Merit</u>: Absolute or relative quality of the evaluand in regard to a particular criterion

Worth: the evaluand's value in a particular context

Significance: Importance of the evaluand

Scriven (1991)

Difference Between Research & Evaluation



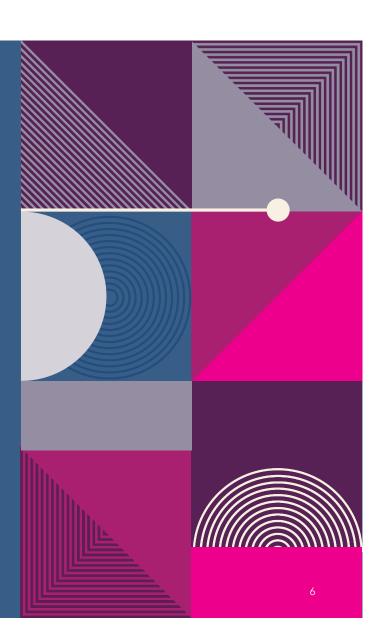
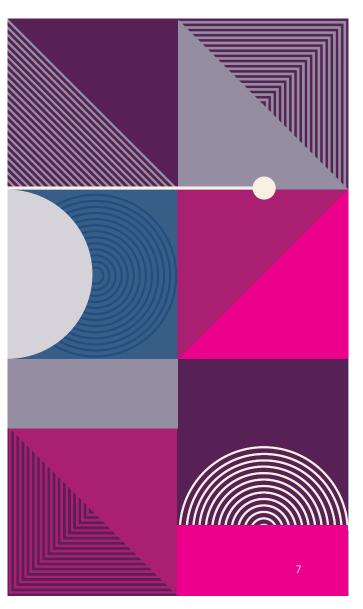


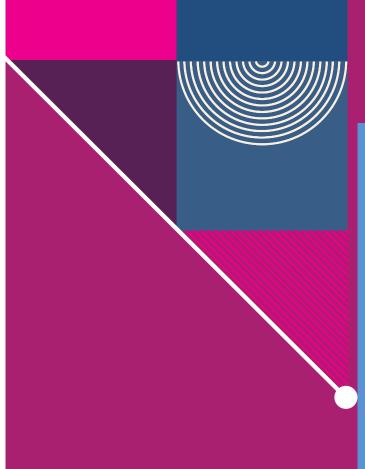
Image: Google

Table 1 Similarities and Differences in Evaluation and Research

	Evaluation	Research
Area of application	Application of the examination as wide as possible	Application of the examination as wide as possible
	Narrow application of findings focused in the project	Application of findings as wide as possible
	Aim of providing concrete feedback	Aim of increasing the body of scientific knowledge
Theory	Field-dependent: theory used to enlarge the understanding of findings	Theory-dependent: derived from or aspiring to theory
Methodology	Evaluation setting and data collection methods derived from the field	Research setting and data collection methods derived from theory
	The evaluator is reactive	The researcher is active
Generalization	Attempt to understand what is happening in a specific project	Attempt to formulate a general law; external validity is important
Relevance	Useful for the project	Increase of scientific knowledge
Causality	Stresses internal validity; that which is an artefact in research is seen as an internal variable in order to reach causality	Internal validity is important; stress is on a small number of causal variables in isolation from other variables



Levin- Rozalis, 2003, CJPE, p.5



The Research-Evaluation Continuum

	Research	Evaluation
Primary Purpose:	contribute to knowledgeimprove understanding	- program improvement - decision-making
Primary audience:	scholarsresearchersacademicians	program fundersadministratorsdecision makers
Types of Questions:	hypothesestheory drivenpreordinate	practicalappliedopen-ended, flexible
Sources of Data:	- surveys - tests - experiments - pre-ordinate	 interviews field observations documents mixed sources open-ended, flexible
Criteria:	rigorvalidityreliabilitygeneralizability	- utility - feasibility - propriety - accuracy

Coplen, 2018



Purposes of Evaluation

- Improve programs
- Inform decision-making
- Increase accountability
- Promote learning

Stakeholder Involvement

- Objectivity
- Ethical Considerations

Considerations in Evaluation

Evaluation Practice

Types of Evaluations

- Needs Assessments
- Process Evaluations
- Impact Evaluation
- Outcome Evaluation

• Define the Evaluation Question

- Develop an Evaluation Plan
- Collect data and analyze
- Report findings
- Disseminate and Utilize Results

The Evaluation Process



Akwetey, 2023

Examples of Evaluation In Practice

Educational Evaluation

Assessing the effectiveness of a new teaching method or curriculum

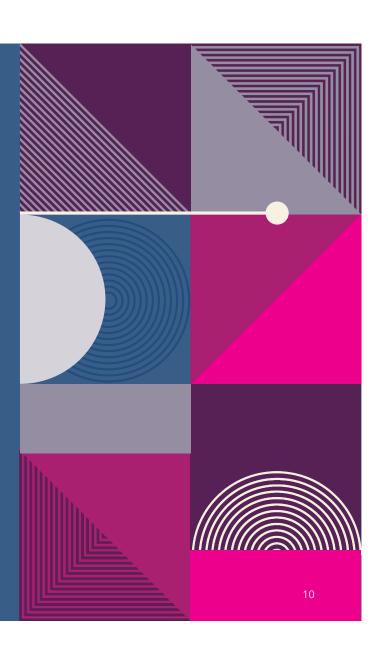
• Social Program Evaluation Evaluating the impact of a job training program on employment rates.

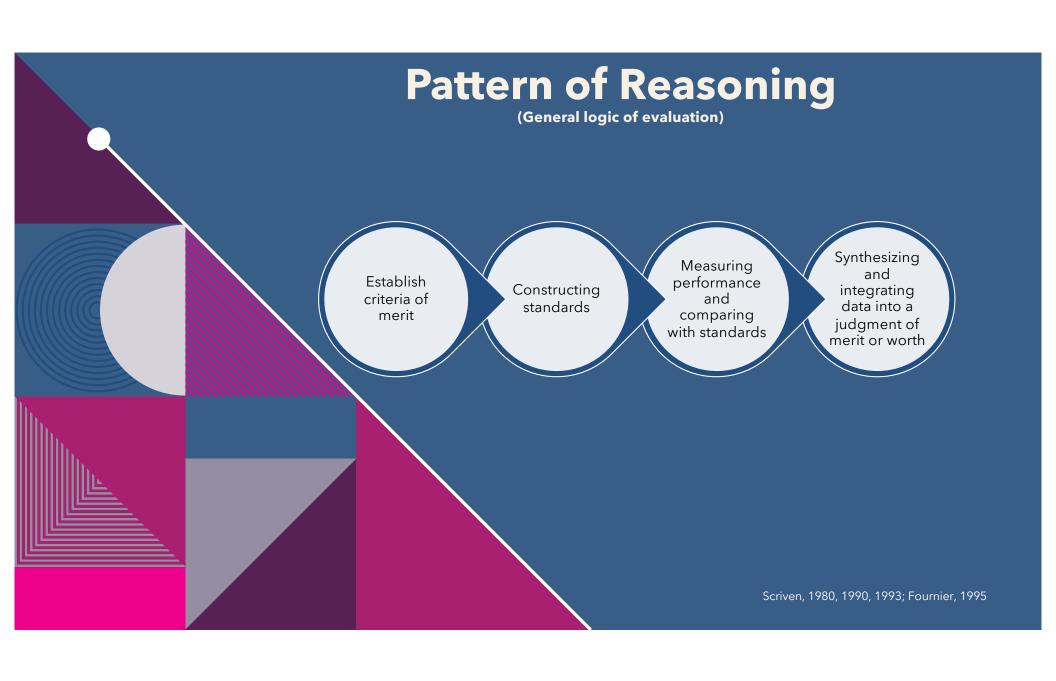
Healthcare Evaluation

Measuring the effectiveness of a new drug or treatment for a particular disease.

Business Evaluation

Assessing the return on investment (ROI) of a marketing campaign.





What Constitutes "Good" Evaluation

• Utility
Serve the information needs of intended users

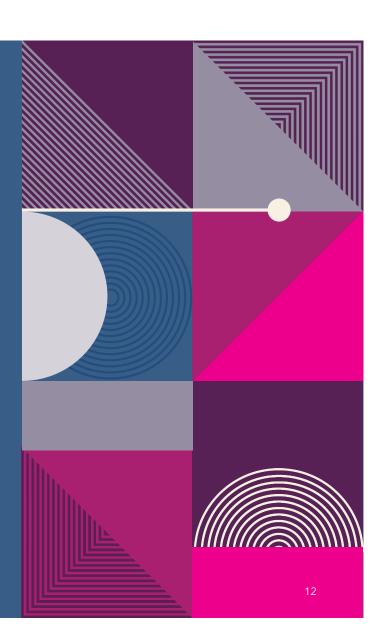
• Feasibility
Be realistic, prudent, and cost-effective

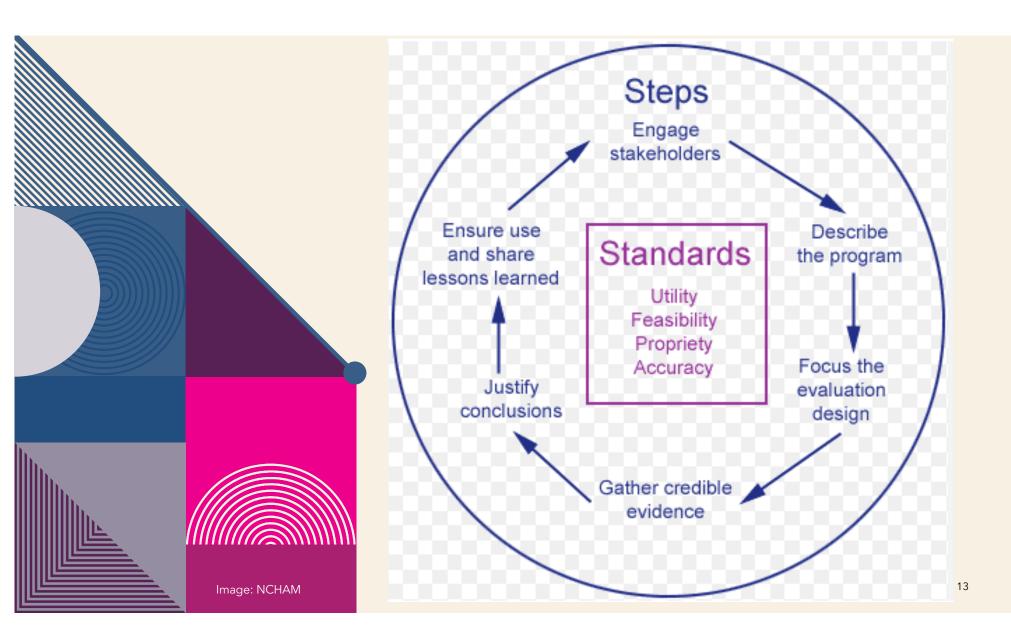
• **Propriety**Conduct legally and ethically, with respect for all involved

• Accuracy
Provide technically adequate information

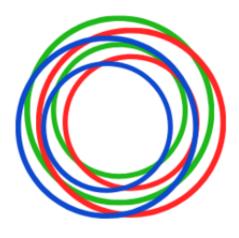
• Accountability

Be of high quality





Common Approach to Impact Measurement





Impact Measurement

Impact

- Intended and unintended (positive or otherwise)
- Changes (outputs, outcomes)
- Across the organization (within and/or across its programs) and
- With its stakeholders (including users, clients, partners, etc.)
- Over a period of time (short term, long term)
- As a result of the organization's activities.

Impact measurement

- Qualitative or quantitative assessment of impact based on measured observations
- Using survey data or other instruments
- With a control group or theory-informed estimation.

Common Approach, 2024

Impact Measurement Practice

Five Essential Practices

- **1. Describe Your Intended Change**: Clearly outline goals and expected outcomes.
- 2. Use Indicators: Select relevant indicators to measure progress.
- **3.** Collect Useful Information: Gather data efficiently and ethically.
- **4. Gauge Performance and Impact**: Analyze and interpret data.
- **5. Communicate and Use Results**: Share findings with stakeholders and inform future actions.

Integration of Impact Measurement into Evaluation Practice

Pattern of reasoning

Establish criteria of merit

Constructing standards

Measuring performance and comparing with standards

Synthesizing and integrating data into a judgment of merit or worth Describe Your Intended Change

> User Indicators

Collect Useful Information

Guage Performance and Impact

Communicate and Use Results Five essential practices

Akwetey, 2024

Impact Evaluation



Images: KCIC



18



Case Study

Program

• KCIC Swift program

Evaluation Plan

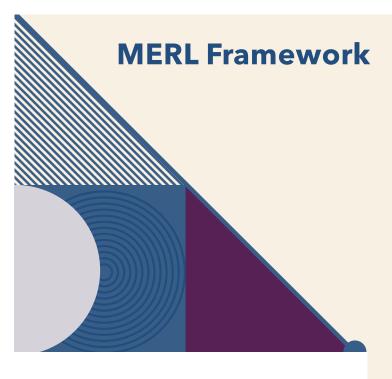
• Baseline surveys, mid-term reviews, and final evaluations

Impact Measurement

• Assess improvements in waste management conditions

Results

Finding used to refine program strategies and increase effectiveness





OLDMUTUAL Old Mutual Insure **RESPONSIBLE BUSINESS** ANNUAL REPORT INSURE DO GREAT THINGS EVERY DAY

Images: OM Foundation

OM THEORY OF CHANGE



Image: OM Foundation

21

OVE

RAND

m

Proposed EV Theory of Change

Outputs Short-term / Intermediate Outcomes Strategic Interventions Impacts Sustainable positive EV budget finalized, ensuring Creating incentives and Increased employee Greater alignment Implementing regular transformation in optimal allocation of resources rewards programs to involvement in volunteer between organizational communication channels to communities served, for maximum impact. values and employee motivate and recognize initiatives, leading to drive employee engagement resulting from continued employees who actively enhanced community actions, fostering a sense and awareness of volunteer and expanded EV efforts. engage in volunteerism. of shared purpose. impact. opportunities. Comprehensive communication strategy developed and disseminated to all employees. Strengthened trust and Facilitating training sessions Developing a comprehensive Improved employee Strengthened employee credibility in OM as a volunteer program with and workshops to equip retention rates as a result morale and job satisfaction socially responsible employees with the diverse opportunities tailored of heightened job Detailed plan for EV events, resulting from meaningful corporate citizen, leading to necessary skills and to employees' interests and satisfaction and activations, and campaigns engagement with long-term partnerships and skills. knowledge to maximize their fulfillment. created and shared with relevant community projects. collaborations. impact through volunteering. stakeholders Establishing a centralized Enhanced teamwork and Enhanced brand loyalty and Cultivated a supportive Organizing recognition platform to provide resources, collaborationamong Strategic partnerships formed to organizational culture that affinity among stakeholders events and initiatives to guidance, and support for employees as they work enhance the reach and impact of values and encourages due to the demonstrated celebrate and highlight the together on community employees participating in EV events and campaigns. commitment to community employee volunteerism. impact of employee initiatives. volunteer activities. well-being. volunteer efforts. Successful execution of Heightened sense of employee awards ceremony. Increased employee pride Improved attractiveness as belonging and celebrating achievements and in the organization's an employer of choice, commitment among contributions. contributions to social Assumptions driving recruitment of top employees due to their causes and community talent and retention of active involvement in EV. development. skilled professionals. Employee recognition program Employees are interested in volunteering and possess relevant

established, fostering a culture

of appreciation and motivation.

skills or can be trained.

collaboration

Communities are receptive to volunteer support and

· Partnerships can be established with various organizations.

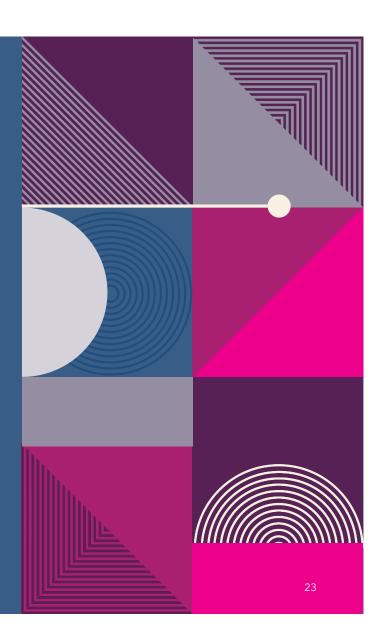
Challenges

Evaluation

- Lack of proper planning and design
- Methodological issues
- Utilization
- Ethical

Impact measurement

- Lack of standardization metrics
- Long-term impact
- Attribution, and
- Cost



Conlin & Stirrat, 2008; White, 2014; Nakabugo et al. 2024.

Future Directions

Evaluation

- Increased use of technology and data analytics
- Greater emphasis on participatory, developmental, and collaborative evaluation

Impact measurement

- Standardization
- Flexibility & uniformity

SUMMARY

- Definition
- Evaluation use in practice
- Standards of good evaluation
- Integration of impact measurement into evaluation
- Case study
- Challenges and future trends

