Measuring Success

(Monitoring, Evaluation & Learning)

ESP Funding Workshop – 23 May 2017

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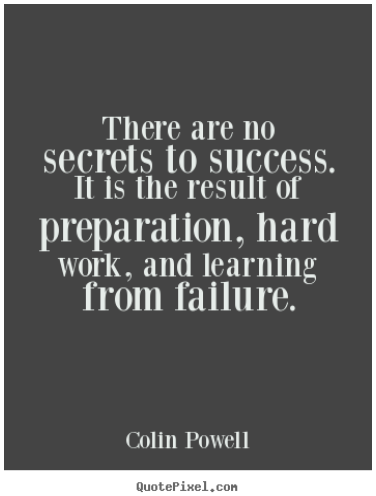
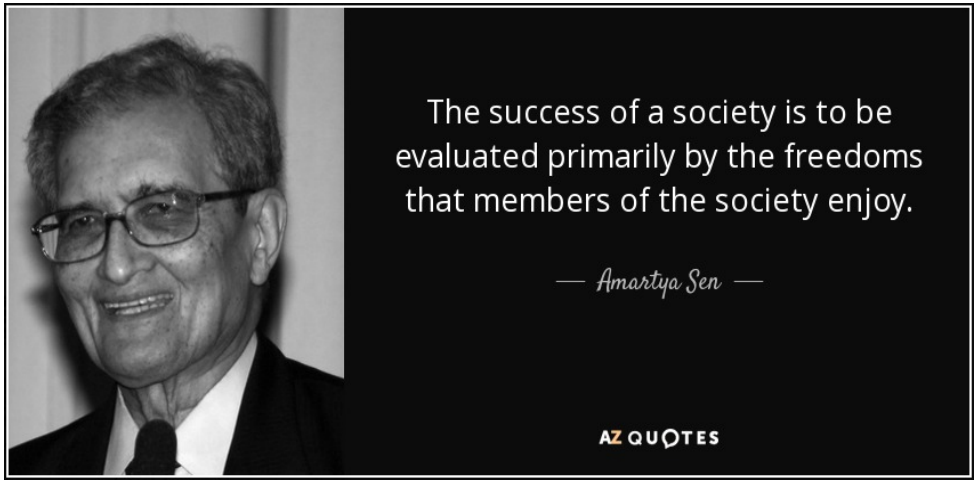
What is Success?





Community Context

Community Development

"A process where community members come together to take collective action and generate solutions to common problems".

UNTERM, United Nations Terminology Database (accessed 18 May 2017)

Community Success Factors

"Supportive communities that value their […] heritage; feel engaged, valued and empowered; where people's needs are met; and where they can make a difference to their community".

East Suffolk Business Plan 2015-2023, Suffolk Coastal and Waveney District Councils

What is MEL?

What is Monitoring?

Collecting data that will be used to measure the impact of a project or intervention.

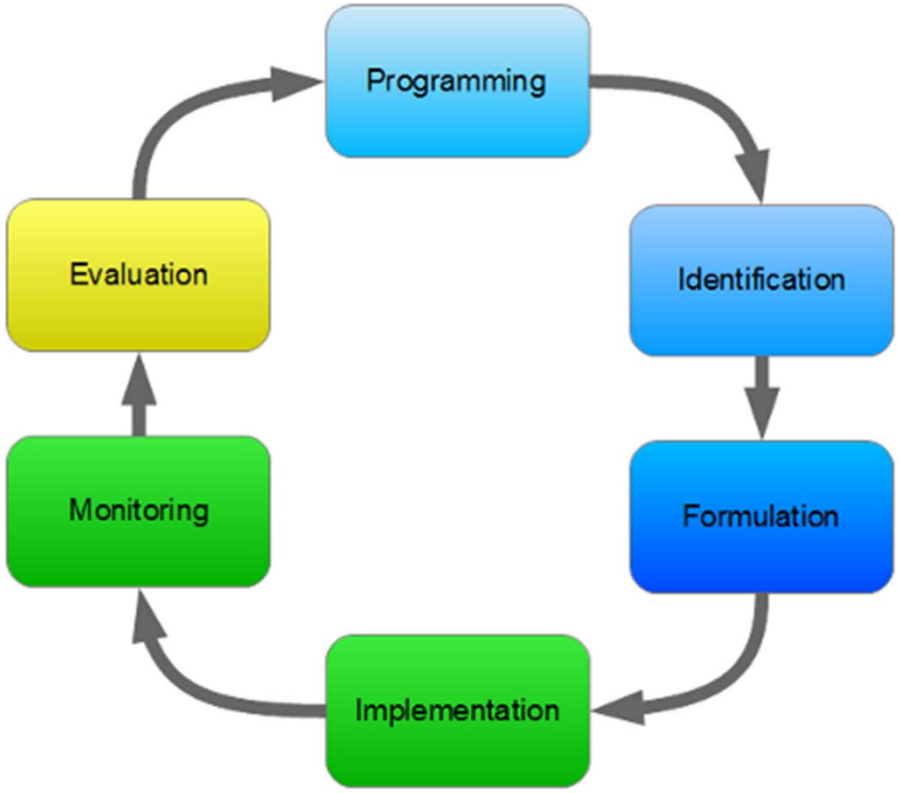
What is Evaluation?

The process of analysing data against established baselines, targets and project outputs/outcomes/objective.

What is Learning?

Using the outcomes of the Evaluation phase to inform future actions (programming).

Project Management Cycle



Logical Model

Objective — Why the project exists and the broad effect that it wants to have

↓ ↑

Outcomes — The changes, benefits, learning or other effects that result from the project

↓ ↑

Outputs — The products, services or facilities that result from doing project activities

↓ ↑

Activity — The actions and tasks performed by organisations as part of a project

↓ ↑

Inputs — The resources deployed that allow activities to be undertaken

Project Plan

Objective	To increase psycho-social support for older people within the community

Outcomes	▪ Greater intergenerational social cohesion ▪ Improved social interaction among older people ▪ Reduced feelings of isolation

Outputs	Activities	Inputs
▪ Befriending programme that connects young people with older residents	▪ Training for youth volunteers ▪ Visits from befriending volunteers each week	▪ 1hr/week from befriending volunteers (ideally youth or younger people) ▪ Cost of facilitator for training session
▪ Regular programme of social media classes at the local community café	▪ Hold classes to teach online skills (e.g. Skype, Facebook) ▪ Promote iPad loan scheme by library	▪ Training course fee for a 'digital champion' to learn about teaching digital connectivity and online safety
▪ A weekly, all ages, lunch club is established in Village Hall	▪ Capital works to improve accessibility and catering facilities at Village Hall. ▪ Organise and promote a weekly lunch club in Village Hall	▪ Funds to upgrade facilities at Village Hall ▪ 2hrs/week by volunteer programme coordinator

Monitoring Matrix

Project Component	Indicators	Means of Verification	Risks / Assumptions
Objective: To increase psycho-social support for older people within the community.			
Outcome: Greater intergenerational social cohesion.			
Output : Befriending programme that connects young people with older residents			
Activities: • Train youth volunteers • Conduct befriending visits	# volunteers trained ▪ # visits	▪ Certificates issued by trainer ▪ Visit logs	▪ Youth volunteers will maintain regular contact with their assigned older friends

M&E Components

Indicators

- Engage as many people as possible to get different perspectives.
- Must directly relate to the output/outcome/objective.
- Something that you can measure accurately
- Can be qualitative (human) or quantitative (numbers).
- Who will measure the indicators?
- How frequently will you collect it?

M&E Components

Means of verification

- These are the data sources we will use.
- Identify where the information will come from.

M&E Components

Baselines and targets

- Before you start a project you must measure the starting value of each indicator..
- This is your **baseline**.
- It is the change from the baseline we use to evaluate impact.
- Impact can be positive or negative.
- We learn from both.

M&E Components

Evaluation

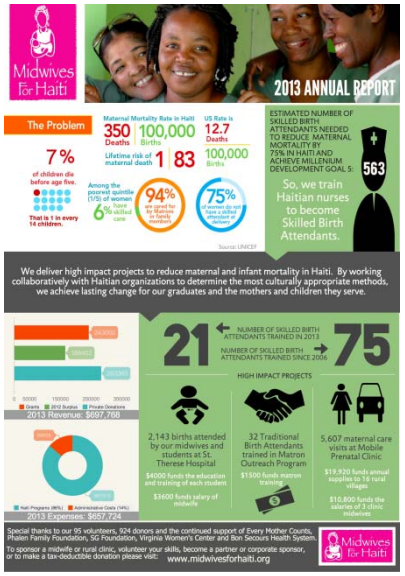
- Analyse the monitoring data against established baselines, targets and project objectives/outcomes/outputs.
- All about what has changed.
- Social Impact Measurement, Social Return on Investment – see CAS.

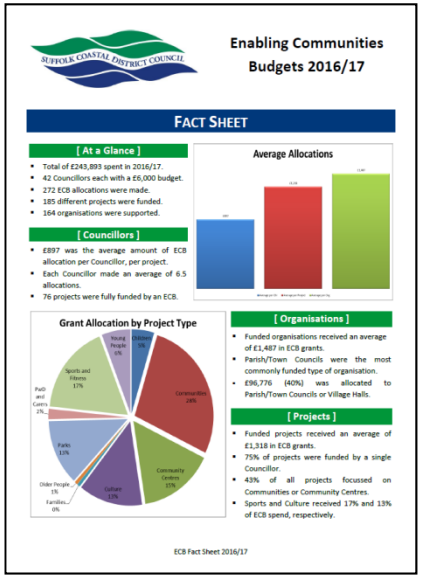
  http://www.communityactionsuffolk.org.uk/training/social-impact-measurement-for-beginners/

M&E Components

Reporting

- Who will the information be reported to?
- Where will the data be recorded/published?





Other Considerations

Accountability

- This goes both ways.
- Downward – to the beneficiaries.
- Upward – to the donor.
- Monitoring information allows us to report results to all stakeholders.

Questions?

Group Activity

Project Component	Indicators	Means of Verification	Risks / Assumptions
Objective:			
Outcome:			
Output :			
Activity:			