

How to Effectively Measure Impact - A Basic Introduction

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Our road map for the session - A basic introduction!

We will ask...

- What is 'evaluation'? – and what is *impact* evaluation
- ... the different types of evaluation
- The different types of data – and what they tell us
- Impact measurement
- How to collect data

Our road map for the session - A basic introduction!

We will NOT ask...

- What is a theory of change
- How to do qualitative research (interviews, etc)
- Anything about research ethics!
- Measurement validity
- Mixed Methods approaches...

What is Impact Evaluation?

- Recording of *outcomes* and *outputs* – saying ‘*what you did*’ plus the ‘*difference you’ve made*’
- **Measuring** change
- Capturing the **experiences** of your services users
- Capturing and using client **feedback** (insights)
- Identifying **delivery** challenges

Why Evaluation Matters

1. Understanding service performance/effectiveness
2. Performance improvement
3. Fundraising, business development, policy development
4. Giving voice
5. Supporting participation (Peer Evaluation)

Basic Concepts you will need to know

We've just seen 6 terms

- **Data** - the information you collect
- **Outcome** - what you want to achieve
- **Output** - something you've done
- **Measure** - an indication of the change you've made
- **Monitoring** - the process of collecting basic data
- **Effectiveness** - how good your service is
- **Impact** - the actual difference you made!

Outputs vs. Outcomes

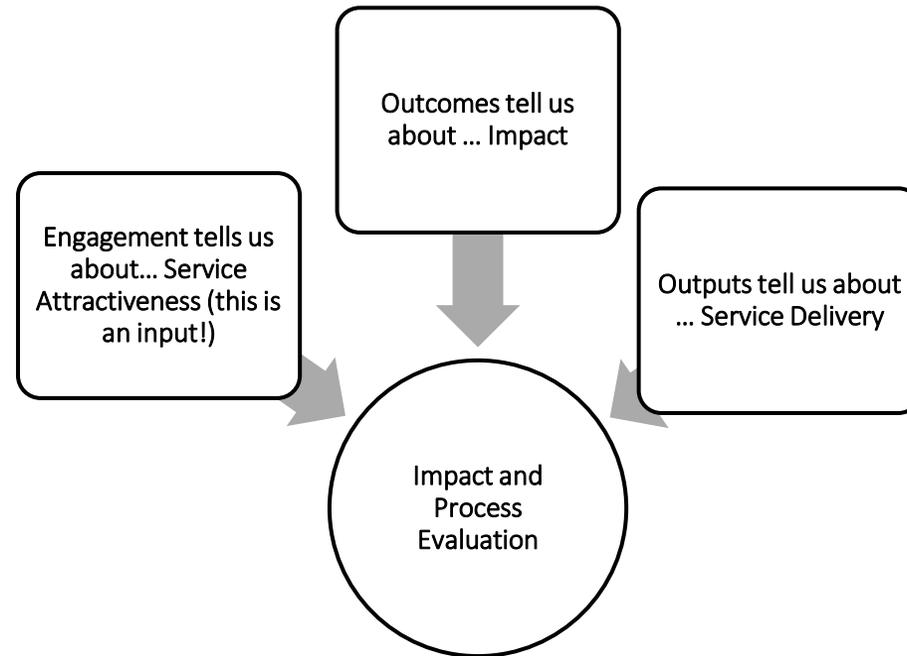
Outputs

The deliverables
of the service

Outcomes

Objectives *for*
the service

... these tell us about different things



Example (in real life!)

Confusing your data types!

Funder: tell us about your Impact

Charity: We've reached 100 young people, and delivered 10 employability workshops!

Example (in real life!)

Confusing your data types!

Funder: tell us about your Impact

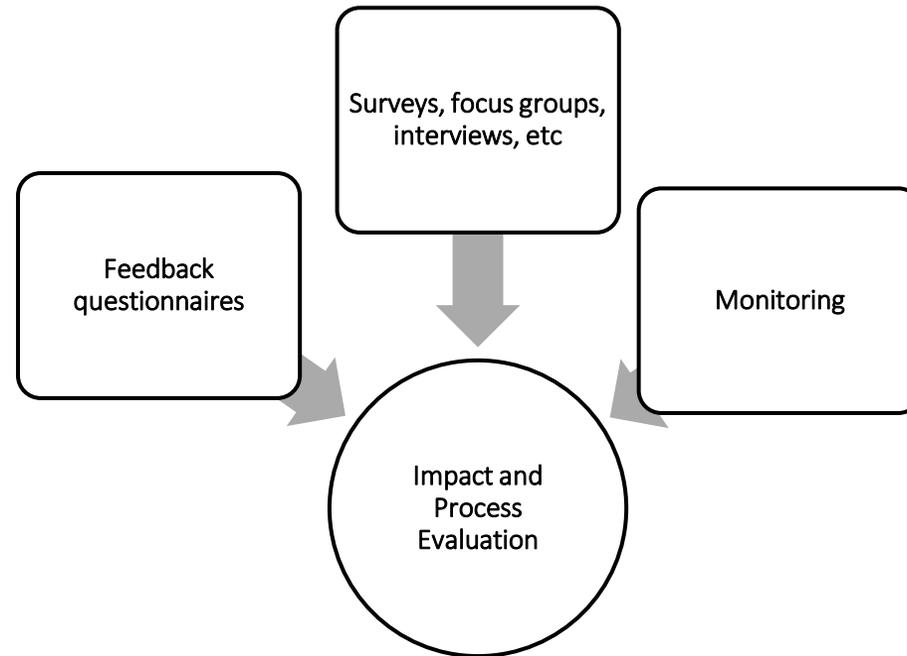
Charity: 97% of our service users tell us they would recommend us to their friends!

Types of Evaluation

It's NOT all about impact...

- Process Evaluation – explores the barriers and challenges of delivery (including issues staff may have)
- Monitoring – this is the basic data collection about deliverables
- Insights studies – what do your service users THINK?
- Impact Evaluation – what works and why...

... and use different types of data collection



Outputs

Example Outputs		
No. Young People in project	No. workshops Delivered	No. mentoring Sessions Held

Outcomes

Example Outcomes		
Attainment/ Achievement	Development of assets/ capabilities	Resilience/ well-being

QUIZ

Let's test out thinking about different types of data!

Question: Which of the following are outputs and outcomes?

Output or Outcome?

The number of workshops we've run this year

It's ...

An output!

Output or Outcome?

The % increase in our membership

It's ...

An output!

Output or Outcome?

The % increase in young people being more confident

It's ...

An outcome!

Output or Outcome?

A decrease on service users well-being

It's ...

An outcome!

Output or Outcome?

The number of people attending this workshop

It's ...

An output!

Output or Outcome?

The number of people enjoying this workshop

It's ...

An input!

Output or Outcome?

An increase in funding revenue

It's ...

A [strategic]
outcome!

Activity (25 minutes)

You've been allocated to groups!

1. Come up with an imaginary charity (or pick one from the group)
2. Describe the type of charity it is, what it delivers, and to who (and where)
3. Come up with THREE inputs, THREE outputs, and THREE outcomes!
4. Think of three questions you want to ask about evaluation for this charity (we'll need this later)

Break!

Come back in 10 minutes!

Discussion – Impact and outcomes

What have we learned?

Getting Evaluation Ready

- Need to know the types of data...
- Need something to measure...
- Need something to collect data with ... (a survey)

Activity (25 minutes)

Back into your groups!

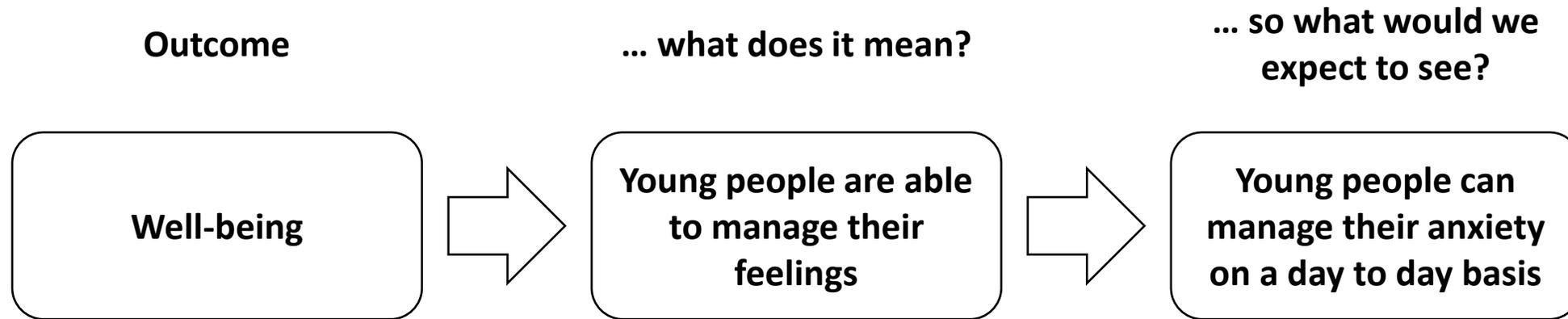
1. With your imaginary charity take ONE outcome
2. ... ask:
 - ... what does this outcome mean for our service users (describe it in a sentence)
 - ... what would you expect to see if the outcome was met?

(Guide: think about what service users should be able to do IF the outcome was being met... for example, if the outcome is Well-Being, then what does 'improved' well-being look like for your service users?)

Discussion – Impact and outcomes

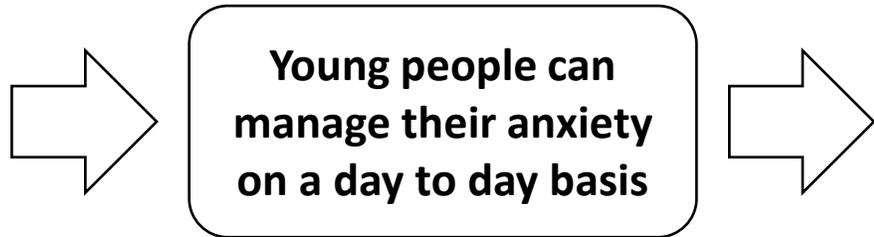
What have we learned?

Using Outcomes!



Using Outcomes!

... so what would we
expect to see?



Q. On a scale of 1-7, to what extent do you feel you can manage your anxiety on a day-to-day basis? (1 is low, 7 is high!)

Using Outcomes!

Without outcomes, we can't write impact questionnaires/surveys properly!

Activity – Let's write a survey...

In groups...

Take two of your indicators

Write as many questions as you can in different ways about it...

(guide: keep your questions **SHORT**, **SIMPLE**, and **TO THE POINT**. Think about the data you want to find...)

Discussion – Impact and outcomes

What have we learned?

It's not just surveys!

Evaluation often involves face-to-face data collection (interviews, focus groups, role play, group activities)

Q&A

It's your turn!

End! (Thank you!)