

Welcome!

Introduction to Impact Evaluation

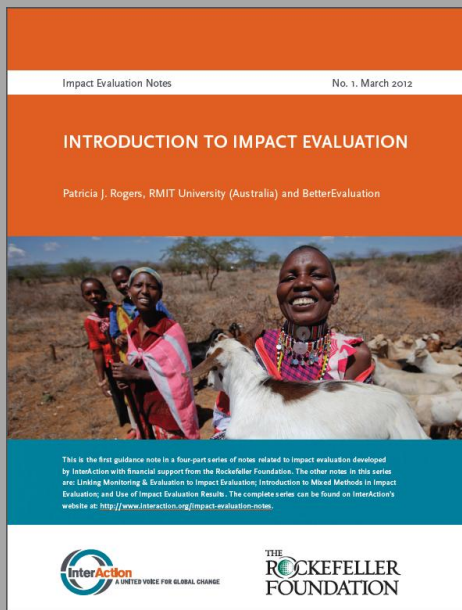


Patricia Rogers
Professor in Public Sector Evaluation
RMIT University

The presentation will begin at 4:00 pm EST.

Impact Evaluation Guidance Note and Webinar Series

Guidance Note 1 Introduction to Impact Evaluation



Agenda

- 4:00 – 4:05** **Welcome and Introductions**
Laia Griñó, Coordinator for NGO Effectiveness, InterAction
- 4:05 – 4:35** **Introduction to Impact Evaluation**
Patricia Rogers, Professor in Public Sector Evaluation, RMIT University
- 4:35 – 4:55** **Questions and Answers**
- 4:55 – 5:00** **Wrap-Up**

About the Series

- **Introduction to Impact Evaluation**
by Patricia Rogers
- **Linking M&E to Impact Evaluation**
by Burt Perrin
- **Introduction to Mixed Methods for Impact Evaluation**
by Michael Bamberger
- **Use of Impact Evaluation Results**
by David Bonbright

Impact Evaluation Guidance Note And Webinar Series

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With financial support from the [Rockefeller Foundation](#), InterAction is developing a four-part series of guidance notes and webinars on impact evaluation. The purpose of the series is to build the capacity of NGOs (and others) to demonstrate effectiveness by increasing their understanding of and ability to conduct high quality impact evaluation.

The four guidance notes in the series are:

1. *Introduction to Impact Evaluation*, by Patricia Rogers, Professor in Public Sector Evaluation, RMIT University
2. *Linking Monitoring & Evaluation to Impact Evaluation*, by Burt Perrin, Independent Consultant
3. *Introduction to Mixed Methods in Impact Evaluation*, by Michael Bamberger
4. *Use of Impact Evaluation Results*, by David Bonbright, Chief Executive, Keystone Accountability

Each guidance note will be translated into several languages, including Spanish and French, and will be accompanied by one to two webinars. The notes, translations and recordings of the webinars will be added to this page as they are completed.

For more information, please contact [Lia Grino](#)

Events

- MAR 12** Introduction to Impact Evaluation (Webinar)
- MAR 21** Impact Evaluation: NGO Perspectives (Webinar)

Documents

-  [Humanitarian Impact Evaluation Workshop Meeting Note](#)
February 1, 2012
-  [Farmer Managed Natural Regeneration](#)
January 10, 2012
-  [Foreign Assistance Indicators Reference Sheets](#)
November 30, 2011

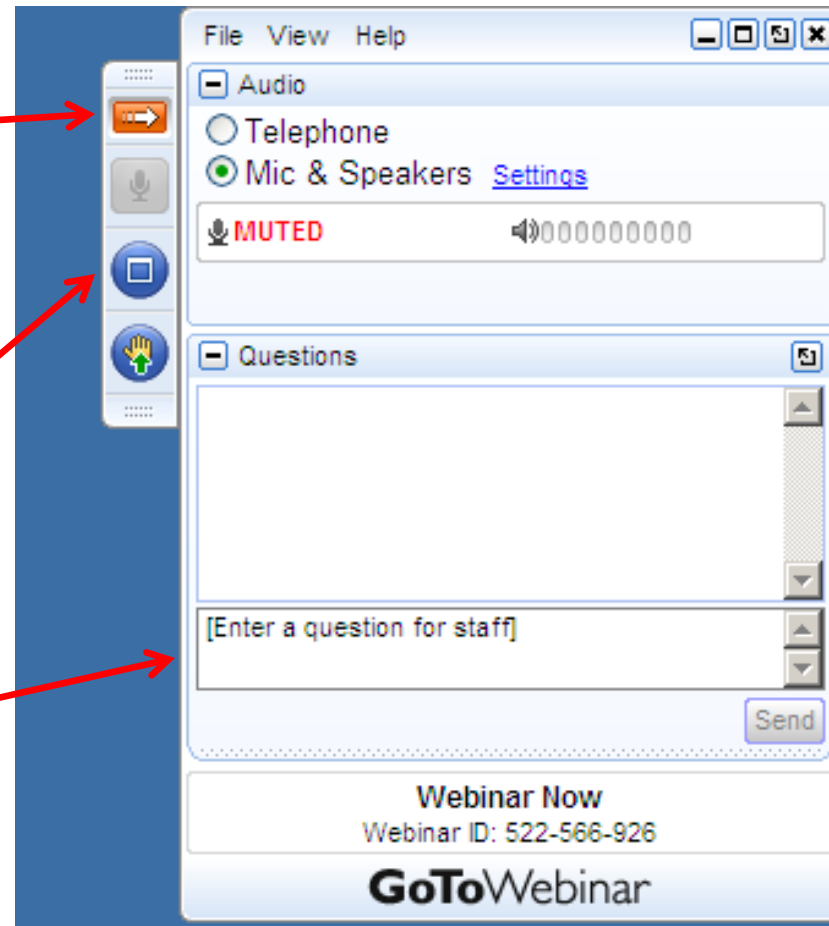
<http://www.interaction.org/impact-evaluation-notes>

Webinar Instructions

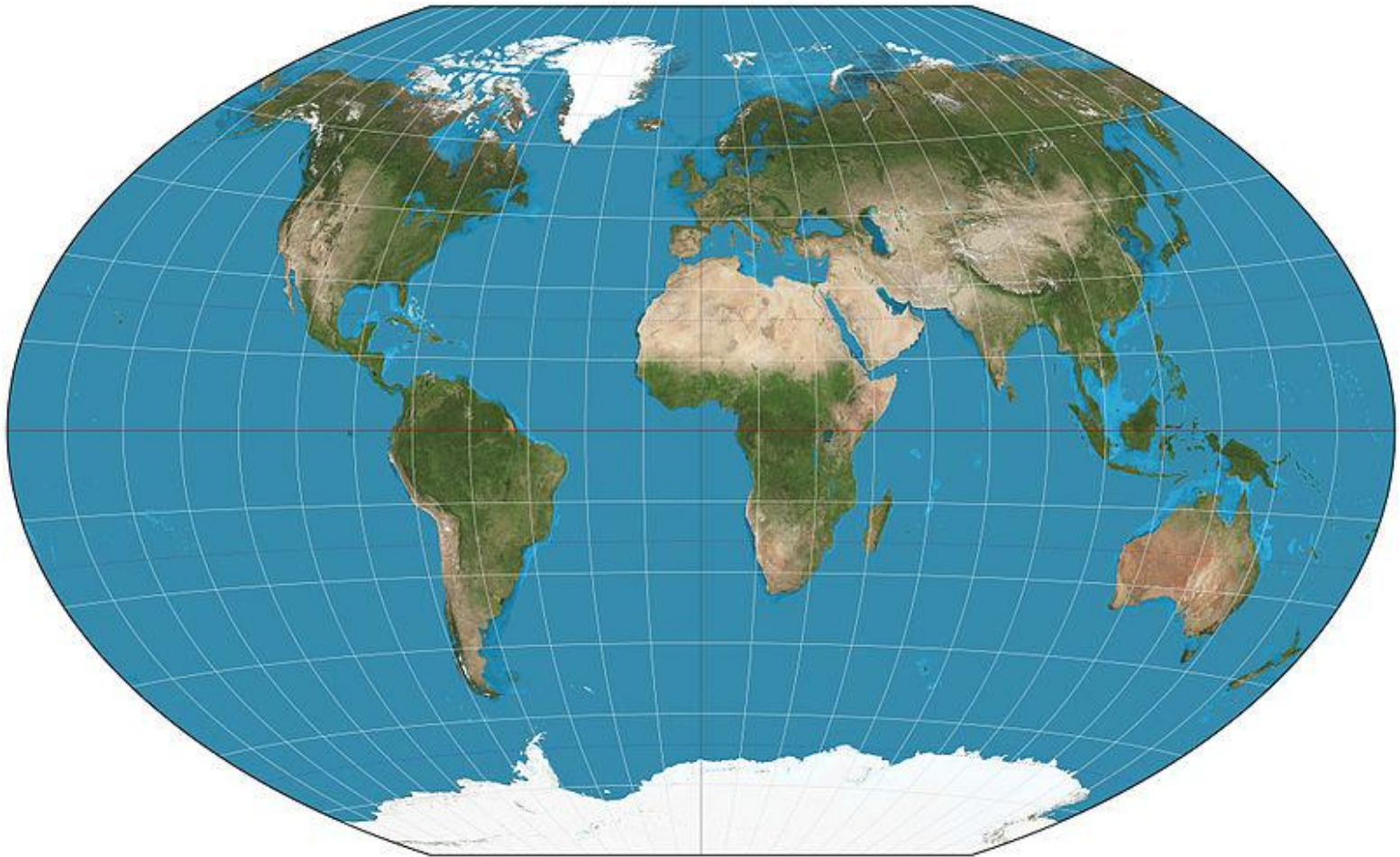
Minimize or maximize this screen by clicking the orange arrow

View presentation in full screen

Type your question(s) here



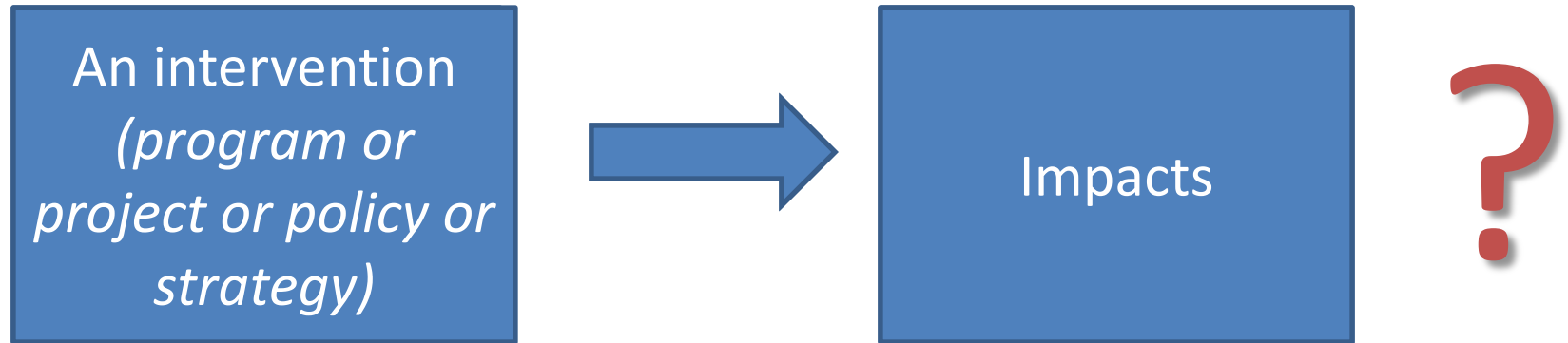
Introduction to Impact Evaluation



Impact evaluation investigates the changes brought about by an intervention.

Impacts - *the positive and negative, intended and unintended, direct and indirect, primary and secondary effects produced by an intervention. (OCED/DAC)*

Impact evaluation is not just about attribution



Appropriate methods are needed
for all tasks in impact evaluation

Methods need to be:

USEFUL CREDIBLE FEASIBLE ETHICAL



Methods need to suit:

Purpose(s) Replication? Adaptation? Accountability?

Timeframes Evaluation reporting? Evidence of impacts?

Resources Existing information, time, expertise, money?

Credibility For primary intended users?

Appropriateness Culturally and ethically?

Webinar

- Choosing methods for 6 different aspects of impact evaluation
- Frequently asked questions about impact evaluation
- Common challenges

1. Methods for clarifying values

Whose values?

Values about what?

- Achieving desirable impacts and avoiding (or minimizing) negative impacts
- Achieving desirable distribution of benefits

Some methods to articulate tacit values

Appreciative Inquiry

Community surveys

Most Significant Change

Some methods to negotiate between different values

Delphi

Sticky dot voting



2. Methods for developing a theory or model of how we think things work

What the change process involves

How the intervention will bring this about

Some methods

Logical Framework Approach (Logframe)

Outcomes hierarchy (theory of change)

Outcome mapping

Results chain



3. Methods to measure/describe impacts and other important variables

Deciding what to measure and how

Understanding inputs, activities, outputs , outcomes, impacts, context - implementation failure, theory failure, translation

Some possible types of methods for gathering data

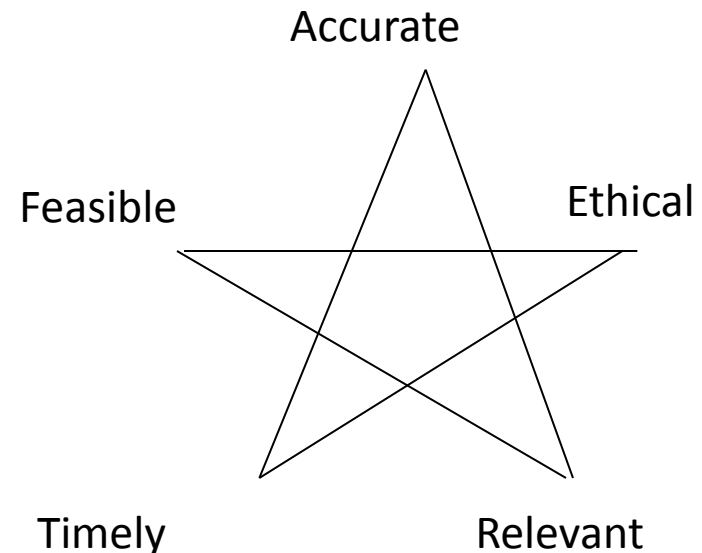
Existing indicators

Existing documents and reports

Collecting data from individuals or groups

Physical measurement

Observation/recording



4. Methods for causal analysis

Did the intervention cause the impacts? Did it contribute to the impacts?

Some methods for examining the factual

- Comparative case studies

- Dose-response

- Beneficiary/expert attribution

- Predictions

- Temporality

Some methods for identifying and ruling out alternative explanations

- General Elimination Methodology

- Searching for disconfirming evidence

- Following up surprises

Some methods for creating a counterfactual

- Difference in difference

- Logically constructed counterfactual

- Matched comparisons

- Multiple baselines

- Propensity scores

- Randomized Controlled Trial (control group)

- Regression discontinuity

- Statistically created counterfactual

















Some approaches that combine these different types of methods:

- Contribution analysis

- Multiple Lines and Levels of Evidence

- Collaborative Outcomes Reporting

5. Methods for synthesis

Positive impacts for all				
Positive impacts for some				
Negative impacts for some				
Negative impacts for all				
OVERALL SYNTHESIS	GOOD	?	?	BAD

5. Methods for synthesis

Across individual evaluations? Across multiple evaluations?

Some possible methods

Weighted scale

Evaluation rubric/ Global Assessment Scale



6. How do we report and support use?

Formats and processes for reporting

Strategies for supporting use – knowledge transfer, knowledge translation

Some options

- Focused around KEQs

- 1/3/15 page formats

- Multiple formats for multiple users

- Tracking recommendations



FAQ:

When should impact evaluation be done?

Circumstances - Focus impact evaluations where clear need and intent to use findings:

- Insufficient information about their impacts; high risk; need to understand partnerships; periodic evaluation of portfolio

Timing –

- Not too early – before impacts evident
- Not too late – can't influence decisions

FAQ:

Who should do impact evaluation?

Options

- External evaluator/evaluation team; internal team (but separate unit); implementing unit; community; intended beneficiaries; combined team

Balance

- Independence
- Transparency of methods and data
- Cultural knowledge/access
- Credibility

Main messages

- Address the different tasks involved in impact evaluation
- Choose methods that suit the situation
- Guidance Note has links to additional resources on particular methods

Additional Questions/Comments

Send question/comments to:

Laia Grino

lgrino@interaction.org

Deadline: COB Thursday, March 15

Resources

- Guidance Note
- Webinar recording



<http://betterevaluation.org/>

Next Webinar

Impact Evaluation: NGO Perspectives

March 21, 11:00 am – 12:00 pm EST

Presenters:

- Allison Davis, Research and Evaluation Advisor, Oxfam America
- Muluemebet Chekol, Senior Director, Monitoring & Evaluation, Save the Children
- Larry Dershem, Senior Design, Monitoring & Evaluation Advisor for the Middle East and Eurasia, Save the Children

Register here: <https://www4.gotomeeting.com/register/587312743>

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Register for
March 21
webinar here

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