Welcome!

Introduction to Impact Evaluation

Patricia Rogers
Professor in Public Sector Evaluation
RMIT University

The presentation will begin at 4:00 pm EST.
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

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
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 Lalia Grino.

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
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

An intervention (program or project or policy or strategy) → Impacts

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
<table>
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<tr>
<th>Positive impacts for all</th>
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<th>Negative impacts for some</th>
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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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