

Facilitating UFE step-by-step: a process guide for evaluators

Step 7 of UFE checklist

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What we have accomplished so far...

1. First draft of KEQ that seems useful to guide the remainder of the evaluation process.
2. First 6 steps of the UFE checklist have been covered.
3. The process has been well documented up to this point.

Focusing on outcomes

DESIRED/EXPECTED OUTCOMES

Desired or expected outcomes that would result from the program subject of this evaluation.

- What are you trying to achieve with your program?
- What type of changes do you want to see in the program participants in terms of behaviour, attitude, knowledge, skills, status, etc?

KEQ Validation Analysis

# Key Evaluation Question	Related Primary Intended Use	KEQ Category	Related specific program objective
KEQ #1		Input or process or quality or outcome	
KEQ #2			
KEQ #3			
KEQ #4			

Are the KEQs clear, meaningful, useful - CHECK again!

The trajectory of change...

INPUT / RESOURCES



ACTIVITIES



OUTPUTS



OUTCOMES



IMPACT / RESULTS

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DATA COLLECTION (1 of 6)

- To answer the KEQs, what data do you need?
- What methods can you use to collect this data?

Choosing the Method (2 of 6)

DETAILS OF DATA COLLECTION

-  There is no magic key to tell you the most appropriate method to answer your KEQ.
-  All methods have limitations, so try using a combination of methods.
-  Each type of question suits specific approaches/methods – so let them guide you. Other factors to consider: time, cost, resources, knowledge.
-  Primary users should be the one to determine what constitutes credible evidence. The primary user should feel comfortable with the selected methods and the collected data.

Adapted from Dart, 2007.

Methods and Questions (3 of 6)

DETAILS OF DATA COLLECTION

COMPATIBILITY BETWEEN METHODS AND QUESTION CATEGORIES

Impact: Contribution Analysis / Data trawl & expert panel / GEM.

Outcomes: OM / MSC / GEM.

Approach/Model: Comparative studies of different approaches.

Process: Evaluation study: interview process, focus groups.

Quality: Audit against standards, peer review.

Cost-effectiveness: Economic modeling

Summary of Methods (4 of 6)

DETAILS OF DATA COLLECTION – METHODS SUMMARY (1/3)

Contribution Analysis: Seeks for evidence to show evidence between a given activity and an outcome in order to show change trends that have resulted from an intervention. Does not intend to show linear causality.

Data Trawl: Data search and analysis from disperse literature in order to identify relationships between activities and outcomes.

<http://www.kimointernational.org/DataTrawl.aspx>

GEM (Gender Evaluation Methodology): Links gender and ICT through relevant indicators. Read more: <http://www.apcwomen.org/gem/>

Summary of Methods (5 of 6)

DETAILS OF DATA COLLECTION – METHODS SUMMARY (2/3)

Outcome Mapping: Focuses on mid-term outcomes, suggesting that in the best case scenario these outcomes will lead to long-term impact in a non-linear way. Read more: <http://www.outcomemapping.ca>

Most Significant Change: Seeks to identify most significant changes based on participants' stories. Read more: <http://www.kstoolkit.org/Most+Significant+Change>

Expert panels: Group of experts is invited to comment and analyze outcomes and how they relate to possible impacts. Read more: [_http://www.ljmu.ac.uk/EIUA/rede/](http://www.ljmu.ac.uk/EIUA/rede/)

Summary of Methods (6 of 6)

DETAILS OF DATA COLLECTION – METHODS SUMMARY (2/3)

Comparative studies of different approaches: Self-explanatory.

Interview process: Interviews on how participants experienced the process of the project subject of the evaluation.

Focus Groups: Self-explanatory.

Audit against standards: This might refer to a comparative analysis against specific standards.

Peer reviews: Self-explanatory.

Economic Modeling: Requires expertise

Reviewing Data Collection

- Will you be able to use the data – now that you have selected the questions, method according to the USE identified?
- Who will do the data collection? How will you sample? Who will manage and analyze the data?
- How will primary users be involved - IN ALL OF THE ABOVE?

References

Patton, M.Q. (2008). Utilization focused evaluation, 4th Edition. Sage.

Dart, J. 2007. "Key evaluation questions". Presentation at the Evaluation in Practice Workshop. Kuala Lumpur, December.
<http://evaluationinpractice.files.wordpress.com/2008/01/keyquestionschoices.pdf>