

Evaluation 101 for Human Rights Organization: Designing Evaluation Studies

May 15, 2017

A project of the AAAS Science and Human Rights Coalition



Evaluation 101: A Webinar and Workshop Series



Presenting foundational information on program evaluation for human rights organizations, emphasizing low cost approaches useful for small projects and limited budgets. Each will take place at 2pm EST.

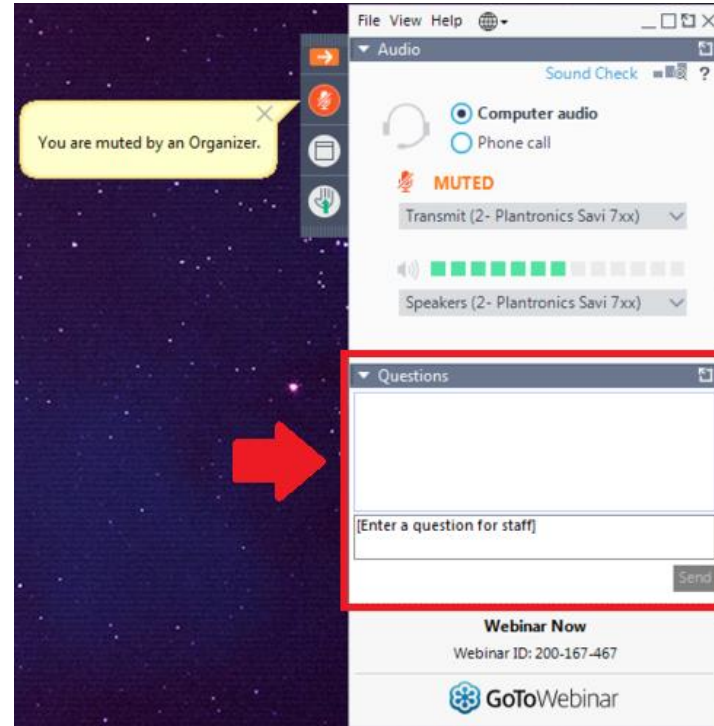
- April 20 - Frameworks and measures of change
- May 15 – Study designs
- October 3 – Data collection and analysis, Part I
- November 2 – Data collection and analysis, Part II

Overview of the webinar



- Topics will include:
 - Defining the purpose and utility of evaluation
 - The relationship between evaluation questions and evaluation designs
 - Different approaches to designing evaluations

Submit your questions into the Questions box at anytime throughout the webinar.



Presenter

Kelly Skeith

Senior Design, Monitoring and
Evaluation Specialist

Freedom House



Moderator

Linda Stern

Director of Monitoring,
Evaluation & Learning

National Democratic Institute



Introduction

Gary Shapiro

Chair, New Client
Acquisition Committee

Statistics Without Borders



Review and Definitions



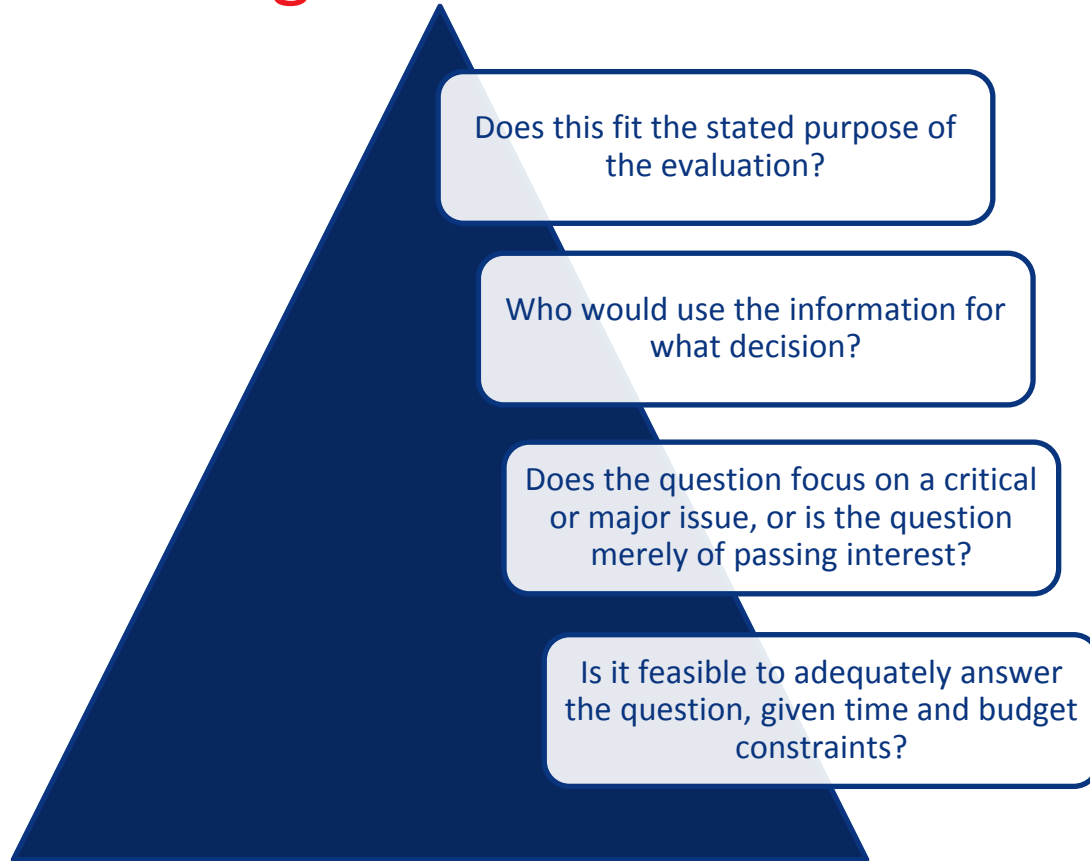
| | Monitoring | Evaluations |
|------|--|---|
| What | Assessing <u>whether</u> results are being achieved as planned | Evaluating <u>why, how</u> results are being achieved |
| When | On-going routine process for management decision-making and accountability purposes | Planned at specific times to answer management questions and for learning and accountability purposes |
| Why | Used to assess whether desired results are occurring and whether performance is on track | Used to inform thinking about what our program has done, how it being implemented, whether expected results are occurring and other highly relevant management and design related questions |

Step 1: Defining Your Evaluation Purpose

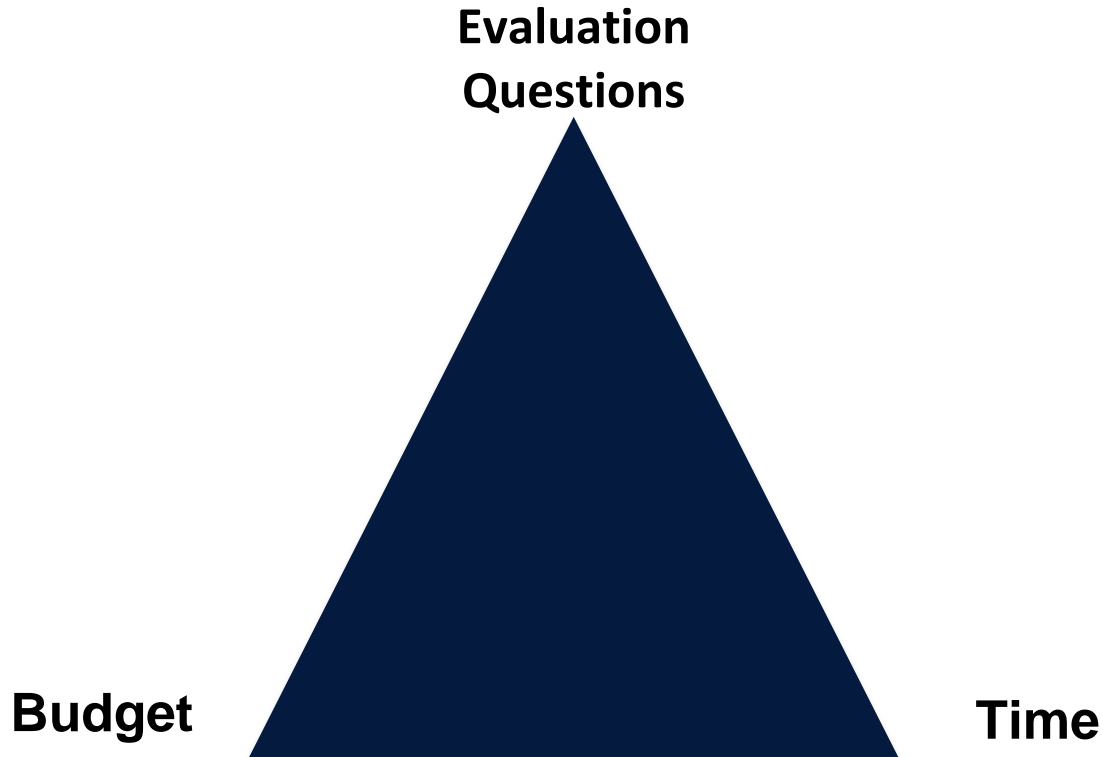


- Clearly state your evaluation USE and USERS
- Ensure there is consensus amongst key stakeholders

Step 2: Defining Your Evaluation Questions



A sound balance between evaluation questions and the time and resources available to answer them is essential.



What Types of Questions Can Evaluations Answer?



- Impact
- Relevance
- Effectiveness
- Efficiency
- Sustainability

Step 3: Evaluation Designs

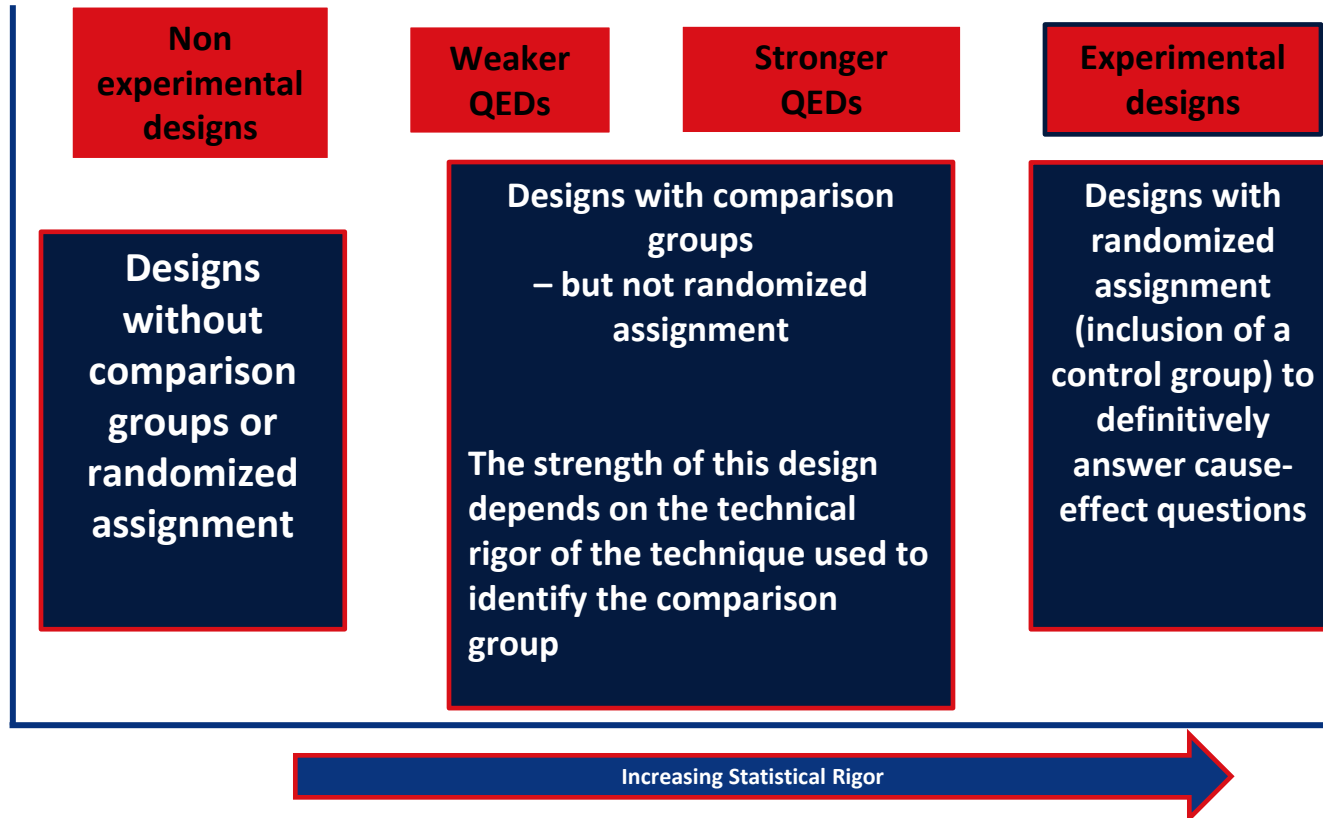


Evaluation design is the structure that provides the information needed to answer each of your evaluation questions.

Your intended evaluation design should be based on and aligned with the following:

- Your program's theory of change and logic model
- Primary purpose of the evaluation and key research questions
- Resources available for the evaluation
- Funder's evaluation requirements, as applicable

Evaluation Design Continuum



QED = quasi-experimental design

Source of continuum: USAID



Commonly Used Designs for Human Rights Evaluations



Point in time

- Looks at a group receiving an intervention at **one point in time** during or after the intervention
- Example: examining how beneficiaries view the quality of the assistance they received
- Cost: Low

| Advantages | Disadvantages |
|---|--|
| Ease and practicality | Relatively weak design |
| Rapid and low cost | Many threats to validity |
| Best when combined with monitoring data | Weak ability to generalize findings to other subgroups |

Before and After Design (w/o comparison group)



- Aggregate measure of outcomes for a group **before and after the intervention**
- Example: baseline and end-of-project comparison of the security of human rights defenders and their ability to do their work.
- Cost: Low-medium

| Advantages | Disadvantages |
|---|---|
| Practical, context must be considered | Testing and instrumentation threats to validity |
| Flexible and can apply to a wide range of program types | Requires quality baseline info |

Panel Design

- Repeated measurements **from the same individuals** over time
- Example: follow-up on graduates of a training program – to learn what knowledge was retained; how it has been applied; and what long term effects it had on individuals and institutions.
- Cost: Low-medium

| Advantages | Disadvantages |
|---------------------------------------|---|
| Practical, context must be considered | Testing and instrumentation threats to validity |
| In-depth info about KAPB | Requires quality baseline info |

Case Study Design



- Used to gain in-depth understanding of a process event or situation and explain why results occurred – from the perspective of a “case.”
- Can be used to explore project extremes or typical cases
- Example: To explore how different gov’n’t agencies adopted a new policy
- Cost: Medium

| Advantages | Disadvantages |
|---|--|
| In-depth contextual information | Time consuming |
| In-depth understanding to aid survey design and/or to interpret survey findings | Little external validity |
| Rich perspective on dynamics of change | Limited ability to generalize beyond cases |

Four Types of Case Study Designs



- Illustrative
- Exploratory
- Critical Instance
- Explanatory

Developmental Evaluation Design



- Supports innovation and adaptation. Feedback is timely and rapid.
- Evaluator is a part of the team, working with implementers.
- Can be used in complex or pilot programs, where the intervention isn't perfectly defined yet. Feedback is fed back into the project immediately.
- Cost: Medium - High

| Advantages | Disadvantages |
|---|---|
| Highly adaptive and flexible | Time consuming |
| Can be used in volatile, emergent, and complex situations | Difficult to manage contractually, high cost |
| Rich perspective on dynamics of change | Limited external validity; perceptions of credibility |



QUESTIONS?

Resources for Project Evaluation



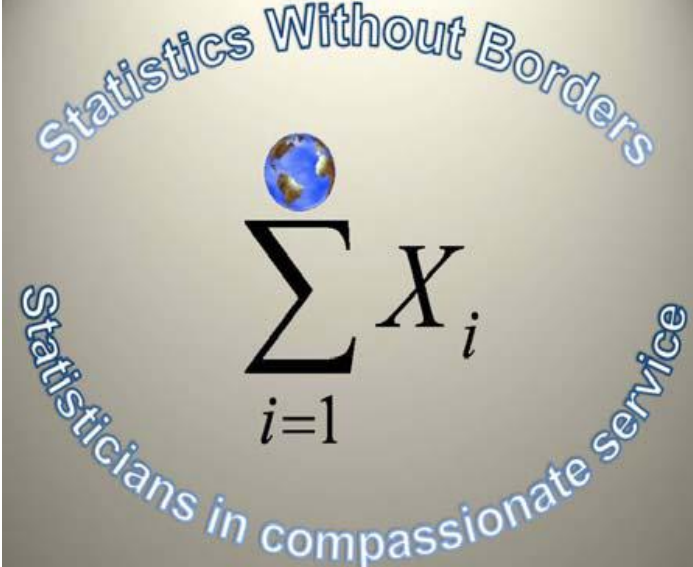
**On-call Scientists
and Human Rights**

MAKING AN IMPACT




The block contains a network diagram at the top, a collage of three images (a scientist with a microscope, people in a lab, and a person at a computer) in the middle, and the AAAS logo at the bottom right.

Oncallscientists.aaas.org



Statistics Without Borders



Statisticians in compassionate service

$$\sum_{i=1} X_i$$

The logo features a globe above a summation formula, with the text 'Statistics Without Borders' at the top and 'Statisticians in compassionate service' at the bottom, all in a blue, glowing font.

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Further Resources



- Design, Monitoring, and Evaluation for Peace
- Evaluating Human Rights Training Activities: A Handbook for Human Rights Educators
- Monitoring and Evaluation for Human Rights Organizations: Three Case Studies
- Preparing an Evaluation Statement of Work, Performance Monitoring and Evaluation TIPS, USAID
- International Development Evaluation Association (IDEAS)

www.aaas.org/evaluation101

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Join us for future events in this series! Each at 2pm EST.

October 3 – Data collection and analysis, Part I

November 2 – Data collection and analysis, Part II

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