

Instructions

InternetNZ is proud to have supported your initiative. The questions below are to help us understand the triumphs and challenges you have faced.

We want to celebrate your successes and understand the obstacles you have encountered so far. This will help us all to learn what we could do better in the future.

This report form will be placed on our website for transparency.

Please complete and submit this form no later than the date stipulated in your funding agreement. Should you be unable to meet the deadline, contact us to arrange an alternative date, by emailing funding@internetnz.net.nz. You may not be eligible to apply for further grants from InternetNZ if this is not submitted. The completion of this form should be overseen by someone with an intimate knowledge of the funded initiative.

Final project report

*** indicates a required field**

For your convenience, you will find some information for this section has prepopulated from previous forms you have completed.

Please amend any details as needed to ensure we have the most accurate information.

Initiative title *

Making evaluation front of mind for SeniorNet

Provide a short summary of the work that was completed as part of this initiative.

*

Since the first pandemic in 2020, SeniorHangouts provides an online learning opportunity for older people who have been disadvantaged, isolated, without access and unable to attend our 50 physical learning centres. Although the programme was first piloted in 2020, a registration process that would enable us to provide registration, calendar, classroom, library and forum in one location was only completed in full by the beginning of 2022.

We initially looked at different models to evaluate the programme

Option one: a simple qualitative survey of participants at regular intervals "were your learning expectations met?", "What can we do better?"

Option two: an online registration form - gathering quantitative and qualitative information (MUST - motivation, utilities, skills and trust)

option three: both of the above plus gathering back-end data to measure actual behaviour (can we actually measure progress?)

The disadvantage of options one and two are that they are time bound and do not monitor progression. We have limited resources for face to face and paper based surveying.

Because there was significant reluctance amongst our members to participate in voluntary surveys and because we offer a digital learning platform we decided to try to use observational and behavioural measures to evaluate outcomes. This has the following benefits:

*we can see actual behaviour of participants at any particular time (tracking the number of registrations, the level of interest, number of motivations ticked, the variety of topics they

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attend, number of devices listed,

*it is cost effective and sustainable

*we are not reliant on voluntary self reporting

*we can track developments across time and respond to behavioural changes

Thanks to the support of InternetNZ the registration process now allows us to measure actual online behaviour by reviewing registration information against the number and type of sessions attended. This backend data, the registration information, the zoom tracking and observational reviews of our sessions allows us to identify:

1. The types of sessions attended by individual learners and track changes over time
2. Individual level of active engagement
3. Types and number of devices used/available
4. Locations of participation - from where participants are gaining access
5. What is motivating older people and whether we are meeting their needs
6. Personal stories, narratives, achievements, and outcomes
7. The frequency with which individual 'buddies' are presenting and track levels of growing confidence and presentation skills
8. Observations from video content provide insights into the level of social connectedness that the SeniorHangouts platform facilitates between 'buddies' and participants alike
9. Likewise, observations of video recordings carried out over the two year period provide a baseline for measurements of trust and confidence based on visual and audio cues, frequency based on familiarity of 'faces' and repeat attendance as well as advances witnessed in content and question type plus more.

The data collected allows us to extrapolate:

*the level and percentage of learners identifying as novices through to experts - this ensures that we can match the level of the sessions with the level of learner requirements

*the advancement of participants from learner through to expert over time - requiring variety of topics at different levels

*the initial motivations of a learner and whether their interests have grown over time - a progression from the number of motivations noted at registration through to multiple attendance at a variety of learning opportunities.

We also provide a speedy evaluation form at the end of each session to measure whether learning outcomes have been satisfied.

We have evaluated our programme with one on one interviews and reviews of a selection of recorded programme sessions to identify whether our sessions are satisfying the needs of learners. These reviews measured level of participant engagement with the topic.

Our evaluation framework (MUST) for the SeniorHangouts registration focuses on the following outcomes

- 1)addressing the motivations of older people to be online (Motivation)
- 2)ensuring they have and can use appropriate devices and have access (Utilities)
- 3)providing skills and learning to allow them to address their motivations (Skills)
- 4)that they have trust and confidence in the online world (Trust)

We have adopted this evaluation framework as part of the SeniorHangouts registration process and by collating behavioural data at the back end of the website application we can actually monitor the behaviour of our participants. We have attempted to create an evaluation process that does not rely on a continuous research commitment based on individual feedback which is both labour intensive and costly.

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Four simple registration questions provide us with the starting point of the participant's learning journey, and at regular intervals we can monitor the number of sessions attended, the variety of sessions attended and the level of sessions according to a matrix. This allows us to monitor the progression of the learner's journey.

We anonymise the data, of course.

Describe the "who, what, where and when" of your initiative.

Is this initiative complete? *

Yes No

If your initiative is still in progress, select "no."

Start Date

Finish Date

Must be a date.

Must be a date.

When do you anticipate that your initiative will be completed?

Must be a date.

Leave blank if this is an ongoing initiative or if the finish date is unknown.

Are there any areas where you need further support to complete this initiative?

While we have established all the back end processes and completed the evaluation methodology, it is too soon for us to describe the actual outcomes.

We anticipate that we will evaluate the outcomes on a quarterly basis. We are still to submit a research paper for an academic publication, although this is well down the track and a first draft is attached.

What are the outcomes of this initiative? *

For the last 20 odd years SeniorNet Learning Centres have been rewarded for providing learning based on the type of courses offered and the number of hours of learning provided. There has been no focus on outcomes. With our SeniorHangouts programme, which is run from the Federation Office, we have been able to actually identify appropriate outcomes based on the four measures outlined above (MUST). We can now identify a learner's progression by monitoring their behaviour as well as through their own self reporting and regular surveying.

A further unexpected outcome is that the SeniorHangouts programme was awarded Tangata Tiriti Programme of the Year by ACE Aotearoa in 2022.

Consider the changes resulting from your initiative or describe major achievements in terms of benefits for participants and/or others.

Who did you work with to make this initiative happen? *

After initial support from SOP we have presented numerous internal workshops for our management Committee, our regional representatives and Learning Centres, all of whom are volunteers. We formulated the process for evaluating a learner's behaviour ourselves. Funding support came from Google NZ and later from Google.org. Office for Seniors asked us to sign a memorandum of understanding that we would commit to using an outcomes

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focus and we can now deliver on that MoU.

We engaged a doctoral student to assist with the data reporting and surveying.

The project manager created the registration process and the back end programming.

For example, staff, volunteers, other organisations or support that has helped make this happen.

What did you or your team/organisation learn as a result of doing this initiative? *

Within a Federated structure, change has to happen by evolution rather than revolution. However thanks to this project we are now discussing outcomes and evaluation across our 50 Learning Centres. Happily this piloting with SeniorHangouts has been well received and we have recently presented two outcomes based workshops to our Learning Centres. We are now working on updating our Quality Assurance Guidelines to include outcomes reporting and evaluation.

We are now confident that an outcomes focus can be adopted across the organisation.

Describe what made this initiative work well and/or what was challenging, think about what would be useful to others working towards similar goals.

How will you share the outcomes and lessons from this initiative? *

We are now working to update our Quality Assurance Guidelines for our Learning Centres which will include the methodology for measuring outcomes.

We are completing a paper on the process and methodology and we have engaged a doctoral student who will be incorporating these outcomes in her doctoral research.

We will be sharing with Google.org; Office for Seniors and the members of the digital inclusion groups that are part of the Office for Seniors networking group. We will also be sharing our learnings with the ACE Aotearoa organisation that represents Adult Community Education providers.

What channels/mediums will be used so that this initiative can inform future projects.

Which population group/s were affected by this project or program? *

Age groups > Adults (people aged 18+) > People aged 65-84

Please choose only the group/s that were at the very core of this project/program.

Share any supporting documents you feel appropriate, that will help us to better understand your initiative.

For example your evaluation plan, theory of change, survey results or feedback, annual report, summary to the board or any visual or audio representations of your work.

Upload files:

Filename: Evaluation Plan InternetNZ Project..docx

File size: 239.5 kB

Filename: SeniorHangouts Evaluation Project Plan.docx

File size: 50.9 kB

Upload files:

Filename: SeniorHangouts Project report, InternetNZ, 6 July 2022 (Otila).docx

File size: 1.4 MB

Upload files:

No files have been uploaded

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Provide additional details:

Let us know if anything you have shared is confidential or can be used to promote this work. Remember this report form will be placed on our website for transparency.

What (if anything) have you changed in your approach and practices? Explain why this was necessary?

Initially we thought this would be a simple cut and paste project. We would simply collect data through feedback surveys. We are now happy that we can provide outcomes data on a regular basis through monitoring actual behaviour. Seeking regular feedback from participant's would be too costly, and too reliant on the goodwill of learning centre volunteers to gather such data.

Reflect on who and how you set out to help, and whether this shifted. We may use this information to help inform others undertaking similar work.

Financial report

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Project income and expenditure

Please provide details of any project income (funds received) and project expenditure (funds spent) to date.

Use the 'Notes' column to provide any additional information you think we should be aware of.

Income Description	Income type	Confirmed funding?	Income amount (\$)	Notes
Internet NZ fund- ing	Philanthropic grants	Confirmed *	\$40,000.00	
SeniorNet Feder- ation	In-kind support	Confirmed	\$4,000.00	contribution to travel and inci- dental costs
SeniorNet Feder- ation	In-kind support	Confirmed		contribution of EO time and oth- er overheads

Expenditure description	Expenditure type	Expenditure amount (\$)	Notes
Contractor 1	Project and production	\$20,000.00	Project manager overall time
Contractor 2	Evaluation	\$15,000.00	doctoral student

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Contractor 3	Overheads	\$5,000.00	EO time as co-ordinator
Travel	Other expenditure	\$4,000.00	Travel and incidentals

Income and Expenditure Totals

Total income amount	Total expenditure amount	Income - expenditure
\$44,000.00 This number/amount is calculated.	\$44,000.00 This number/amount is calculated.	\$0.00 This number/amount is calculated.

Have you experienced any issues with your intended project budget to date? If so, please explain reasons for any major variances or for providing incomplete information:

No issues with budgeting.

Feedback

You are almost at the end of your final report. Before submitting, please take a few moments to provide some feedback.

Please indicate how you found the acquittal process:

Very easy Easy Neutral Difficult Very Difficult

How many minutes in total did it take you to complete this form?

300

Estimate in minutes (i.e. 1 hour = 60 minutes)

Provide us with any feedback you have from learning about evaluation.

I have included our completed evaluation toolkit and will use this "toolkit" for our entire SeniorNet operations.

We'd love to hear how you found the input provided by Standard of Proof ie. whether the evaluation toolkit was useful, how this learning impacted your organisation/initiative delivery.

InternetNZ is a membership organisation. Would you be interested in hearing more about becoming a member?

Yes please No thanks I am already a member