This is how to plan your evaluation

"Assembly" instructions

First, think about the **INITIATIVE** itself and make sure you have a good understanding what it is about and entails. Map out:
The reasons **WHY** the initiative is needed and **WHAT** it is aiming to achieve.
Include **HOW** you think the initiative will achieve its goals and what **RESOURCES** this will require.

You can use the **template on page 3** to map out your initiative. The numbers on the left are only a guidance on how to approach linking up the different elements. Examples are provided in the boxes and can be overwritten.

Then, think about what information you will need to answer the following evaluation questions:

1. **How well has the initiative been implemented?**
2. **To what extent has the initiative achieved its intended outcome(s)?**
3. **How is the initiative contributing to digital inclusion?**

Use your mapped out initiative to identify the outputs and outcomes you need to assess in order to answer the questions.

For answering the **first question**, you can consider what goods or services your initiative directly produces (outputs). If you completed the template on page 1, then you have already identified relevant outputs under *'How is the initiative going to achieve change?'*.

For answering the **second question**, you need to consider the changes you expected to see as a result of the initiative (outcomes) and how you will know whether or not changes have indeed occurred. If you completed the template on page 1, then you have already identified relevant outcomes

How this step is going to help you

Mapping out the logic behind the initiative will help you creating a common understanding of how the initiative works and what responsibilities it entails. Having a single page visual may also help you communicating the initiative – both internally and externally – in a concise and compelling way.

Evaluation questions help to keep the evaluation focused. They reflect the purpose of the evaluation as well as your and your stakeholder's information needs.

Aligning evaluation questions with outputs and outcomes of the initiative will help you ensuring your evaluation is systematic and designed in a way that it will be able to answer the questions at the end.

under *'What immediate changes are expected to happen as a result of the initiative?'* and *'What changes are expected to happen with some time as a result of the initiative?'*.

For answering the **third question**, you need to consider the digital inclusion goal(s) the initiative is aiming for. If you completed the template on page 1, then you have already identified the goal(s) under *'What is/are the initiative(s) goals?'*.

For each output, outcome and goal you need to consider indicators based on which you will be able to judge whether or not outputs, outcomes and goals have been achieved or how well they have been achieved.

Evaluation questions require you to make judgements and indicators will help you determine what information needs to be collected to be able to make judgements.

Then think about how you will be able to collect information for each indicator. This can include already existing information (e.g. existing database, which can be either your own or from a different source). If you are collecting new information (e.g. through a survey or interviews), consider when and how often you need to collect the information. For example, to detect change you may want to collect information before and after the initiative to see whether the initiative made any difference.

Knowing what secondary data is already available and useful for your evaluation can save you time and money. Also, deciding on a method for your data collection early will help you planning and communicating your evaluation activities in a timely and appropriate way.

Finally, you need to think about what resources (e.g. funds, staff time, capabilities, etc.) you will need to carry out your planned evaluation activities (e.g. interviews, survey, analysis, report writing, etc.).

Including resources in your evaluation planning will help you ensure your planned evaluation activities are feasible and affordable for you.

You can use the **template on page 4** to align evaluation questions with relevant outputs, outcomes and goals, and associated indicators, data collection methods and required resources. Work from the left to the right. Examples are provided in the boxes and can be overwritten.

This is how the initiative is going to bring about change

2	**What** is/are the initiative(s) goals?	Participant's **ACCESS** to digital devices/ internet improved.	Participant's digital **SKILLS** improved.	Participant's **TRUST** in the digital world improved.	Participant's **MOTIVATION** using digital devices/ online services improved.	
6	**What** changes are expected to happen with some time as a result of the initiative?	e.g. number of targeted people benefitting from initiative continuously increased	e.g. participants confidence improved	e.g. volunteers' experience delivering the course improved	e.g. course delivery optimised	e.g. evidence base increased with more courses delivered
5	**What** immediate changes are expected to happen as a result of the initiative?	e.g. more targeted people registered for the course	e.g. participants continued practicing new skills at home	e.g. volunteers continued delivering courses	e.g. course content amended based on learnings	e.g. evidence for initiative's success presented to stakeholder
3	**How** is the initiative going to achieve change?	e.g. xx targeted people registered for course	e.g. xx participants completed course	e.g. xx volunteers completed training	e.g. xx courses/ course sessions delivered	e.g. right data has been collected and collated
		e.g. reaching out to target group	e.g. partners refer participants	e.g. recruit + train volunteers	e.g. provide digital skills course	e.g. develop evaluation plan
4	What **resources** will be required to implement the initiative?	Funding	e.g. partners	e.g. volunteers	e.g. training material/ equipment	e.g. skilled staff
1	**Why** is this initiative needed?	Growing digital divide	Poor existing evidence base on digital inclusion initiatives			

This is how the evaluation will generate the evidence to answer evaluation questions

What does your organisation, INZ and other stakeholder need to know?	What outputs and outcomes (identified on the previous page) refer to this question?	How will we know this was achieved? (How will we measure this?)	How will we collect the information?	How often and when do we need to collect the information?	What resources will be required for this task?
How is the initiative contributing to digital inclusion?	Improved ACCESS	e.g. % self-reported ability to go online anytime needed	e.g. participant survey question(s)	e.g. at the first and last session of the course	1 FTE survey design, administration and analysis
	Improved SKILLS	e.g. % self-reported ability to solve problems faced online	e.g. participant survey question(s)	e.g. at the first and last session of the course	1 FTE survey design, administration and analysis
	Improved TRUST	e.g. % self-reported awareness of online safety and risks	e.g. participant survey question(s)	e.g. at the first and last session of the course	1 FTE survey design, administration and analysis
	Improved MOTIVATION	e.g. % perceptions of benefits gained from using the internet	e.g. participant interview	e.g. before and after attending the course	e.g. 1 FTE to prepare, conduct and write up interview notes
To what extent has the initiative achieved its intended outcome(s)?	e.g. participants' connectedness improved	e.g. # social media accounts, group memberships	e.g. focus group	e.g. before, right after and 6-months after the course	e.g. 1 FTE to prepare, conduct and summarise discussion
	e.g. participants' confidence improved	e.g. % self-reported confidence level	e.g. focus group	e.g. before, right after and 6-months after the course	e.g. 1 FTE to prepare, conduct and summarise discussion
	e.g. participants practiced new skills	e.g. % self-reported frequency using each skill	e.g. participant interview	e.g. after attending the course	e.g. 1 FTE to prepare, conduct and write up interview notes
	e.g. interest in course increased	e.g. # registrations per month, waitlist	e.g. registration system	e.g. ongoing	e.g. IT system, 0.5 FTE to administer/respond to queries
How well has the initiative been implemented?	e.g. courses delivered	e.g. # courses/ sessions delivered	e.g. internal system	e.g. whenever new course is established and every session	e.g. IT system, 0.5 FTE to maintain the system
	e.g. target group reached	e.g. participants' demographics	e.g. registration form	e.g. once at registration	e.g. online platform, 0.5 FTE to administer
	e.g. participants completed courses	e.g. # participants attending all sessions	e.g. attendance checklist/ monitoring	e.g. every session	e.g. online platform
	e.g. right data collected	e.g. admin and/or qualitative data, survey response			e.g. 1 FTE to collate/analysis the data and write report