1. **Evaluation & Documentation**

**Evaluation**

This is the process whereby you monitor the outcome of your plan. Evaluation occurs at different stages to measure:

* If the process is working
* If the immediate outcome has been successful in meeting the identified needs
* If the longer term goal has been achieved

Other names for Evaluation:

Assessment, appraisal, estimation, calculation, valuation, estimate, costing.

**Distance Travelled Summary**

To be completed at beginning and end of each workshop phase

**Where do you see yourself at the moment with your project in these key areas?**

1. Working with people

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1. Being an employer

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1. Values and culture

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1. Involving clients/users

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1. Raising/earning money

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1. Managing money

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1. Structure and accountability

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1. Communication

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1. Strategy for growth and managing change

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1. Looking after and developing yourself

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1. Knowing your doing a good job

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1. Networks and partnerships

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**Impact Mapping**

Discuss/ think about your story in terms of inputs, outputs, outcomes and impacts as part of the process of bringing about change. List them in the appropriate columns on the following impact Map template:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Inputs** | **Activities** | **Outputs** | **Outcomes** | **Impacts** |
| The resources that you need to manage the project.*E.g. Time, money, staff, other assets (such as a building), a clear vision and shared direction etc.* | The things that you do to effect some sort of change in people, the community, or the environment.*E.g. Providing a service, a program, or a good to people.* | The direct results and beneficiaries. Usually outputs show that certain people receive something, learn something, or take part in something as a result of what you do or how you do it.*E.g. Easily countable things, like the number of people involved, or the number of hours of training delivered etc.* | Longer-term change. Describe why each output is important, in terms of the implications for, and the effect it has on, a local area or a group of people.*This is the theory that you will be testing-the link between what you do and the things you care passionately about.* | When thinking about your vision, impacts are the big picture change you are trying to create or the changes in the wider world that the work you are doing is contributing to.*Eg. This could be in terms of your vision for change in people’s lives, a community, the environment, or the local economy.*Otherwise a more precise definition of impacts is “the outcomes less what would have happened anyway”.*E.g. If you got 10 people a job how many would have got one anyway?* |
|  |  |  |  |  |

Identify the different ways of knowing that each of the things you have listed above have been achieved. This is the first step to choosing indicators. At this stage, try not to get bogged down thinking about how you would measure these things.

|  |  |
| --- | --- |
| **Documentation Technique** | **Uses and Benefits** |
| **Information Log:**Recording chronological entries on a project to track progress. These are usually brief and factual. | Useful to keep a record of basic facts such as who, what, where and when. Can be combined with a communication log and database of contacts. |
| **Interview:**One-to-one interviews can range from structured (with set questions) to more free-flowing and conversational. Generally run for around one hour. | Provide a broad overview of the interviewees’ opinions about a specific topic that may reveal hidden concerns or ideas that would not be expressed in response to a set number of specific questions. Useful for targeting key people who have experience of your project or specific knowledge about an issue. Keep in mind that one-to-one interviews can be expensive, time-consuming and difficult to do well. |
| **Photography:**Photographic documentation can be taken of a projects activities (e.g. workshops), outputs (e.g. exhibition) and longer-term outcomes (e.g. spin-off projects in the community, perceptions of community goodwill). | Can be used by participants to document their involvement in the project. Particularly useful for participant’s to document their community e.g. liked and disliked spaces and what constitutes ‘community’ for them. Can be incorporated into reporting activities to funders, participants and the broader community. Can provide an opportunity for training initiatives for community members.  |
| **Project Journal:**Project facilitators/ coordinators and participants can keep project journals. Journals can include photographs, drawings, written entries on project experiences and perceptions – anything you like! | Can be incorporated into reporting activities to funders, participants and the broader community. Can enable reflection on the project’s process, outputs and outcomes from the perspective of a range of participants. Can utilise poetry, languages other than native languages and non-verbal input. Eg drawings.  |
| **Survey:**Surveys are a method used to collect information from a specific population. Surveys can be taken with a large audience, to collect broad general information and determine community attitudes on an issue; or with small, targeted groups to gain specific information. They can be delivered through face-to-face interviews, self completion written forms, telephone surveys or online surveys (consider competence in language). | Surveys can be combined with aspects of your project, such as performances, meetings and community open days. When properly constructed using good sampling techniques can reach a broad, representative public or targeted group. The results can help with future planning. |
| **Video:**Video documentation can be taken of a project’s activities (e.g. workshops), outputs (e.g. exhibition) and longer-term outcomes (e.g. spin-off projects in the community, perceptions of community goodwill). | Provide a visual, handy and portable means of providing information to the public on the project. Can provide a forum for participants to have a say on their own involvement and the project’s process. Can provide an opportunity for training initiatives for community members. Can be incorporated into reporting activities to funders, participants and the broader community. |
| **Other:**WebsiteBlogFacebookTweetsPodcast |  |