

5 October, 2018

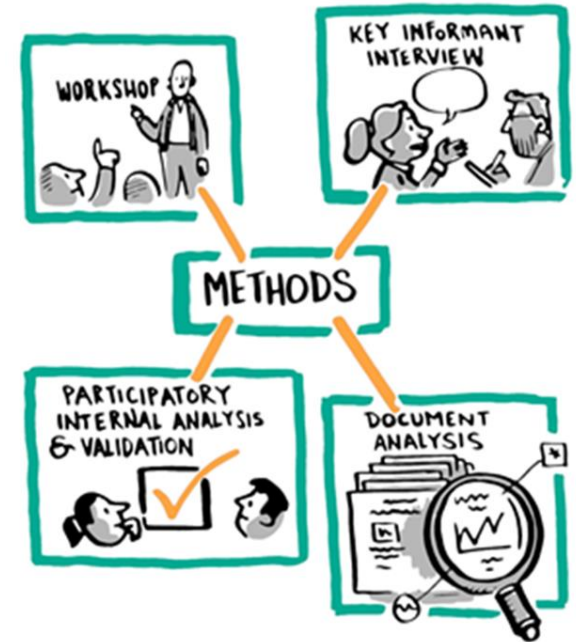


Using results for learning – reporting and the ‘L’ in MEL

NGO Federatie, October 2018

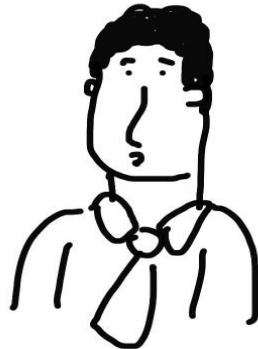
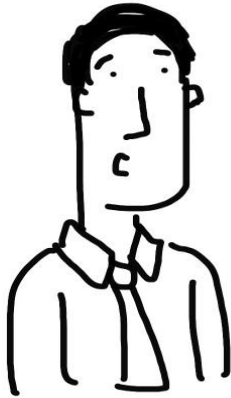
What makes a good quality evaluation report?

- Executive summary
- Introduction to the project and evaluation
- Explain the methods used – and the limitations
- Organise findings in relation to key questions/ evaluation criteria
- Make sure the conclusions clearly follow from the findings and link forward to recommendations



Importance of reporting in MEL

I just put our long boring report up on a buried web page in a format that requires it to be downloaded.
Yet for some reason, nobody is reading it.



freshspectrum.com

I'm not a visual person.

So I will deliver my report in song,
hit it boys.



freshspectrum.com



Common reporting challenges...

- Reports intended to address **change** focus entirely on outputs or activities
- They focus only on positive changes, not on negative changes or areas where expected change has not happened
- They report change in an anecdotal way, with **insufficient evidence** to back the changes up
- Reports **over-claim** e.g. that an organisation is responsible for changes that are more due to external influences.

Reporting change: issues to consider

- Has there been change?
- How significant was the change?
- How many people were affected by the change?
- Which target groups were affected by the change?
- What was the impact on sub-categories or groups?
- Was the change intended or not?
- Is it likely to be sustainable?

Reporting change: issues to consider

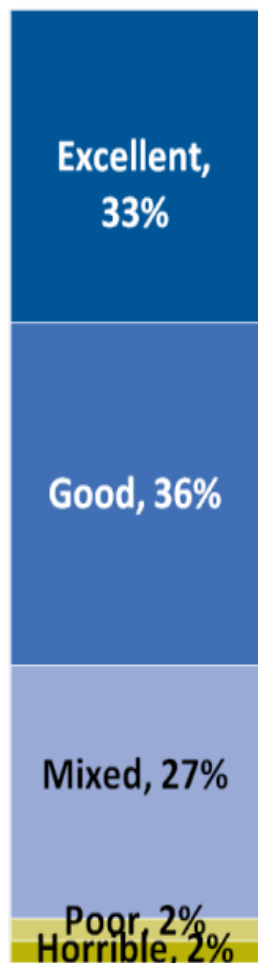
- What made the change happen?
- Will/ How will the change result in positive changes in people's lives?
- How do changes compare to baseline (if any)?
- How do changes compare to what was hoped for, or considered realistic?
- What evidence do you have for your change?
- How was any change attributable to the work of your organisation or partners?

Presentation and reporting options

- Formal report – printed or pdf
- ‘Easy Read’ – accessible summary for participants/beneficiaries
- Web based – rich, can be hyperlinked
- Presentation - PowerPoint or Prezi?
- Video - e.g. participatory video - Insightshare or narrated slideshow e.g. Oxfam example
<https://www.youtube.com/watch?v=wuDQIjGRCfg&t=>
- Poster - infographic? Qualitative dashboard? E.g.
<http://freshspectrum.com/qualitative-dashboard/>

Visualising data – quant and qual

17. If your organization worked with an external evaluator in 2011, what was your experience?



18/19. Why do you think the experience was/wasn't positive?

"[The external evaluator] was very involved, great listener, knowledgeable about evaluations, very willing to change and edit evaluation tool so that it worked for our programs. She met with us whenever necessary."

"Our external evaluators increased our capacity to do in-depth case studies on strategies and provided a valuable independent perspective."

"While we knew we needed a 'makeover' and major staff changes, it was stressful to open up to outsiders and admit the need."

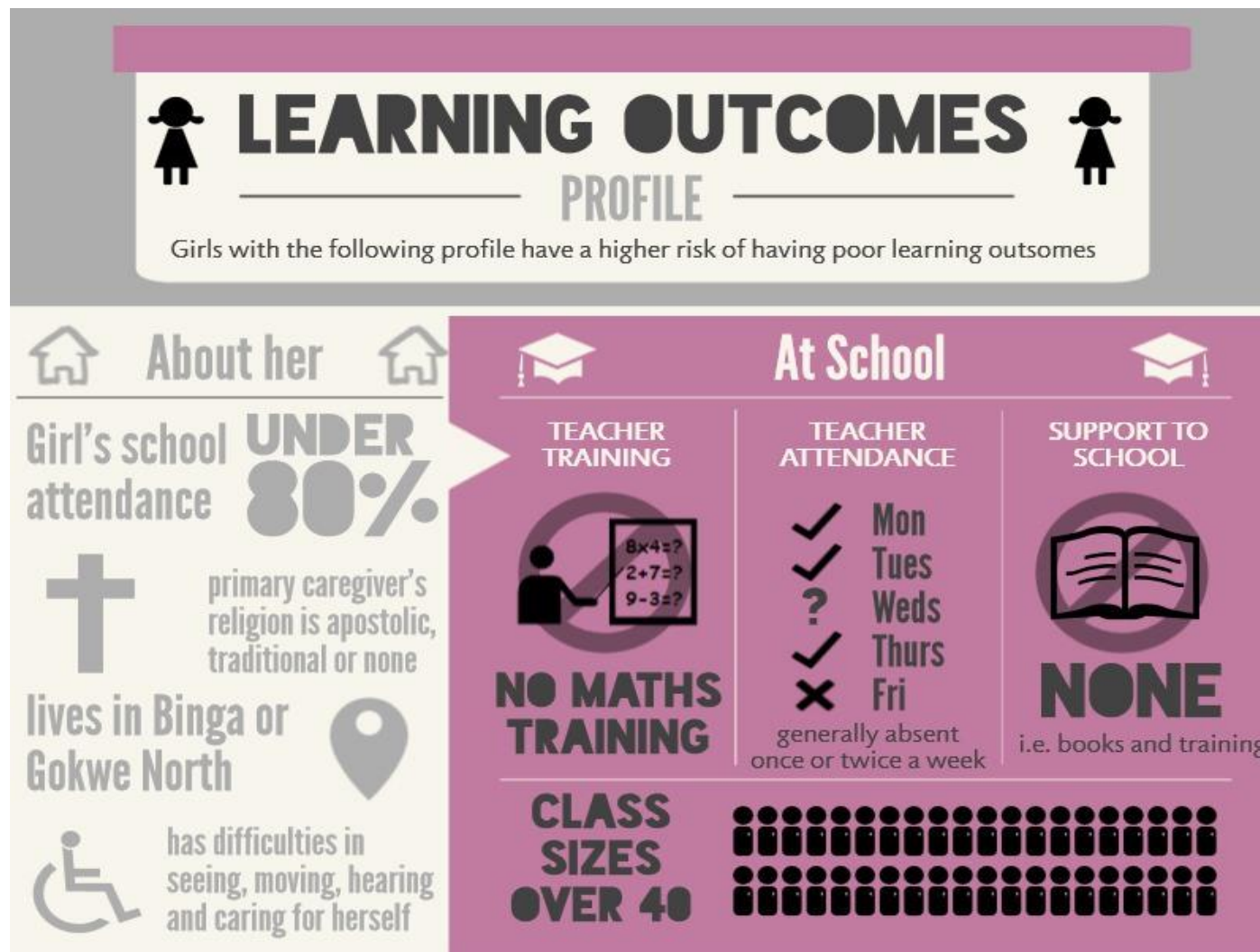
"Backed out because of the amount of work involved as compared to the payment."

"Need more \$ to pay them."

Visualising data (qualitative) – E.g. word cloud - for illustration, not analysis



Visualising data - infographics



Visualising data - icons

Main Sources of Islamic State Funding



EXTORTION AND CRIME NETWORKS

Looting central-bank branches, extracting payment from businesses to stay open or move goods, demanding protection money from Christians and other minorities for the right to live in territories controlled by the Islamic State.



HOSTAGES

Collecting ransoms in exchange for releasing hostages, particularly from European countries, which have contributed tens of millions of dollars to the Islamic State in recent years.



OIL

Selling oil from fields in areas under its control, which is then resold through middle-men to traders in a vast gray market.



DONATIONS

Receiving funds from private citizens and Islamic charities in the Mideast or Europe—private donations that have decreased in the past year, especially as Gulf states clamp down on the money flows.

Sources: Western and Arab officials; counter-terrorism experts

The Wall Street Journal

Visualising data – qualitative dashboard (e.g. personas)

I asked each blogger two questions and then created two cartoons for each (one profile cartoon and one regular cartoon). By clicking on the profile below you'll be taken to the spot within the blog post where you can find their answers.



<http://freshspectrum.com/qualitative-dashboard/>

