

Conservation NGOs project evaluations and monitoring workshop

**September 8-9, 2010
Ulaanbaatar, Mongolia**

PARTNER ORGANIZATIONS:

Nomadic Nature Conservation



Organizational Options



Denver zoo



Workshop Outcomes:

As a result of this workshop participants will:

- Increase understanding of the role of NGO mission in the operation of the organization
- Identify the benefits of evaluating NGO program
- Increase skills in program evaluation methods
- Develop and learn to use program evaluation tools:
 - ❖ logic model
 - ❖ data collection tools
 - ❖ data reporting methods
- Identify action steps to improve program evaluation at each program
- Increase collegial relationships for program collaboration

PURPOSE OF NGO

NGO organizational structures are different:
mission context funding

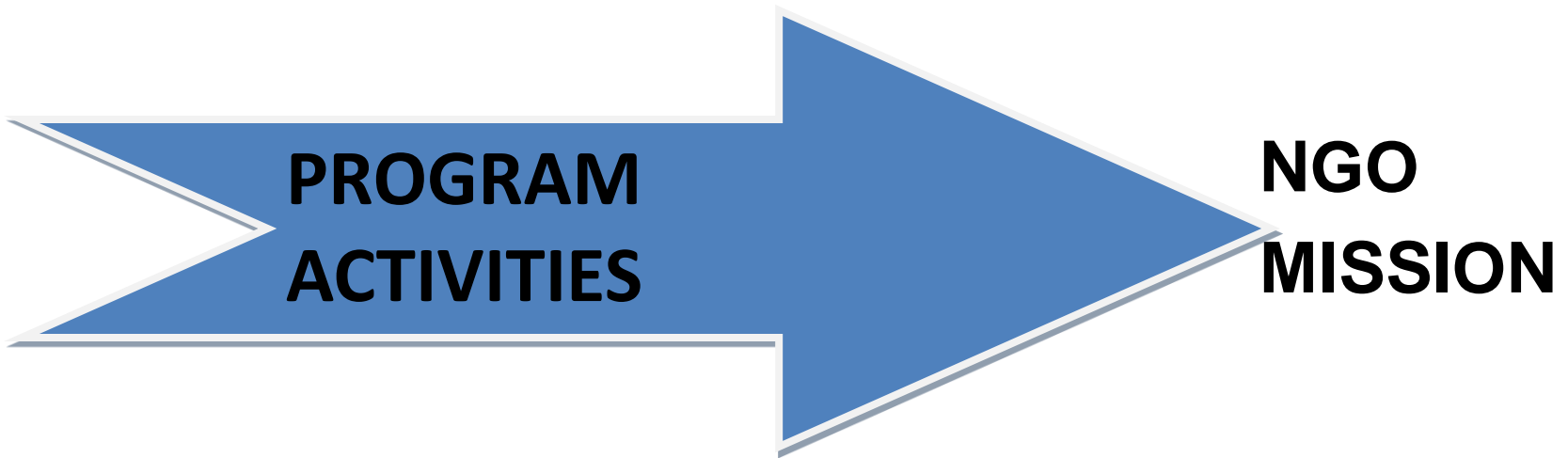
BUT..... NGOs ALL focus
on “the common good”



We work to make our communities better,
not for organizational or individual gain.

NGO MISSION

Mission guides all that we do



NGO MISSION



- Describes the purpose for which your organization exists, the reason for being.
- Clearly separates the mission of the organization from other organizations.
- Answers the question, "Why did we start this organization?"
- Provides the foundation for all our work.
- It is our compass. Keeps the organization on course. Supports focus in setting priorities.
- Motivates stakeholders - volunteers, staff, funders.

NGO MISSION examples:

- **Wild Horse Rescue:** *“to save equines from abuse, neglect, slaughter and premature death and to provide a safe place for them to live for the remainder of their lives.”*
- **Africa Network for Animal Welfare:** *“to work with communities and partners to promote humane treatment of animals through compassion, protection, advocacy and informed attitude change for greater good of mankind.”*

WHAT IS NGO PROGRAM?

- a cohesive set of activities
- designed to achieve common or closely related purposes
- directly related to accomplishment of the NGO *mission*
- has a *primary* relationship to the mission, not secondary or supportive. i.e., fundraising or marketing

NGO PROGRAM DEVELOPMENT

Our program expresses our mission

Vision / mission —————→ **program**

How to design good program activities?

Needs Assessment = Good Program Design

- Program responds to “need” or “want” of stakeholders.
- Identify needs in a community or a specific group of people and/or gaps in service.
- Need / want is substantiated by data **AND** *stakeholder involvement*
- Stakeholder involvement = meet needs, desired outcomes and accountability

What is program evaluation?

- A ***systematic, ongoing*** review of program data.
- Part of overall program management system. **What gets measured gets managed!**
- Program development and evaluation ***together*** are a ***continuous process***, rather than a linear process.
- Program development and evaluation ***occurs within the context of organizations and communities***. It is:
technical *and* social *and* political

WHY DO PROGRAM EVALUATION?

- Measuring results demonstrates our progress toward mission.
- Stakeholders want **transparency** and **accountability**. Want program and service results be measured and shared.
- Evidence that we **make a difference**.
- Evidence of our **contributions to the common good**.

WHO ARE YOUR STAKEHOLDERS?

- Community
- Funders
- Partners
- Managers

LOGIC MODEL TOOL

- Planning tool to focus on program results and measurement
- Shows a logical path between day to day activities lead to desired outcomes.
- Should match the capacity of your organization.
- Data collection, compilation and utilization challenge most organizational systems.

LOGIC MODEL

NGO MISSION:						
Inputs <i>Resources used to achieve the program outcome ie: staff, volunteers, etc.</i>	Activity <i>What the program does with its inputs ie: educating housing providers</i>	Outputs <i>Products of the program's activities ie: # of education sessions held, # of agencies served. Outputs are also sometimes called "units of service"</i>	Outcomes <i>Changes in attitudes, behaviors, knowledge, skills, status, or levels of functioning expected to result over an extended period of time.</i>	Measures <i>Specific, observable, measurable data that tracks actual progress toward or achievement of an outcome</i>	Source(s) of Data <i>ie: teachers</i>	Data Collection Method <i>ie: survey</i>

LOGIC MODEL

- **Inputs** : *Resources used to achieve the program outcome ie: staff, volunteers, etc.*
- **Activity**: *What the program does with its inputs ie: educating teachers*
- **Outputs**: *Products of the program's activities ie: # of education sessions, # of teachers trained.*

LOGIC MODEL

Outcomes :

- Results of the program.
- Describes the change in attitudes, behaviors, knowledge, skills, or status expected to result over an extended period of time.
- “As a result of our program, our clients will.....”

LOGIC MODEL

- Measures :
 - ❖ Specific, observable, measurable data.
 - ❖ Track progress toward an outcome
- Source(s) of Data: ie: teachers
- Data Collection Method: ie: survey

Data Collection

- Output data: *Tracking the program's activities ie: # of education sessions, # of teachers trained.*
- Outcome data via measures: *Specific, observable, measurable data*
- **LESS IS MORE – Based on your organization's capacity.**

OUTPUT / MEASURES DATA

- Surveys / Questionnaires
- Interview
- Focus groups
- Observation
- Pre – post tests

DATA REPORTING

- What is your process to collect data from the field?
- Who will compile the data into a report?
- Who will review and analyse the findings?
- What is the PURPOSE of the report?



DATA REPORTING

- WHO will receive the program results?
- FOR WHAT PURPOSE?
- What format is needed?

Data Utilization

- Who is involved in reviewing the results?
- What process is used to analyse the results?
- How will you apply it to improve the program?