

Programme Mapping and Measuring Impact of Outreach Provision

Neon Summer Symposium 2019

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Before we start, what do you think?

Go to www.menti.com

use the code **86 89 65**

<https://www.mentimeter.com/embed/cf5fa308607464c723d71c772ad7990d/f142b15f1bbe> style='position: absolute; top: 0; left: 0; width: 100%; height: 100%;' width='420

Why do we do evaluation?

- To know what we are doing works
- Maintaining, improving, **changing**
- Politics
- Defense
- We want to!
- For those we work with, not for us
- **Because we have to (OfS)**



Theory of Change (ToC) and OfS Evaluation types

- ToC + Narrative gets you a clear **type 1**
- ToC helps to identify what to be measured in **type 2**
- ToC can be used to vary the change when considering **type 3**

	Description	Evidence	Claims you can make
Type 1: Narrative	The impact evaluation provides a narrative or a coherent theory of change to motivate its selection of activities in the context of a coherent strategy	Evidence of impact elsewhere and/or in the research literature on access and participation activity effectiveness or from your existing evaluation results	We have a coherent explanation of what we do and why Our claims are research-based
Type 2: Empirical Enquiry	The impact evaluation collects data on impact and reports evidence that those receiving an intervention have better outcomes, though does not establish any direct causal effect	Quantitative and/or qualitative evidence of a pre/post intervention change or a difference compared to what might otherwise have happened	We can demonstrate that our interventions are associated with beneficial results.
Type 3: Causality	The impact evaluation methodology provides evidence of a causal effect of an intervention	Quantitative and/or qualitative evidence of a pre/post treatment change on participants relative to an appropriate control or comparison group who did not take part in the intervention	We believe our intervention causes improvement and can demonstrate the difference using a control or comparison group

Measuring Impact and Evaluation

“We’re working towards

Raising Awareness

about University”

The Theory of Change

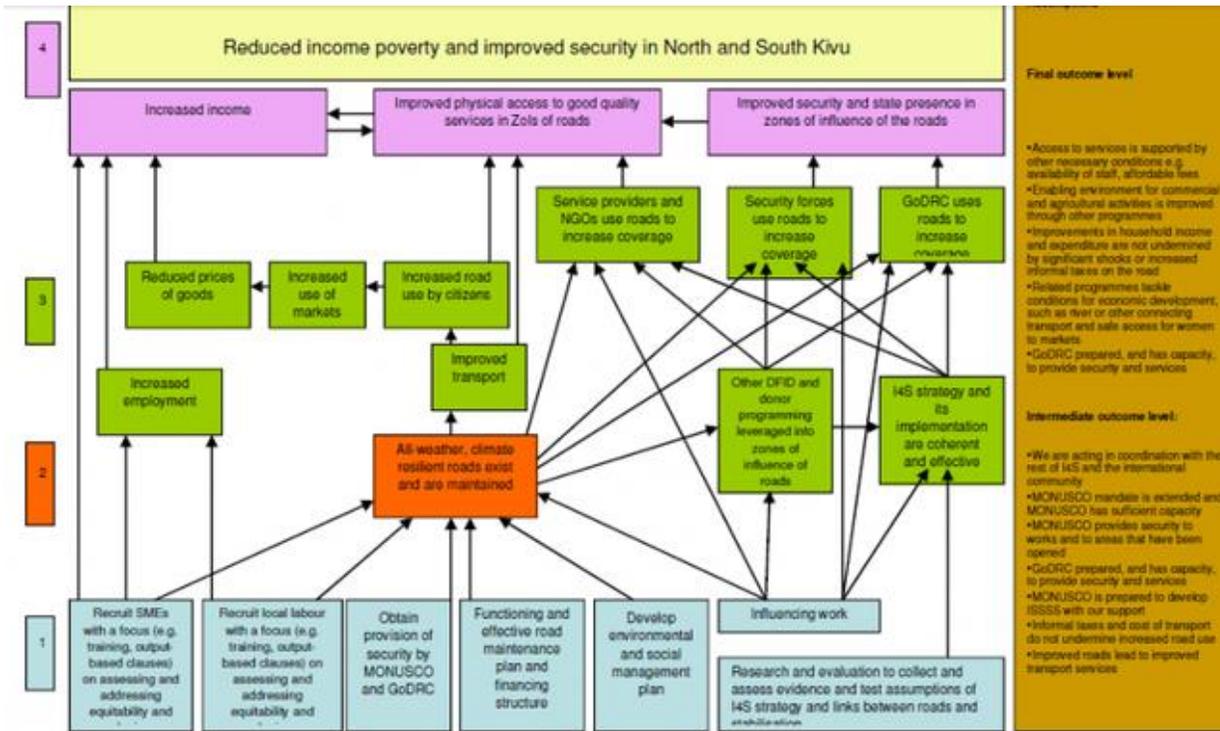
The three basic steps of planning:

1. What is the overall long term change you wish to make? (**impact**)
2. What are the short term steps to that change, and the activities that lead to this? (**pre-conditions and actions**)
3. How will these activities lead to the change? (**assumptions and research**)



Examples of 'Theory of Change' Maps

Results chain



An Example from NTU Outreach

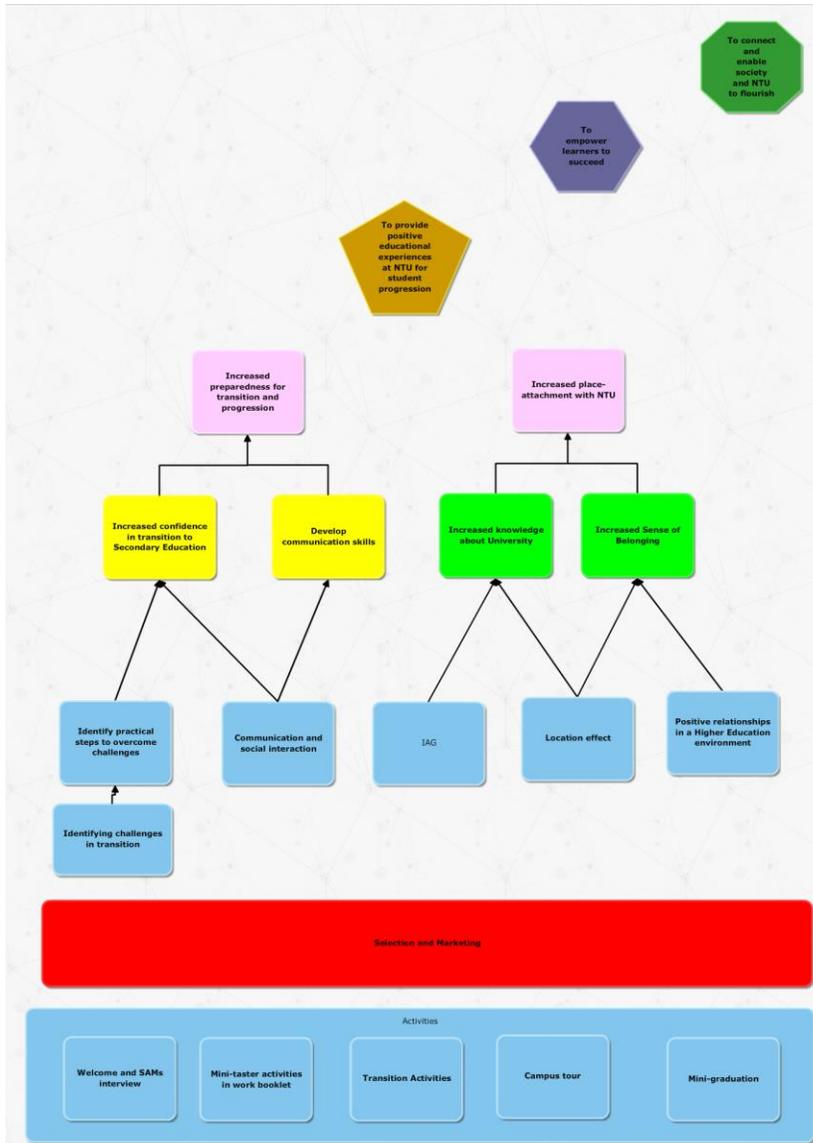
← Start with the results

← Work backwards

• What are the assumptions we make?

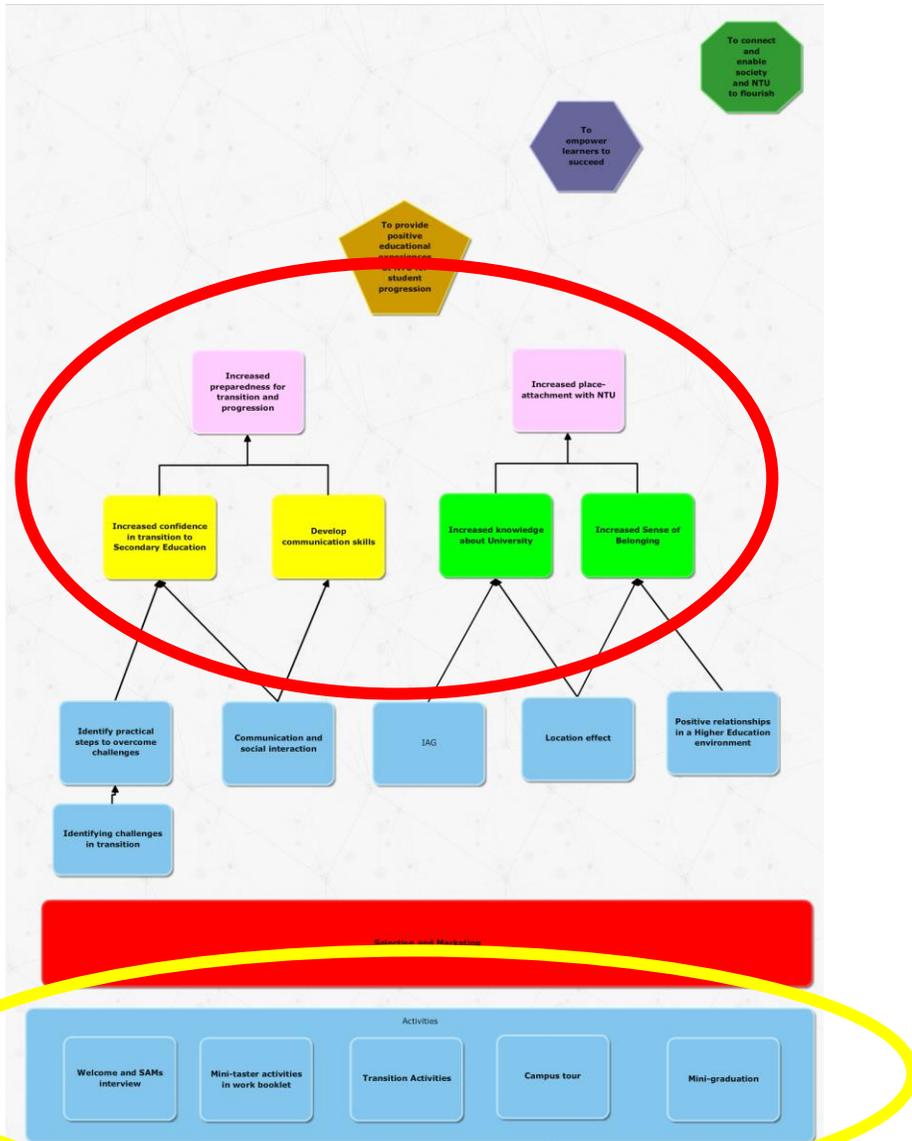
• What steps need to take place for longer term change?

← Define the activities – What activities do we need to undertake



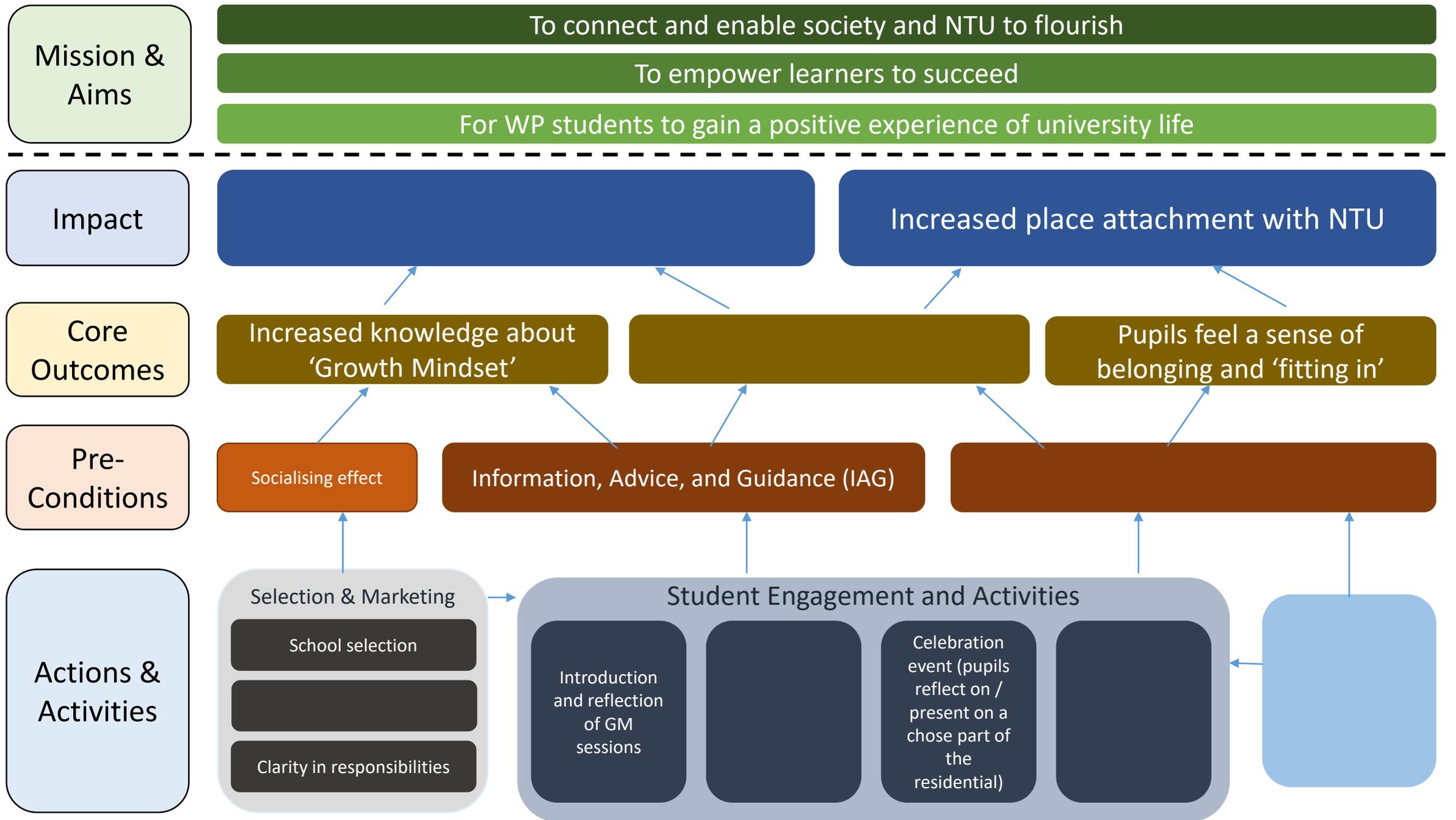
Measuring Impact and Evaluation

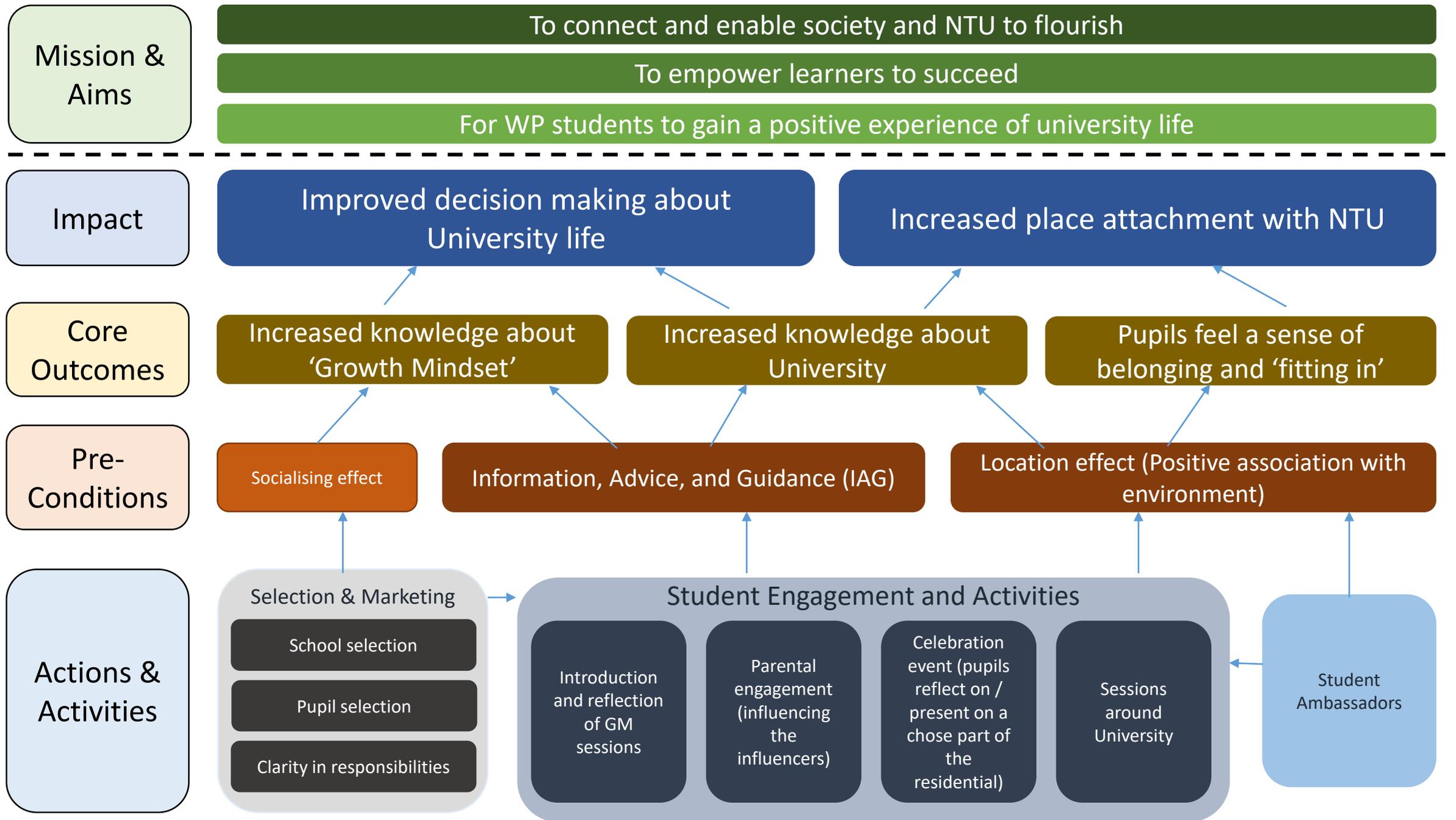
- We now know what we should measure
- Our assumptions are based on research (OfS type 1 – narrative – in the bag!)
- We can change and adapt our goals as the sector changes
- Reviewing what we are doing to see where things might be working well / not well
- Justifying spending money on fun stuff



Our Year 9 Residential

A case study





Any Questions...?

If not, then thank you!

Theory of Change website, to design your own:

<http://toco.actknowledge.org/>

A brief video explaining Theory of Change (in a much more eloquent way!)

<https://www.youtube.com/watch?v=BJDN0cpxJv4&t=>

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