

Workshop 017: Expo Planning Assessment

1 Activity – International Community Media Expo Engaging Participants

- Open the DMU Commons Wiki International Community Media Expo page.
- https://wiki.our.dmu.ac.uk/w/index.php/International_Community_Media_Expo
- Open Talk on the DMU Commons <https://talk.our.dmu.ac.uk>
- Use the topic '**Community Media Expo**' to share ideas about collaborative activities for the expo.
- Use the Community Media Expo category if you want to start other threads that are related.
- Review the information listed and identified on the wiki about International Community Media Projects.
- https://wiki.our.dmu.ac.uk/w/index.php/International_Community_Media_Projects

2 Discussion – International Community Media Expo Planning Checklist

- ✓ Use the whiteboard to create a mind map of the status of your planning for the International Community Media Expo.
- ✓ Using the tips recommend in these articles, can you list and priorities the activities that you need to undertake:
- ✓ **Pull a team together**
- ✓ **Sort out your budget**
- ✓ **Get the message out**
- ✓ **Cover yourself – think safety and insurance**
- ✓ **Have you got the right licenses?**
- ✓ **Assess the risk and seek advice on insurance**
- ✓ **Think carefully about how you cover your costs**
- ✓ **Keep things simple**
- ✓ <https://www.theguardian.com/voluntary-sector-network/2013/feb/05/tipa-planning-successful-community-event>

Community Planning

Community Planning is a resource that helps community groups develop community engagement activities:

"The art of community planning is evolving rapidly. Methods continue to be refined and new ones invented. There is a growing network of experienced practitioners. This website will hopefully help with the evolution of community planning by allowing people to benefit from the experience gained so far and by facilitating international exchange of good practice." <http://www.communityplanning.net/principles/principles.php>

Organising a voluntary event: a 'Can do' guide

Voluntary and community events are an important aspect of everyday life that help encourage people to play a more active part in society. They may celebrate a particular occasion, raise funds for a good cause or simply bring people in a community closer together. We have worked with a range of civil society and government organisations (some of whose own guidance we link to here) to develop this guide, which will:

- help you to plan and run successful events with a minimum of red tape
- if you are holding a particular type of event, help you to find the specific advice you need

The guide should clear up any confusion over issues such as health and safety and food hygiene, which people often think will get in the way. Organising a successful event is really all about good planning and taking sensible precautions where necessary. <https://www.gov.uk/government/publications/can-do-guide-for-organisers-of-voluntary-events/the-can-do-guide-to-organising-and-running-voluntary-and-community-events>

- Is there anything that you can take from the Community Planning Principles A-Z and the 'can-do' guide that you might find useful for planning the Expo?
- Take extensive notes during this discussion – this is a point at which decisions are taken.
- Can you confirm an outline schedule for the day?
- Can you confirm who will be involved in undertaking activities during the day?
- Can you confirm who will be invited to participate in these sessions?

- Can you confirm that an outline of the event has been written up on <https://civic.our.dmu.ac.uk/projects/international-community-media-expo-2018/>
- Do you have sufficient information to maintain regular contact with the people that you want to invite to participate and contribute?
- Have you decided what form the activities you will be holding during the day will take?
- Have you identified how you will communicate with participants, supporters and visitors in the run-up to the day?
- Have you established any key issues that you feel are relevant to the participants and which will benefit from being discussed?
- What do you need to do, and how do you intend to communicate with potential participants that will encourage people to want to attend the events as collaborators?
- What do you need to do that will encourage your potential participants to communicate about the event with their networks and supporters?

3 Activity – International Community Media Expo Activity Planning

- Open the DMU Commons Wiki page for the Expo.
- https://wiki.our.dmu.ac.uk/w/index.php/International_Community_Media_Expo
- The information that you have agreed on above needs to be structured as separate organisational sections and activities on the wiki page.
- Divide the wiki page into sections, identify who will take responsibility for which activity.
- What is the likely timescale that these activities will need to be undertaken?
- Identify the themes and issues that you want the communication about the expo to include.
- How can you write this information so that a potential volunteer or guest speaker can read the wiki page and make sense of what is being planned and what they can expect from the forms of communication you are using?
- Log in and open the Expo 2018 page on <https://civic.our.dmu.ac.uk>
- <https://civic.our.dmu.ac.uk/projects/international-community-media-expo-2018/>
- What public information can you add to this page that you can use to advise volunteers, guests, supporters, participants, and so on, about the forms of communication that you will be using?

4 Activity – CiviCRM Database Input

- Log-in to <https://civic.our.dmu.ac.uk>
- Locate CiviCRM on the dashboard.
- Locate the 'Configuration Checklist'
- Use the Configuration Checklist to ensure that the information contained in CiviCRM is up relevant and up to date.
- If there are any sections that you are unable to complete, note them and tag John and Rob in a post on DMU Talk using the Expo category (<https://talk.our.dmu.ac.uk>).
- Is each section of CiviCRM set up so that you can add data to the system in coming sessions?
- Who are you going to invite to the Expo?
- What contact details are you going to need?
- How will you communicate with people that you invite?

5 Research Activity – Overview of Impact Evaluation

- Visit http://www.betterevaluation.org/toolkits/equal_access_participatory_monitoring
- Open the link for **Impact Evaluation Series**
- http://www.betterevaluation.org/en/resources/guide/unicef_impact_evaluation_series
- http://devinfohive.info/impact_evaluation/img/downloads/Overview_ENG.pdf

“An impact evaluation provides information about the impacts produced by an intervention. In development, government and philanthropy, there is increasing recognition of the potential value of impact evaluation and specific support to develop capacity for both commissioning and conducting impact evaluation, including the use of its findings” (Rogers, 2014).

6 Overview of Impact Evaluation

"Impact evaluations provide information about the impacts produced by an intervention. Impact evaluation can be undertaken of a programme or a policy, or upstream work – such as capacity building, policy advocacy and support for an enabling environment. This goes beyond looking only at goals and objectives to also examine unintended impacts.

OEDC-DAC defines impacts as "positive and negative, primary and secondary long-term effects produced by a development intervention, directly or indirectly, intended or unintended." (Rogers, 2014, p. 1).

"An impact evaluation should only be undertaken when its intended use can be clearly identified and when it is likely to be able to produce useful findings, taking into account the availability of resources and the timing of decisions about the programme or policy under investigation. A formal evaluability assessment (EA) might first need to be conducted to assess these aspects.

- **Formative impact evaluations** are undertaken to inform decisions in regard to making changes to a programme or policy. While many formative evaluations focus on processes, impact evaluations can be used formatively if an intervention is ongoing. For example, the findings of an impact evaluation can be used to improve implementation of a programme for the next intake of participants.
- **Summative impact evaluations** are undertaken to inform decisions about whether to continue, discontinue, replicate or scale up an intervention. Ideally, a summative impact evaluation not only produces findings about 'what works' but also provides information about what is needed to make the intervention work for different groups in different settings, which can then be used to inform decisions" (Rogers, 2014, p. 2).

7 Theory of Change

"A theory of change explains how activities are understood to produce a series of results that contribute to achieving the intended or observed impacts. Some version of a theory of change is likely to have been developed as part of the planning for a programme or policy. When preparing for an impact evaluation, the theory of change should be reviewed and revised as necessary. For example, the existing theory of change may have gaps or unrealistic assumptions that should be revised; it can also be out of date if the programme has evolved since the theory of change was developed." (Rogers, 2014, p. 4).

"The impact evaluation can be improved by using the theory of change to:

- Identify relevant variables that should be included in data collection.
- Identify intermediate outcomes that can be used as markers of success, in situations where the impacts of interest will occur after the evaluation time frame.
- Identify aspects of implementation that should be examined to see if the failure to achieve intended impacts is due to a failure to implement the intervention successfully.
- Identify potentially relevant contextual factors that should be included in data collection
- Guide data analysis provide a framework for reporting findings (Rogers, 2014, p. 4).

8 Evaluation Criteria

8.1 Relevance

The extent to which the objectives of the intervention are consistent with recipients' requirements, country needs, global priorities and partners' policies.

- To what extent did the intended impacts match the needs of the intended participants?
- To what extent did the intended impacts match the stated priorities of partner governments and the UN system?

8.2 Effectiveness

The extent to which the intervention's objectives were achieved, or are expected to be achieved, taking into account their relative importance.

- Did the intervention produce [the intended impacts] in the short, medium and long term?
- For whom, in what ways and in what circumstances did the intervention work?
- Did [the intended impacts] reach all intended participants?

- How did the intervention contribute to [the intended impacts]?
- What were the particular features of [the intervention] that made a difference?
- What variations were there in implementation? What has been the quality of implementation in different sites?
- To what extent and in what ways did implementation change over time as the intervention evolved?
- To what extent are differences in impact explained by variations in implementation?
- How did the intervention work in conjunction with other interventions to achieve outcomes?
- What helped or hindered the intervention to achieve these impacts?

8.3 Efficiency

A measure of how economically resources/inputs (funds, expertise, time, equipment, etc.) are converted into results.

- What resources have been used to produce these results? How does this compare to similar interventions?
- What strategies have been used to ensure the efficiency of the intervention?

8.4 Impact

Positive and negative primary and secondary long-term effects produced by the intervention, whether directly or indirectly, intended or unintended.

- What unintended impacts (positive and negative) did the intervention produce?

8.5 Sustainability

The continuation of benefits from the intervention after major development assistance has ceased. Sustainability looks to the probability of continued long-term benefits

- Are impacts likely to be sustainable? (To be studied at the conclusion of the intervention.)
- Have impacts been sustained? (Follow-up study required.) (Rogers, 2014, pp. 7-8).

9 Evaluative Questions

Evaluative questions ask about the overall conclusion as to whether a programme or policy can be considered a success, an improvement or the best option.

- Since development interventions often have multiple impacts, which are distributed unevenly (equity is a particular concern in the UN system), this is an essential element of an impact evaluation.
- For example, should an economic development programme be considered a success if it produces increases in household income but also produces hazardous environment impacts?
- Should it be considered a success if the average household income increases but the income of the poorest households is reduced?
- In any impact evaluation, it is important to define first what is meant by 'success' (quality, value).
- One way of doing so is to use a specific rubric that defines different levels of performance (or standards)
- for each evaluative criterion, deciding what evidence will be gathered and how it will be synthesized to reach defensible conclusions about the worth of the intervention.
- At the very least, it should be clear what trade-offs would be appropriate in balancing multiple impacts or distributional effects.
- This is an area of weakness: many impact evaluations fail to address this issue systematically or at all (Rogers, 2014, p. 10).

10 Activity – Blogging & Wiki Reflection Coursework C

- Visit the assessment criteria for Coursework C: https://wiki.our.dmu.ac.uk/w/index.php/TECH3501_Community_Media_Leadership#Component_C_-_Running_International_Community_Media_Day_.2830.25.29
- How will you write-up your planning activities in your blogs, so that they illustrate and demonstrate the thinking, researching and planning that you are undertaking?
- What process of evaluation do you need to undertake to understand how the planning and organising for the International Community Media Expo is proceeding?

- How will you undertake these evaluation tasks?
- How will you share your thoughts and insight about the principles you have established for the development of the expo?
- How will you keep a check of your progress?
- Are there any resources or support that you need to help along the way?
- What are your thoughts and feelings about this project and how it is being developed?
- What do you think will be a useful measure of success?

11 References

Rogers, P. (2014). Overview of Impact Evaluation, Methodological Briefs: Impact Evaluation 1. Retrieved from http://devinfo.live.info/impact_evaluation/img/downloads/Overview_ENG.pdf