



Diversity in local evaluation in the CFC model

**Communities for Children -
Dandenong**



- What is the outcome sought by your local evaluation?
- What outcome/legacy is the Facilitating Partner/CFC Committee seeking from the local evaluation?



- Evidence of progress towards objectives
- Qualitative data to support/explain existing quantitative data
- Impact through the eyes of participants in program
- Potential future practice for evaluating complex social initiatives



Design the scope of the evaluation

How do you engage with stakeholders (community partners and facilitating partners) about evaluation activities and processes?



Participatory workshop process

- first step to surface the people-centred program logic
- Identify all the stakeholders
- consider what intermediate outcomes, for different stakeholder groups could link the CfC activities and strategies to the ultimate outcomes or objectives
- Consider methods to capture intermediate outcomes



What are intermediate outcomes?

- Ways in which outputs lead to long-term changes associated with broader goals
- Stepping stones towards the achievement of goals
- Intermediate outcomes relate to a medium timeframe
- Some common examples of intermediate outcomes:
 - change in the attitudes and practices of community, e.g. what community are doing differently as a result of participation in projects
 - Changes in policy or practices of institutions and organisations



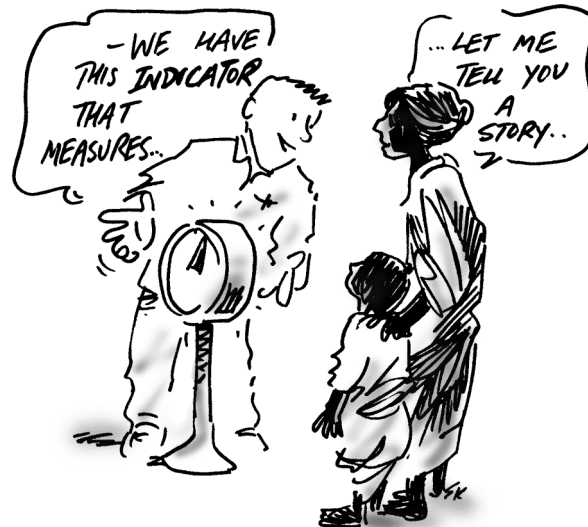
What is the purpose of monitoring and evaluation at this level?

- Is our key to determining progress towards achieving final objectives – which can take years to demonstrate and are hard to attribute to activities
- Provision of useful information for adaptive management



What is the evaluation methodology and focus?

Most significant Change technique



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MSC - Background

- Originally developed in Bangladesh by Rick Davies (1996)
 - “Evolutionary approach to organisational learning”
 - Adapted by Jess Dart of Clear Horizon (1999)
 - “The story approach”
 - Based on stories of change
 - Form of qualitative, participatory M&E
 - No indicators are used
 - Now used extensively in development programs around the world and in the public sector in Australia
- ***Not used on its own****



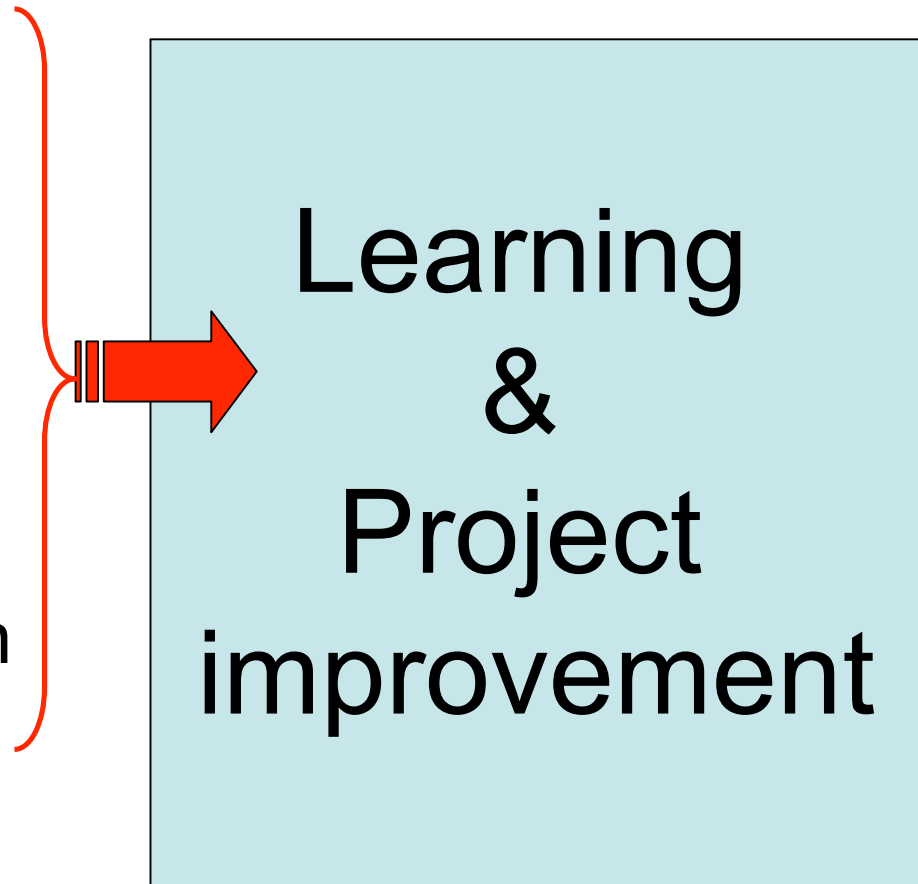
Why Stories?

- People tell stories naturally
- People remember stories
- Stories can carry difficult messages /undiscussables
- Stories provide a 'rich picture'
- Stories provide a basis for discussion



In MSC the stories provide:

1. information about project impact
- +
2. a basis for discussion about project activities and future direction





Bare bones of MSC

- Collect stories of change
- Review stories and select most significant
- Document reasons for choice and feedback results



Collect stories of change

Stories are collected:

- **by** CfC partners and Mission Australia staff (in the case of small grants)
- **From** partners themselves or participants in the program

How:

- Reporting on changes seen or during an interview with participants
- Using a story collection guide



Reporting and feedback to the facilitating partner



Review stories and select most significant

Stories are reviewed:

- Every quarter
- By selection committee (CfC partners and facilitating partner)



what is the intention of the reporting?

- Stories are used:
 - For learning about what is working and what isn't
 - To understand what the 'community' values in the work we are doing
 - To understand what the different partners value
 - To improve planning and design
 - To increase staff capacity to think about impact
 - To help explain a point, for promotion (PR)



What are the strengths and weaknesses of the approach in this context?

Strengths	Weaknesses
<ul style="list-style-type: none">• Cross cultural tool• Inductive – about unexpected outcomes (Open questioning)• Diversity of views (from community and partners)• Participatory analysis• Contextual – ‘thick description’• About learning and improvement• Creates dialogue• Can be used to report ‘hard to capture’ data	<ul style="list-style-type: none">• Requires capacity to capture stories• Can be time consuming• Is not representative and therefore cannot stand alone



Further Information:

www.clearhorizon.com.au

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