



1



2

Join the   
**EvaluATE Network**  
[evalu-ate.org/network](http://evalu-ate.org/network)

4



5



This material is based upon work supported by the National Science Foundation under grant no. 1600992 and 1841783. The content reflects the views of the authors and not necessarily those of NSF.

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## AGENDA

- 1. What**  
What makes impact evaluation different?
- 2. Why**  
Why and when to consider impact evaluation?
- 3. How**  
What strategies can you use for impact evaluation?
- 4. Data Sources**  
Examples of where to gather data from Candiya Mann and Ben Reid
- 5. Your Turn**  
Build your own impact evaluation

7

## INTRODUCTIONS

Discuss which statement below you find more convincing and why.

**A**

98% of participants reported being satisfied or very satisfied with the new lab materials. 90% said they would recommend the course to a friend.

**B**

Students who used the new lab material were three times more likely to pass the licensing exam than those who used the old lab materials in their preparatory courses.

**C**

1,500 students used the new lab materials in 2018.

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## IMPACT EVALUATION



Measures the **long term effects** of a project's activities



**Attends to causality** and the project's role in bringing about these effects



Assesses **intended and unintended** impacts

17



## LONG TERM EFFECTS

### Outcomes

"The likely or achieved short-term and medium-term effects of an intervention's outputs"

(OECD, 2002)

### Impact

"Positive and negative, primary and secondary long-term effects produced by a development intervention, directly or indirectly, and intended or unintended"

(OECD, 2002)

Organization for Economic Co-operation and Development. (2002). Glossary of key terms in evaluation and results-based management. Retrieved from <https://www.oecd.org/dac/evaluation/2754804.pdf>

19



## LONG TERM EFFECTS



21

## CASE EXAMPLE

Wood Hollow Community College

### CYBERSECURITY FOR ALL

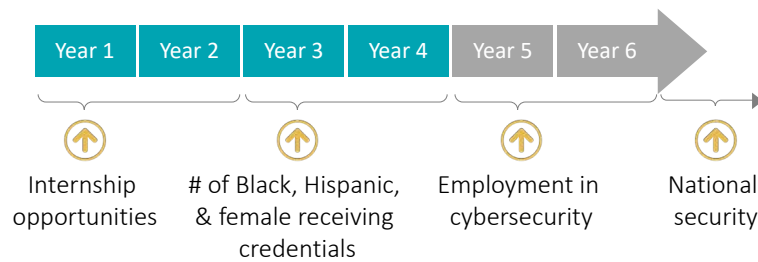
- ↑ Internship opportunities
- ↑ # of Black, Hispanic, and female students
- ↑ Credentials in cybersecurity
- ↑ Employment in cybersecurity
- ↑ National security



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## CASE EXAMPLE

Wood Hollow Community College



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## IMPACT OR PROCESS?

**Are these evaluation questions asking about process or impact?**

- 1 To what extent did the demographics of those placed in internships match the target population?

**PROCESS**

27

## IMPACT OR PROCESS?

**Are these evaluation questions asking about process or impact?**

- 2 To what extent did the number of students credited in cybersecurity increase because of the program activities?

IMPACT

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## IMPACT OR PROCESS?

**Are these evaluation questions asking about process or impact?**

- 3 To what extent were students satisfied with their internship experience?

PROCESS

31



## IMPACT OR PROCESS?

Are these evaluation questions asking about process or impact?

- 4 To what extent did business partners sufficiently engage in partnerships to create internship opportunities?

PROCESS

33

## IMPACT OR PROCESS?

Are these evaluation questions asking about process or impact?

- 4 To what extent did Black, Hispanic, and female students' representation increase in cybersecurity job opportunities as a result of project activities?

IMPACT

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## CAUSALITY


**Cause**  **Effect**  
*process* *impact*

  
*Causal attribution*

37



## CAUSALITY

**Cause**  
**Cause**  **Effect**  
*process* *impact*  
**Cause**

  
*Causal contribution*

38



## DETERMINING CAUSALITY

Three requirements

1

### Temporal precedence

The potential cause happened before the effect

Web Center for Social Science Research Methods. <https://socialresearchmethods.net/kb/causeeff.php>

40



## DETERMINING CAUSALITY

Three requirements

Congratulations everyone!  
Thanks to our program  
unemployment is down.



But those numbers  
were collected before  
our program was even  
launched.



freshspectrum.com

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## DETERMINING CAUSALITY

Three requirements

- 1 **Temporal precedence**  
The potential "cause" happened before the "effect"
- 2 **Covariation of the cause and effect**  
When the potential cause is present, so is the effect

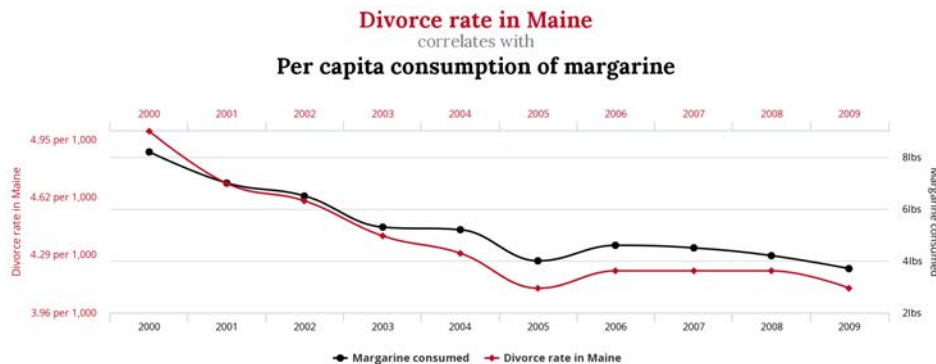
Web Center for Social Science Research Methods. <https://socialresearchmethods.net/kb/causeeff.php>

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## DETERMINING CAUSALITY

Three requirements



[www.tylervigen.com/spurious-correlations](http://www.tylervigen.com/spurious-correlations)

43



## DETERMINING CAUSALITY

Three requirements



44



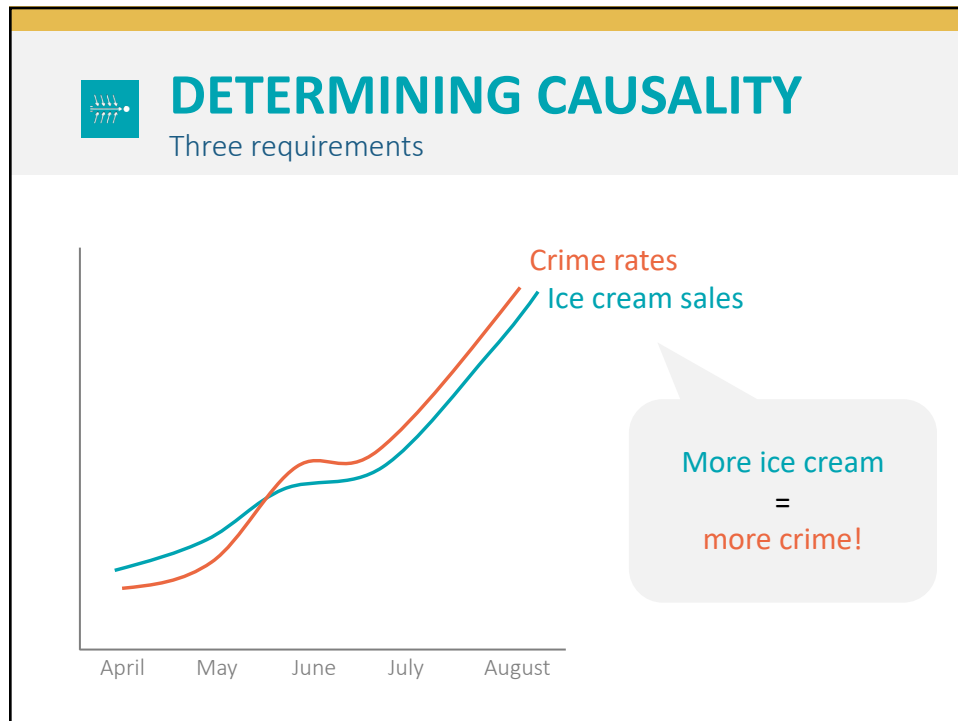
## DETERMINING CAUSALITY

Three requirements

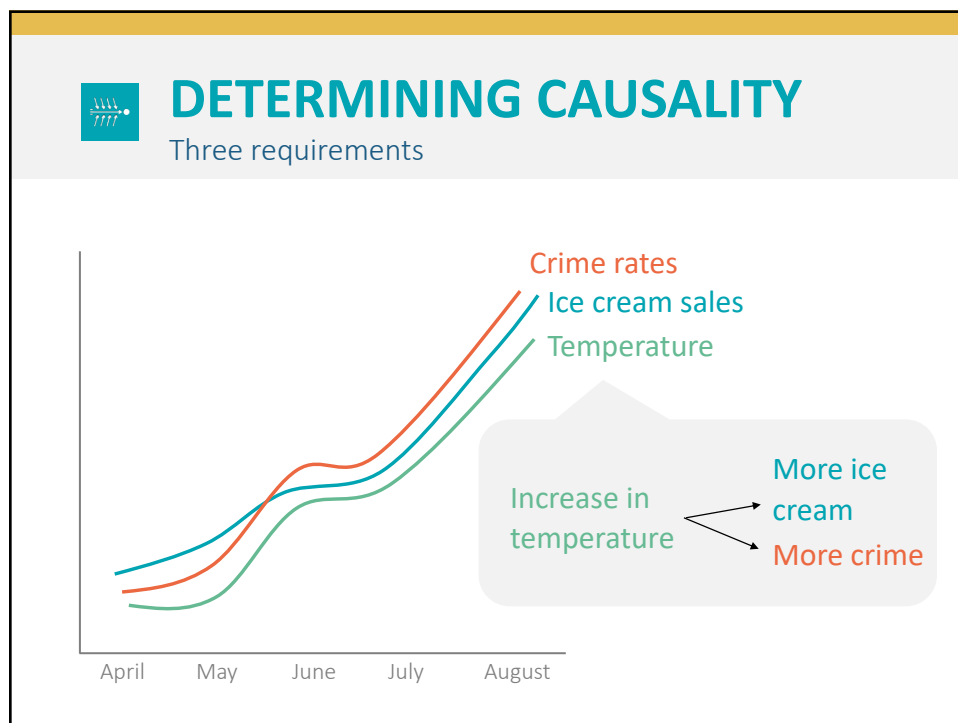
- 1 **Temporal precedence**  
The potential “cause” happened before the effect
- 2 **Covariation of the cause and effect**  
When the potential “cause” is present, so is the effect
- 3 **No plausible alternative explanations**  
Nothing else could have explained the effect

Web Center for Social Science Research Methods. <https://socialresearchmethods.net/kb/causeeff.php>

45



47



49



52

## EVALUATIVE EVIDENCE



98% of participants reported being satisfied or very satisfied with the new lab materials. 90% said they would recommend the course to a friend.



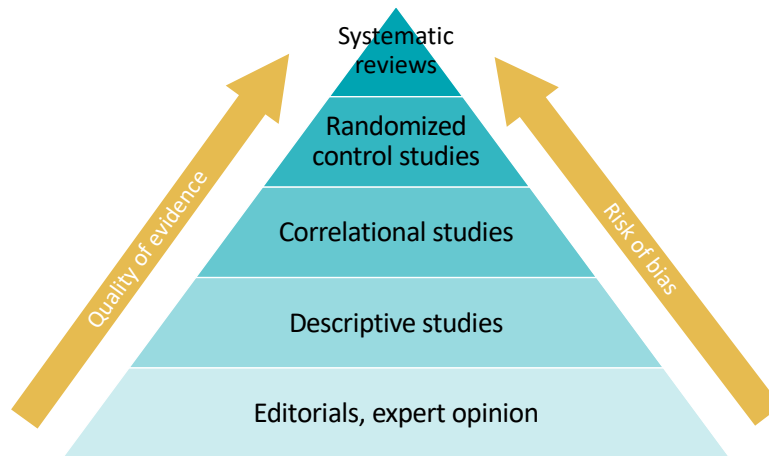
Students who used the new lab material were three times more likely to pass the licensing exam than those who used the old lab materials in their preparatory courses.



1,500 students used the new lab materials in 2018.

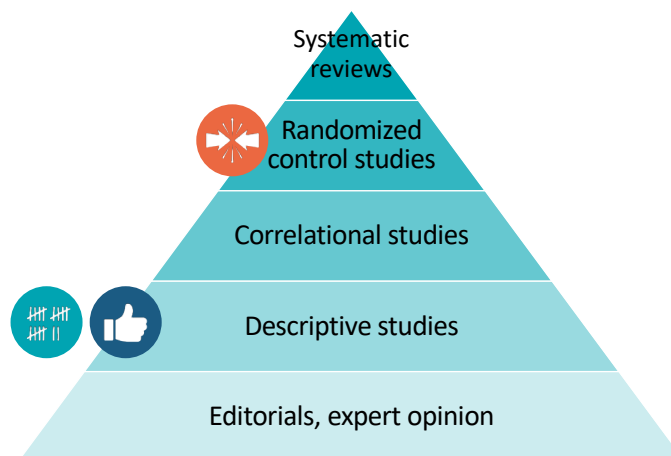
53

## THINKING LIKE A RESEARCHER



55

## THINKING LIKE A RESEARCHER

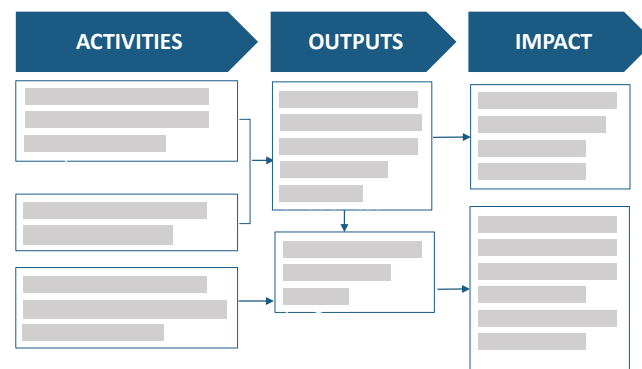


59



## THINKING LIKE AN EVALUATOR

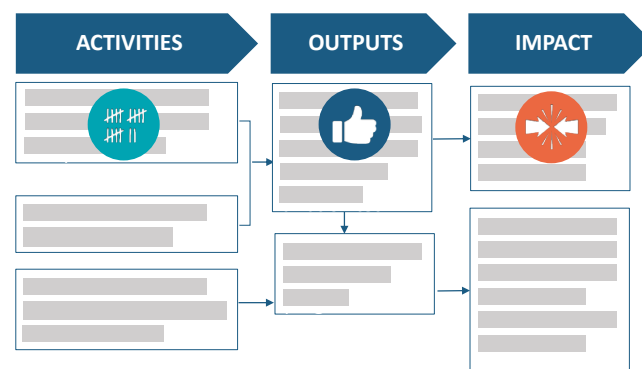
### PROJECT LOGIC MODEL



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## THINKING LIKE AN EVALUATOR

### PROJECT LOGIC MODEL



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## WHEN TO DO IMPACT EVALUATION? WHEN NOT TO DO?

What factors  
might lead you  
to pursue an  
impact  
evaluation?

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## WHEN TO DO IMPACT EVALUATION? WHEN NOT TO DO?

What factors  
might steer you  
away from  
pursuing an  
impact  
evaluation?

68



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## DETERMING CAUSALITY

Three requirements

- 1 Temporal precedence**  
The potential cause happened before the effect
- 2 Covariation of the cause and effect**  
When the potential cause is present, so is the effect
- 3 No plausible alternative explanations**  
Nothing else could have explained the effect

Web Center for Social Science Research Methods. <https://socialresearchmethods.net/kb/causeeff.php>

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## HOW TO DETERMINE CAUSALITY?

What *strategies* could you use to determine whether project activities *caused* the intended impact?



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## CASE EXAMPLE

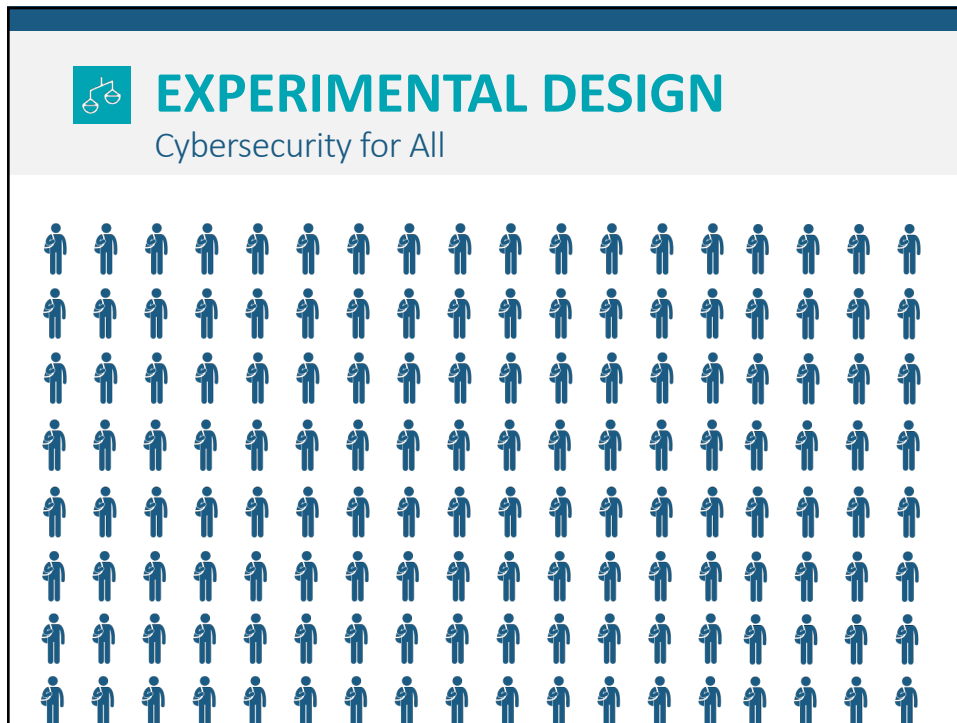
Wood Hollow Community College

### CYBERSECURITY FOR ALL

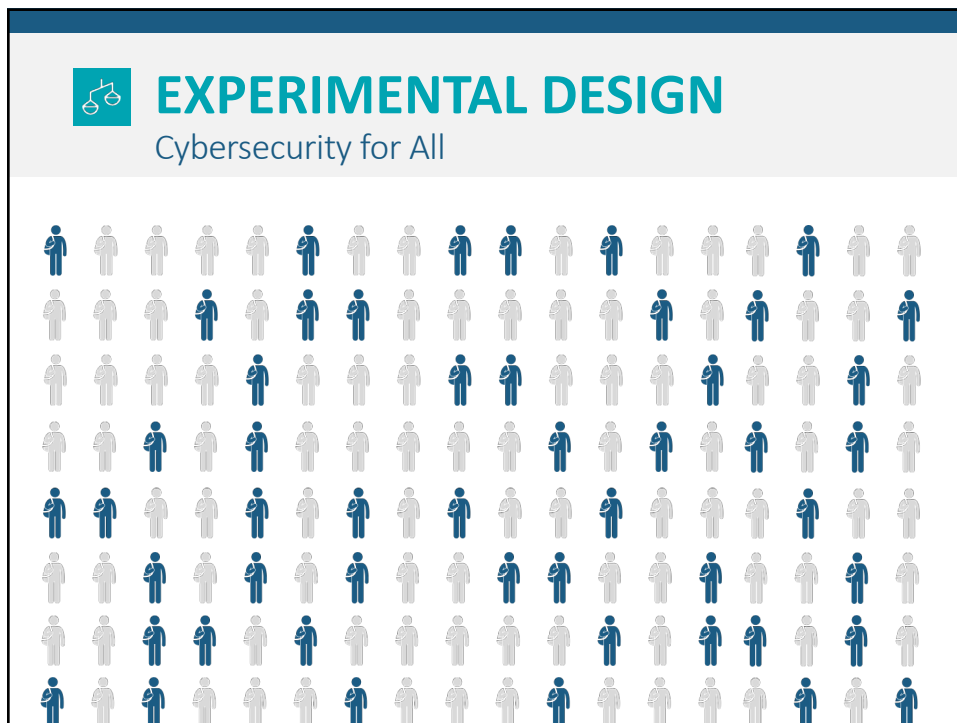
- ⬆ Internship opportunities
- ⬆ # of Black, Hispanic, and female students
- ⬆ Credentials in cybersecurity
- ⬆ **Employment in cybersecurity**
- ⬆ National security



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## EXPERIMENTAL DESIGN

Cybersecurity for All



50  
Randomly  
selected  
students

77



## EXPERIMENTAL DESIGN

Cybersecurity for All

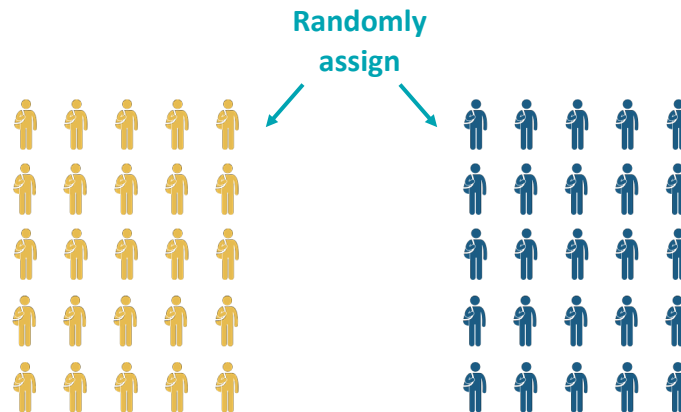


78



## EXPERIMENTAL DESIGN

Cybersecurity for All



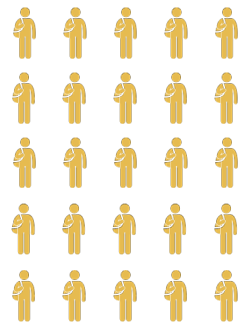
79



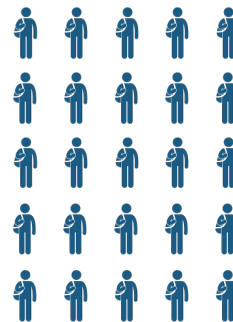
## EXPERIMENTAL DESIGN

Cybersecurity for All

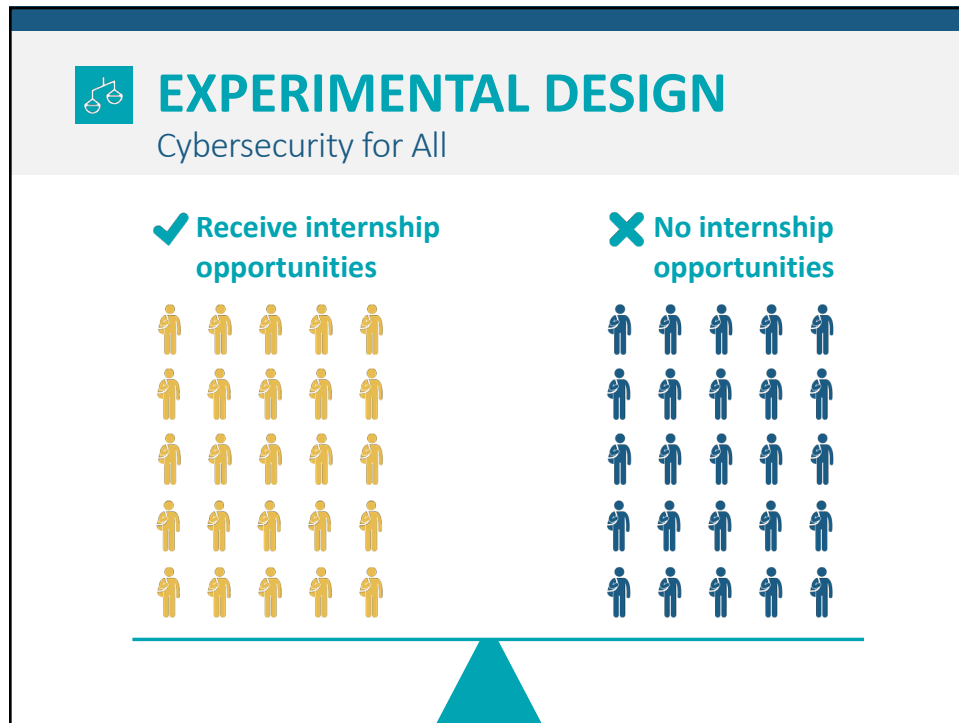
✓ Receive internship opportunities



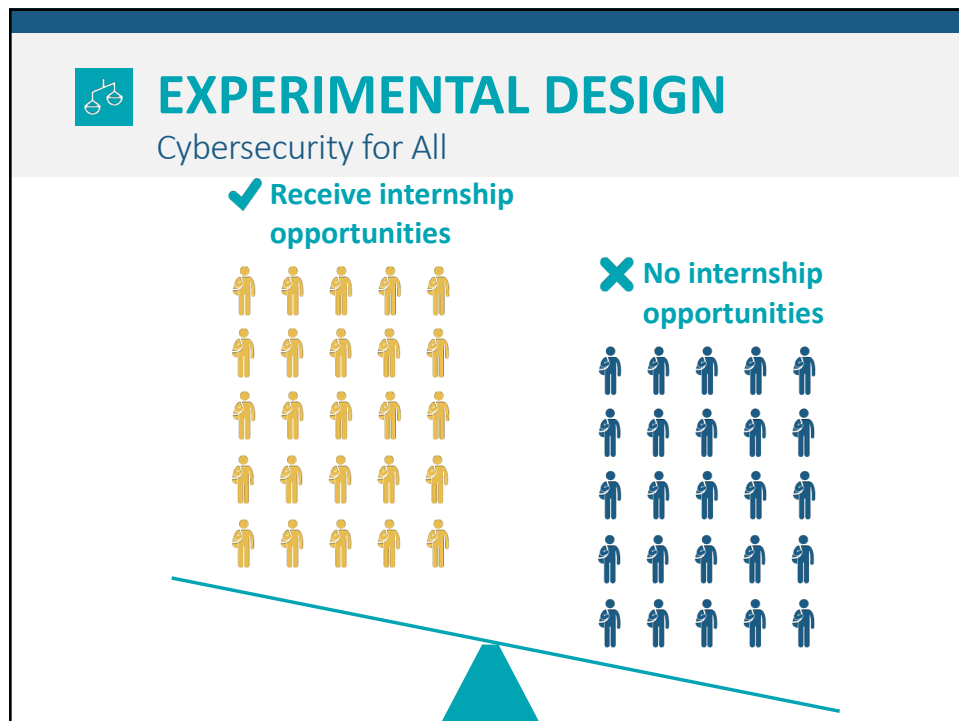
✗ No internship opportunities



80




81



82

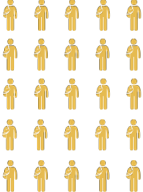




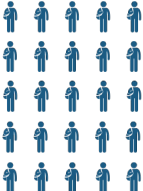
## EXPERIMENTAL DESIGN


Cybersecurity for All

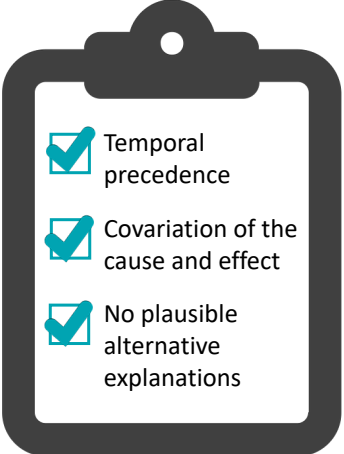
✓ Receive internship opportunities



✗ No internship opportunities








- ✓ Temporal precedence
- ✓ Covariation of the cause and effect
- ✓ No plausible alternative explanations

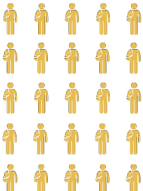
86




## EXPERIMENTAL DESIGN


Cybersecurity for All

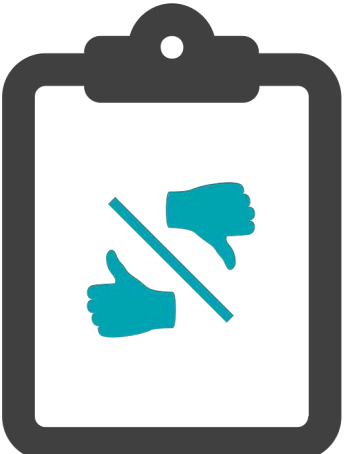
✓ Receive internship opportunities



✗ No internship opportunities







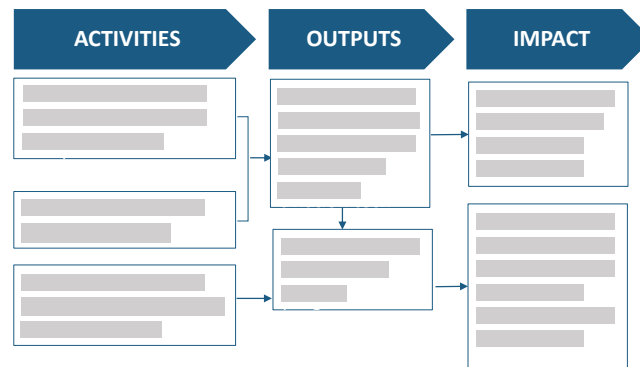
87



## PATCHWORK APPROACH

Cybersecurity for All

### PROJECT LOGIC MODEL



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## PATCHWORK APPROACH

Cybersecurity for All



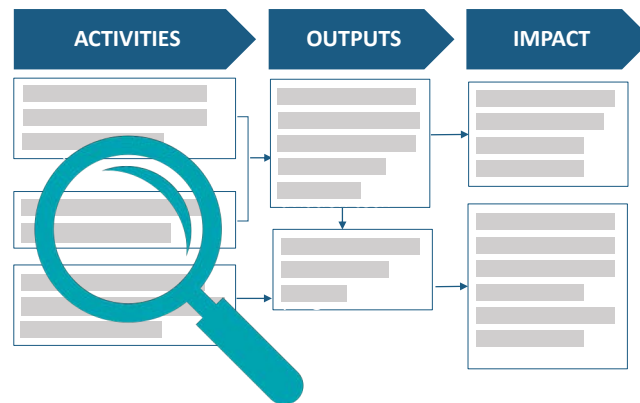
89



## PATCHWORK APPROACH

Cybersecurity for All

### PROJECT LOGIC MODEL



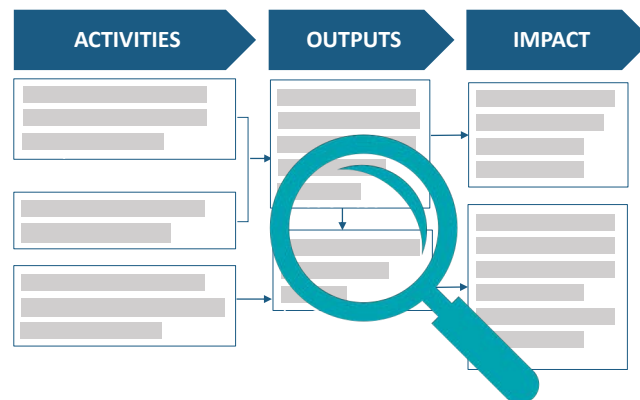
90



## PATCHWORK APPROACH

Cybersecurity for All

### PROJECT LOGIC MODEL



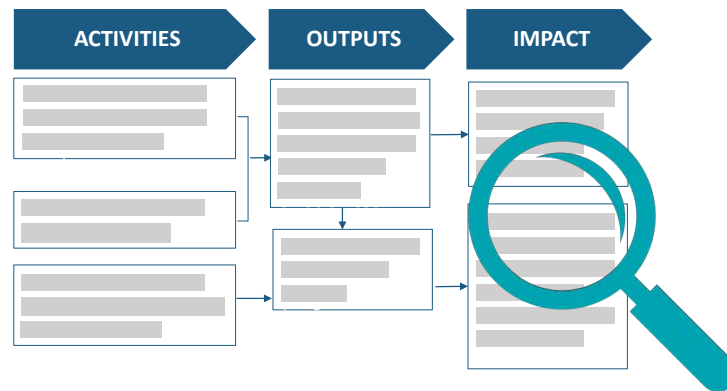
91



## PATCHWORK APPROACH

Cybersecurity for All

### PROJECT LOGIC MODEL

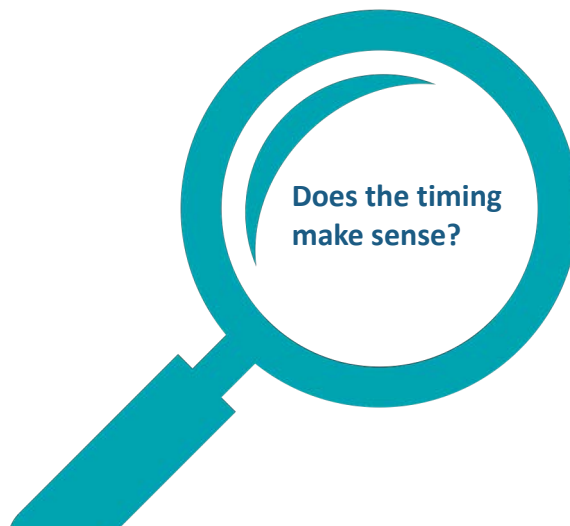


92



## PATCHWORK APPROACH

Cybersecurity for All

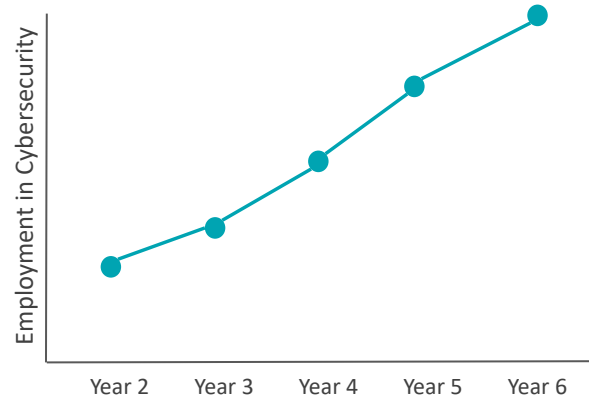


93



## PATCHWORK APPROACH

Cybersecurity for All

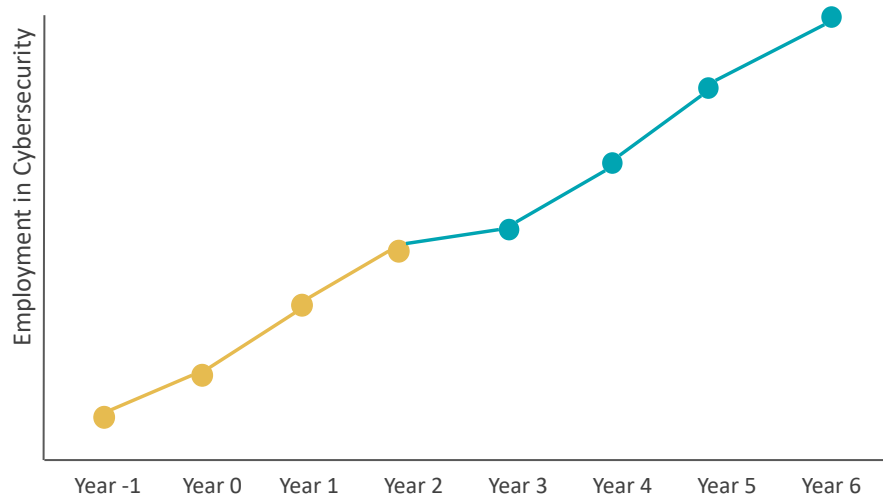


94

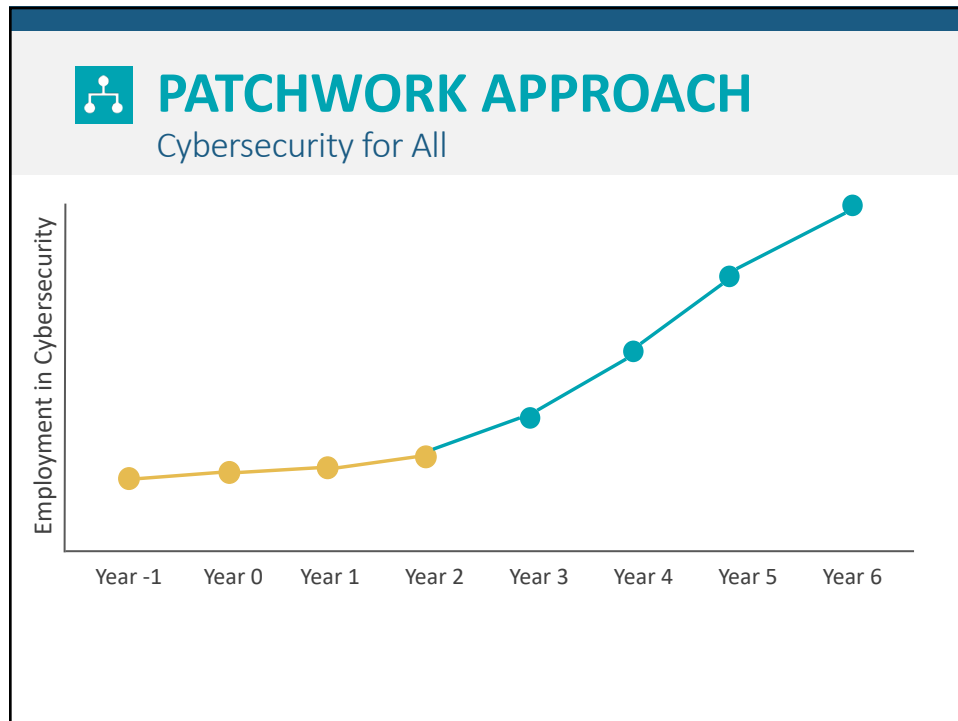


## PATCHWORK APPROACH

Cybersecurity for All



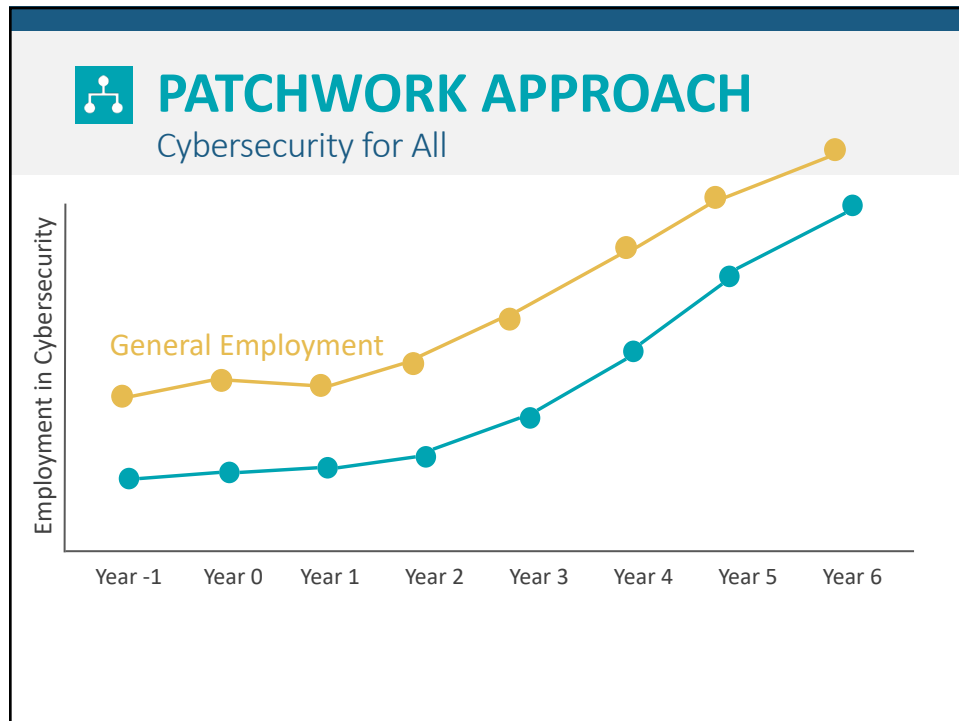
95



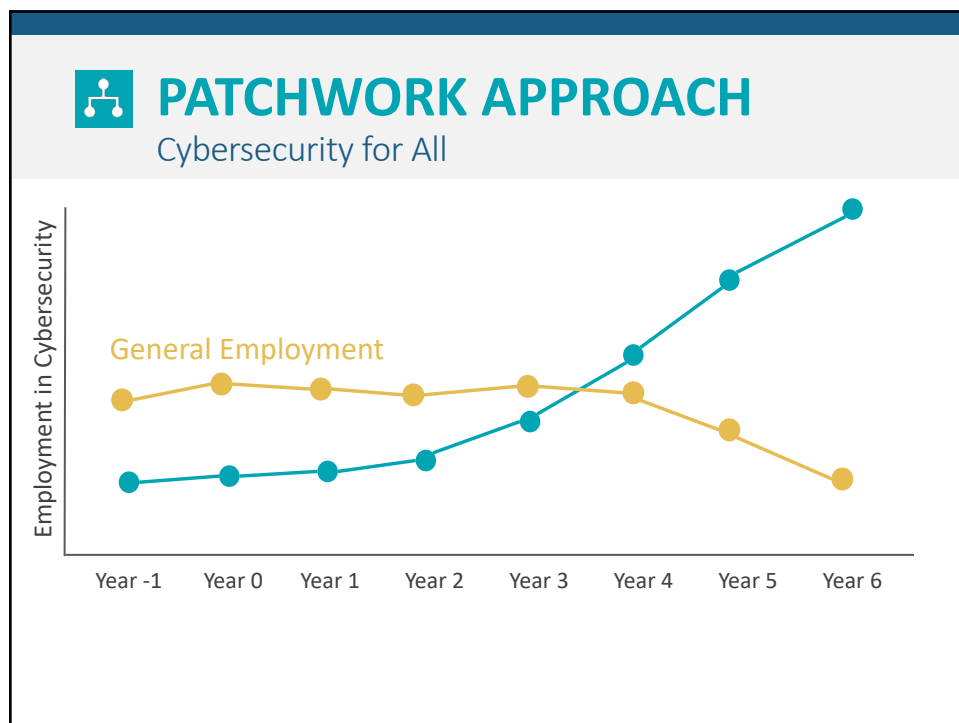
96



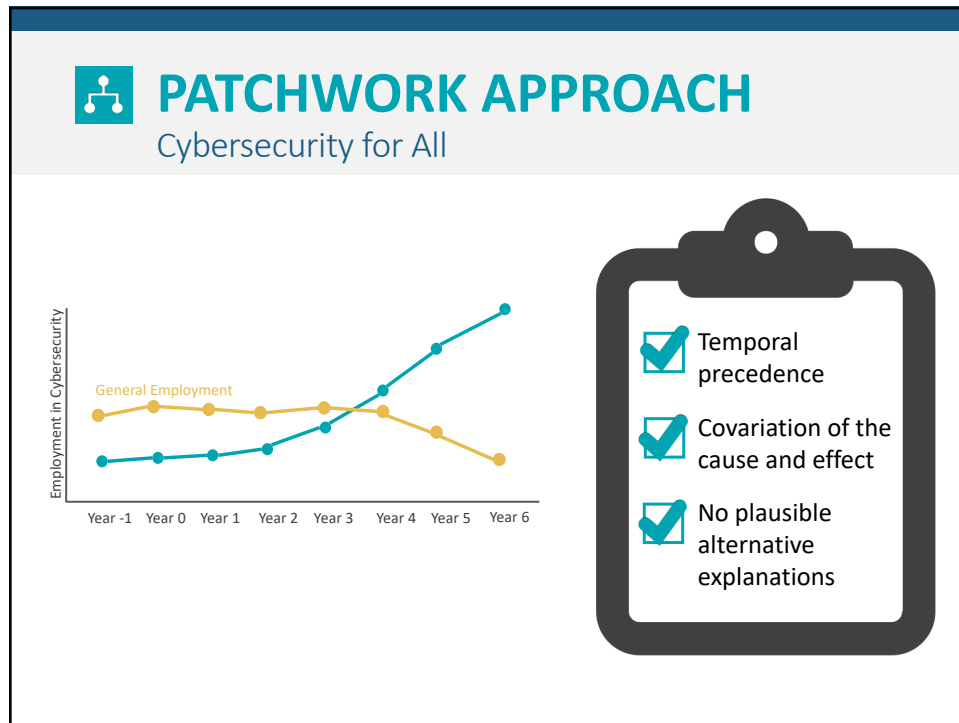
97



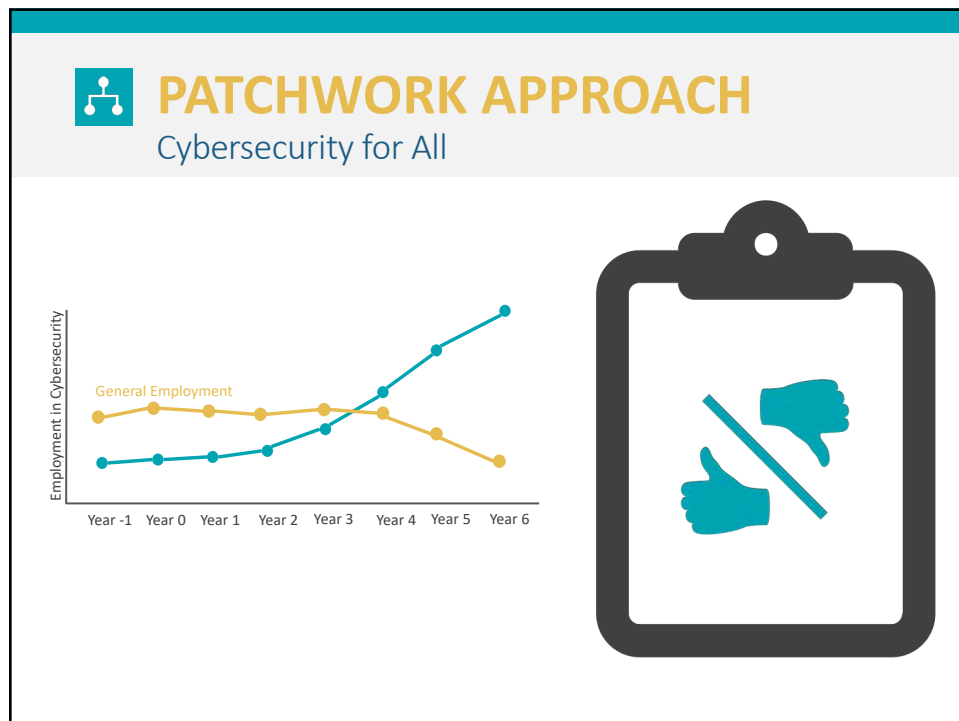
98



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## ASKING PARTICIPANTS

Cybersecurity for All



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## ASKING PARTICIPANTS

Cybersecurity for All

### Post Graduation Survey

Wood Hollow Community College

Cybersecurity for All

To what extent did your internship with Cybersecurity for All influence your ability to find employment in the cybersecurity sector?

Not at all

Small extent

Moderate extent

Great extent



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## ASKING PARTICIPANTS

Cybersecurity for All



How much has your choice in pursuing cybersecurity as a career path been *as a result* of your internship with Cybersecurity for All?

107



## ASKING PARTICIPANTS

Cybersecurity for All



Tell me about the most significant change you saw in your career path after your internship with Cybersecurity for All.

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## ASKING PARTICIPANTS

Cybersecurity for All



Were there other significant events that impacted your career path in addition to Cybersecurity for All?

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## ASKING PARTICIPANTS

Cybersecurity for All



Temporal precedence



Covariation of the cause and effect



No plausible alternative explanations


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114



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IMPACT EVALUATION WITH  
**NATIONAL STUDENT  
CLEARINGHOUSE DATA**

**Candiya Mann**  
Senior Research Manager  
Social & Economic Sciences  
Research Center  
WASHINGTON STATE  
UNIVERSITY

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**MATE ROV  
COMPETITION**

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## STRENGTHS

Why you might want to do this



No email addresses needed!



Not self-reported data



Nationwide

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## WEAKNESSES

Why you might want to think twice



Privacy concerns



Only US colleges



Data analysis required



No comparison group



No employment data



Need student info for matching



Lag



Fee

123





## STUDENT INFO FOR MATCHING

We used name (first, middle, last) and date of birth

Other options:

- ✓ Address
- ✓ SSN
- ✓ Student ID
- ✓ School ID

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## LET'S TALK MONEY

Initial set-up: \$500

Minimum fee: \$425

Price Band	Marginal Rate	Sample Query Size	Sample Cost
1 - 1,000	1.000	1,000	\$1,000
1,001 - 10,000	0.600	10,000	\$6,400
10,001 - 100,000	0.360	100,000	\$38,800
100,001 – 1,000,000	0.216	1,000,000	\$233,200
1,000,001 & higher	contact NSC		

128

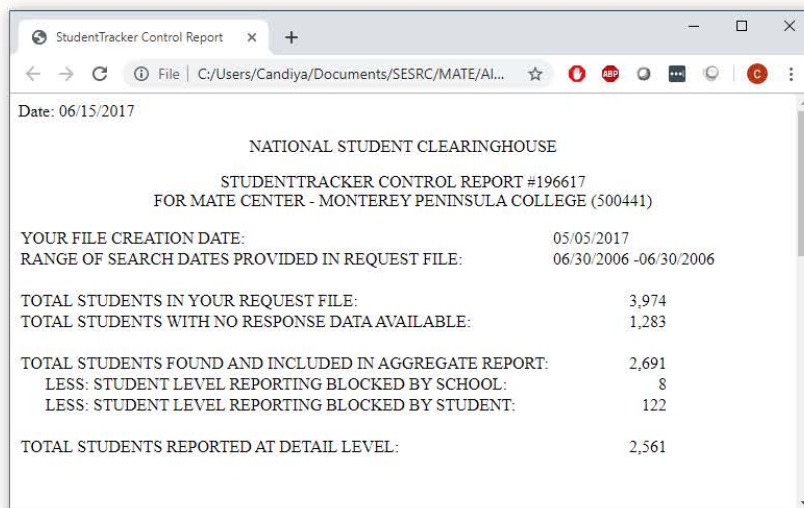


## PROCESS

- 1 **Contract**
- 2 **Prepare student info**  
(For MATE:  
Only students  
in US,  
18+ years old)
- 3 **Upload student info**
- 4 **Pay invoice**
- 5 **Receive reports**
- 6 **Analyze, analyze, analyze...**

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## CONTROL REPORT



Date: 06/15/2017	
NATIONAL STUDENT CLEARINGHOUSE	
STUDENTTRACKER CONTROL REPORT #196617	
FOR MATE CENTER - MONTEREY PENINSULA COLLEGE (500441)	
YOUR FILE CREATION DATE:	05/05/2017
RANGE OF SEARCH DATES PROVIDED IN REQUEST FILE:	06/30/2006 -06/30/2006
TOTAL STUDENTS IN YOUR REQUEST FILE:	3,974
TOTAL STUDENTS WITH NO RESPONSE DATA AVAILABLE:	1,283
TOTAL STUDENTS FOUND AND INCLUDED IN AGGREGATE REPORT:	2,691
LESS: STUDENT LEVEL REPORTING BLOCKED BY SCHOOL:	8
LESS: STUDENT LEVEL REPORTING BLOCKED BY STUDENT:	122
TOTAL STUDENTS REPORTED AT DETAIL LEVEL:	2,561

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# AGGREGATE REPORT

	A	B	C	D	E	F	G	H	I	J	K	L	M
1	Date: 06/15/2017												
2													
3													
4													
5													
6	SCHOOL	SCHOOL	SCHL	PUB/		% OF	# OF	# RECORDS	# RECORDS	# STUDENTS	# AWARDED	# AWARDED	
7	CODE	NAME	TYPE	PVT	ST		STUDENTS	BLOCKED	BLOCKED	ON DETAIL	DEGREE BY	DEGREE BY	
8							BY SCHOOL	BY STUDENTS	REPORT	THIS SCHOOL	LATER SCH[ ]		
9													
10	001145-00	LONE STAR COLL	2	Public	TX	4.27%	115	0	1	114	20	23	
11	001798-00	U OF WASHINGTON	4	Public	WA	1.71%	46	0	5	41	25	19	
12	001124-00	CARRILLO	2	Public	CA	1.71%	46	0	7	39	2	7	
13	001197-00	EL CAMINO	2	Public	CA	1.64%	44	0	0	44	1	10	
14	004831-00	U OF DELAWARE	4	Public	DE	1.52%	41	0	6	41	31	9	
15	001219-00	LONG BEACH CC	2	Public	CA	1.45%	39	0	18	21	1	3	
16	001139-00	CSU LONG BEACH	4	Public	CA	1.26%	34	0	0	34	3	2	
17	003792-00	SKAGIT VALLEY	4	Public	WA	1.19%	32	0	0	32	9	10	
18	002176-00	BRISTOL CCL	2	Public	MA	1.11%	30	0	1	29	8	10	
19	002806-00	ROCHESTER INST	4	Private	NY	1.11%	30	0	0	30	2	7	
20	003213-00	PORTLAND CC	2	Public	OR	1.08%	29	0	0	29	2	9	
21	001202-00	GLENDALE CC	2	Public	CA	1.04%	28	0	0	28	0	6	
22	001569-00	GEORGIA TECH	4	Public	GA	1.00%	27	0	0	27	21	5	
23	003090-00	OHIO STATE	4	Public	OH	1.00%	27	0	0	27	19	2	
24	003189-00	CLATSOP	2	Public	OR	0.93%	25	0	0	25	12	3	
25	003249-00	CC OF PHILADELP	2	Public	PA	0.93%	25	0	0	25	1	4	
26	010632-00	HOUSTON CC	2	Public	TX	0.89%	24	0	0	24	2	8	
27	009838-00	LINN-BENTON CC	2	Public	OR	0.82%	22	0	1	21	12	23	
28	001512-00	U CAL BERKELEY	4	Public	CA	0.82%	22	0	20	2	9	4	
29	001256-00	DREXEL	4	Private	PA	0.82%	22	0	0	22	5	0	
30	004610-00	U HAWAII MANOA	4	Public	HI	0.78%	21	0	1	20	12	9	
31	002210-00	U OF MA DART	4	Public	MA	0.78%	21	0	0	21	9	3	
32	001315-00	U CAL LA - QTRT	4	Public	CA	0.74%	20	0	0	20	9	4	
33	002402-00	COPIAH-LINCOLN	2	Public	MS	0.71%	19	0	0	19	21	8	

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## DETAILED REPORT

One record per student, institution, term

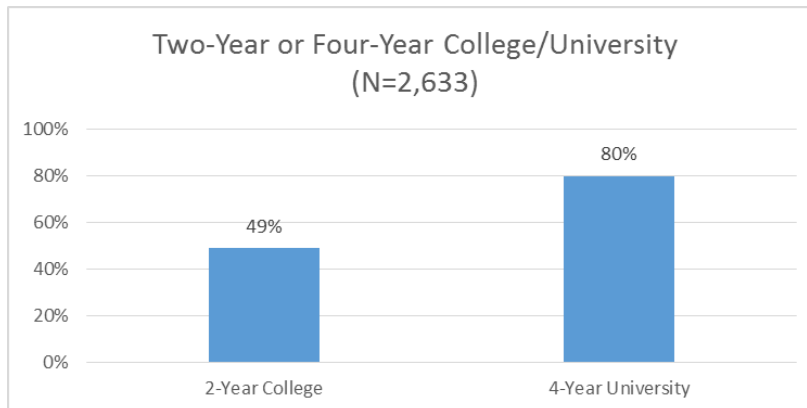
So. Much. Duplication.

- 24,098 records for 3,974 students
- 1-41 records per student

Requester Record		Search		College Code/		College Name	College State	2-year year	4 Public/ Private	Enrollment Begin	Enrollment Status	Enrollment Status	Class	Enrollment Major 1	Enrollment CIP 1	Enrollment Major 2	Enrollment CIP 2	Graduated
1	Field	Y/N	Date	Branch	College Name													
2	1014318	N	20060630															N
3	101096	Y	20060602	003644-00	TEXAS TECH UNIVERSITY, LUBBOCK	TX	4	Public	20110932	20131231	F							N
4	101096	Y	20060602	003644-00	TEXAS TECH UNIVERSITY, LUBBOCK	TX	4	Public	20111212	20140531	F							N
5	101096	Y	20060602	003644-00	TEXAS TECH UNIVERSITY, LUBBOCK	TX	4	Public	20140811	20151210	F	B	FOUNDATIO	140302				N
6	101096	Y	20060602	003644-00	TEXAS TECH UNIVERSITY, LUBBOCK	TX	4	Public	20141221	20150512	F	B	FOUNDATIO	140302				N
7	101096	Y	20060602	003644-00	HOUSTON COMMUNITY COLLEGE	TX	2	Public	20140402	20140430	F	A						N
8	101096	Y	20060602	003644-00	HOUSTON COMMUNITY COLLEGE	TX	2	Public	20150509	20150516	L	A						N
9	101096	Y	20060602	003644-00	HOUSTON COMMUNITY COLLEGE	TX	2	Public	20160606	20160504	L	A						N
10	1015359	Y	20060602	011145-00	LONG STAR COLLEGE SYSTEM DISTRICT	TX	2	Public	20130426	20131215	F							N
11	1015359	Y	20060602	011145-00	LONG STAR COLLEGE SYSTEM DISTRICT	TX	2	Public	20140113	20140531	F							N
12	1015359	Y	20060602	011145-00	LONG STAR COLLEGE SYSTEM DISTRICT	TX	2	Public	20140525	20141231	F	A						N
13	1015359	Y	20060602	011145-00	LONG STAR COLLEGE SYSTEM DISTRICT	TX	2	Public	20140425	20141231	F							N
14	1015359	Y	20060602	011145-00	LONG STAR COLLEGE SYSTEM DISTRICT	TX	2	Public	20150112	20150510	F	A						N
15	1015359	Y	20060602	011145-00	LONG STAR COLLEGE SYSTEM DISTRICT	TX	2	Public	20150824	20151231	H							N
16	1015359	Y	20060602	011145-00	LONG STAR COLLEGE SYSTEM DISTRICT	TX	2	Public	20160119	20160515	H	A						N
17	1015359	Y	20060602	011145-00	LONG STAR COLLEGE SYSTEM DISTRICT	TX	2	Public	20160606	20160602	L	A						N
18	1015359	Y	20060602	003612-00	UNIVERSITY OF HOUSTON-DOWNTOWN	TX	2	Public	20150822	20161231	F	J	STRUCTURAL	150201				N
19	1015359	Y	20060602	003612-00	UNIVERSITY OF HOUSTON-DOWNTOWN	TX	4	Public	20170117	20170511	H	J	STRUCTURAL	150201				N
20	1016618	N	20060630															N
21	1016618	N	20060630															N
22	1016618	N	20060630															N
23	1016618	N	20060630															N
24	1016618	N	20060630															N
25	1016618	N	20060630															N
26	1016618	N	20060630															N

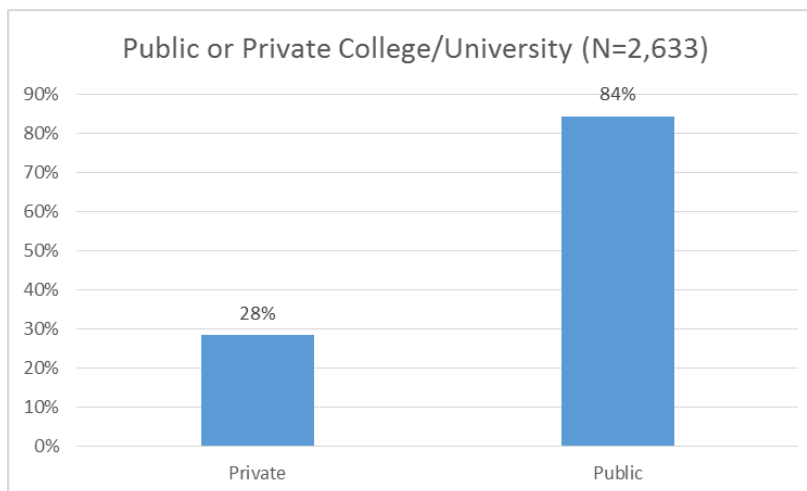
132

## SNAPSHOT OF RESULTS



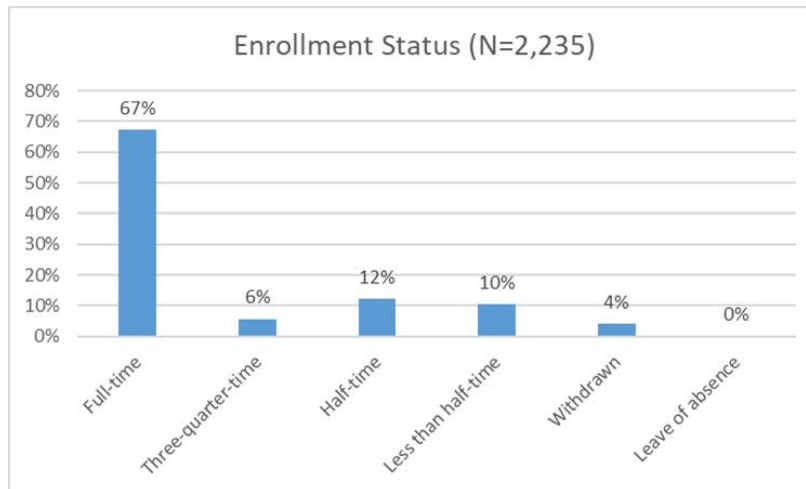
133

## SNAPSHOT OF RESULTS



134

## SNAPSHOT OF RESULTS



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## SNAPSHOT OF RESULTS

### Majors

Of 2,633 students

- 1,779 with major
- 1,668 with CIP

136

## SNAPSHOT OF RESULTS

### Majors

Of 2,633 students

- 1,779 with major
- 1,668 with CIP

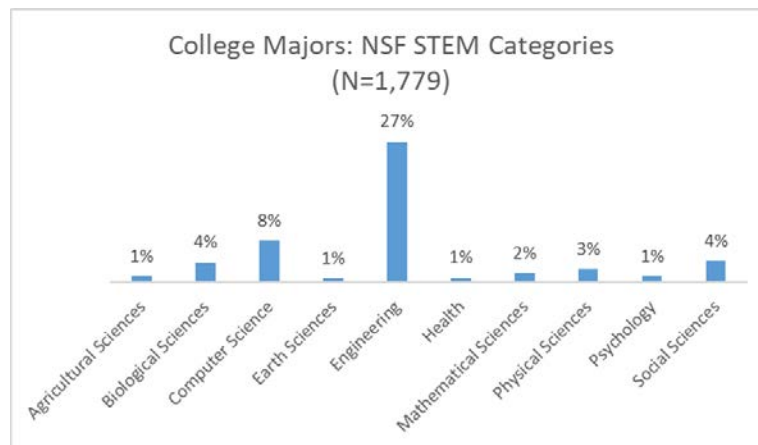
What is STEM? Two approaches:

- 1 Match to NSF CIP Crosswalk for STEM Disciplines = **51% STEM**
  - No certificates/AAS degrees
- 2 Hand-code for STEM = **66% STEM**

137

## SNAPSHOT OF RESULTS

### Majors



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## SNAPSHOT OF RESULTS

Degrees

Of 2,633 students

708 students earned

975 degrees/certificates

734 with CIP

What is STEM?

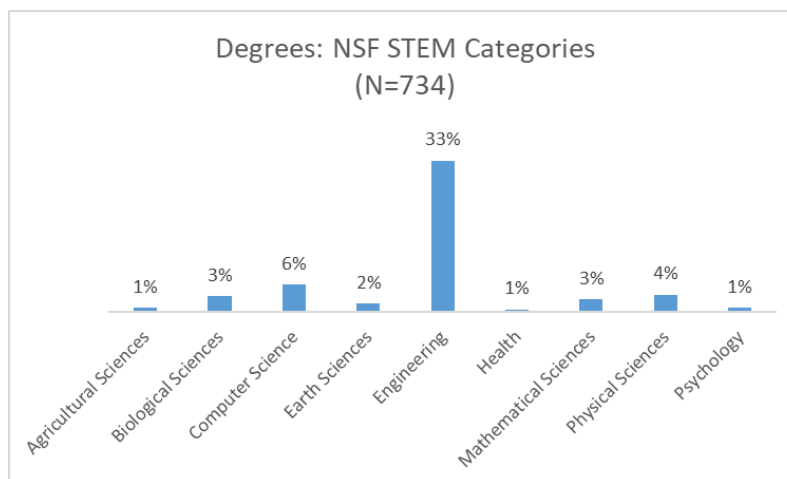
1 Match = 57% STEM

2 Hand-code = 76% STEM

139

## SNAPSHOT OF RESULTS

Degrees

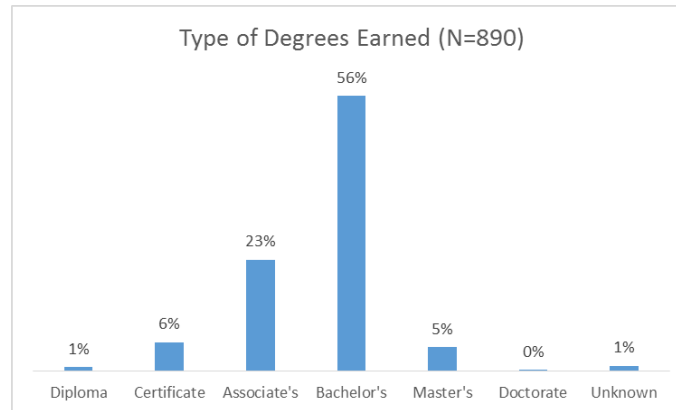


140

## SNAPSHOT OF RESULTS

### Degrees

#### Hand-code degree type



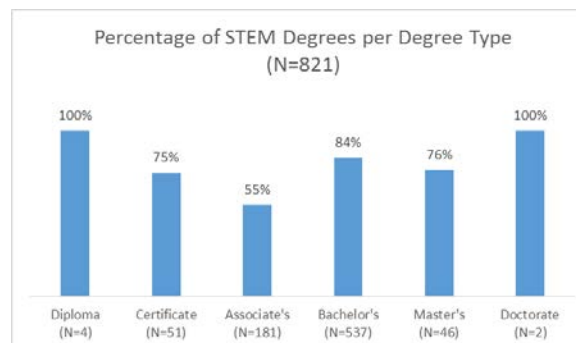
141

## SNAPSHOT OF RESULTS

### Degrees

#### STEM degrees by degree type

Many Associate's have generic names (e.g. General Studies)



142

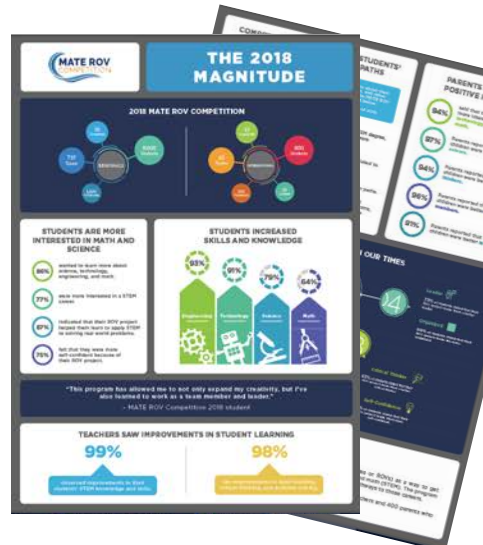
## USING THE RESULTS

Evaluation report

Infographic

Compare/confirm alumni survey

Proposals: NSF, corporate foundations, and others



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## IMPACT EVALUATION WITH LINKEDIN ALUMNI TOOL

**Ben Reid**

Principal Consultant



**Impact Allies**

STEM Evaluations

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## EVALUATION DESIGN

Choosing *which* impact to evaluate



148

## EVALUATION DESIGN

Choosing *which impact* to evaluate



Post-program outcomes for students

149

## EVALUATION DESIGN

Choosing *which impact* to evaluate

**“ATE program stakeholders would like to know more about post-program outcomes for students.”**

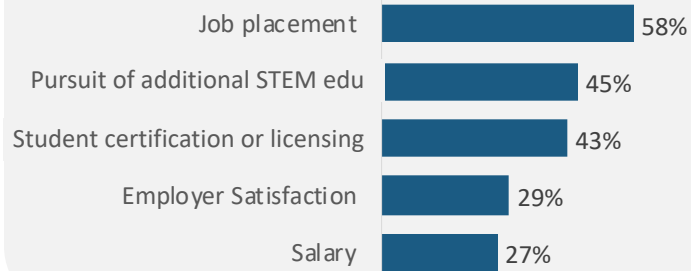
- ATE Annual Survey, 2019

150

## EVALUATION DESIGN

Choosing *which impact* to evaluate

Percent of ATE projects that could report student outcomes

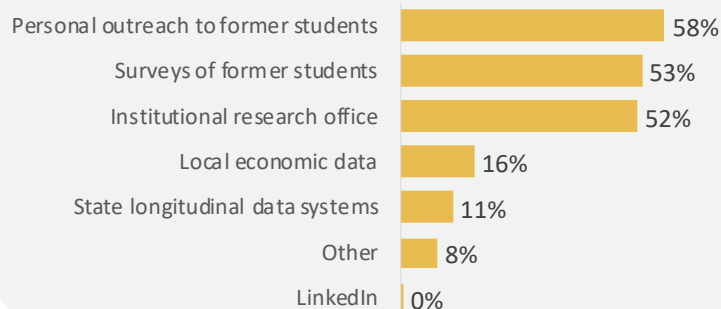


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## EVALUATION DESIGN

Choosing *which impact* to evaluate

Percent of ATE projects that use following data sources



152

## EVALUATION DESIGN

Choosing *which impact* to evaluate

Indicator of  
success

Measurable outcome

Evaluation method

**1. To what extent has RCNET developed a highly technical workforce pipeline for the nuclear field of power generation?**

Post-program  
outcomes for  
students

Percentage of students:  
1) Working in Energy  
Industry  
2) Working in Science,  
Technology, or  
Engineering company  
or position  
3) Pursued a 4-year  
college degree

8 year **longitudinal study**

**3 Rounds:**

- 1 Survey of former students
- 2 Self-reported information of former students on LinkedIn
- 3 Combined data

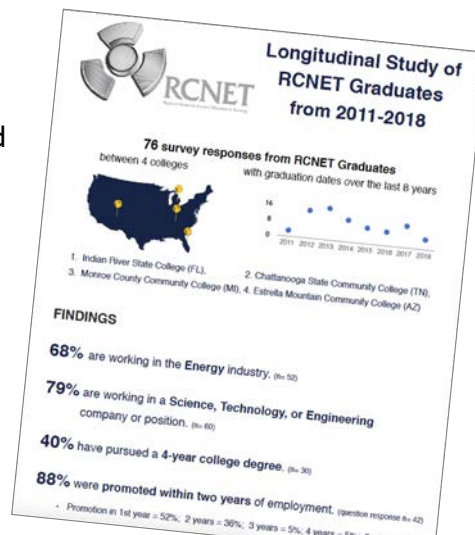
153

## 1 ROUND ONE

Survey of former students



Direct contact with  
students via email and  
phone








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## 1 ROUND ONE

Survey of former students

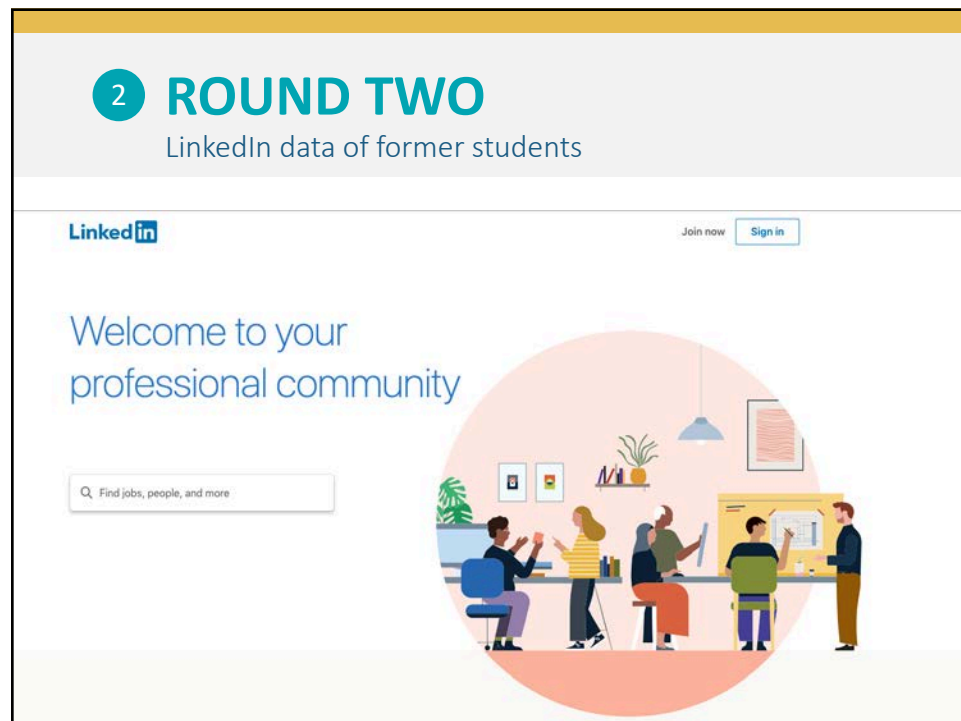
### CHALLENGES

-  Permissions to obtain student information
-  Incomplete contact information
-  Changed contact information
-  Low response rates
-  Time intensive for evaluator and students

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## 2 ROUND TWO

LinkedIn data of former students



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## ACCURACY OF LINKEDIN

**20 / 76**

Survey respondents  
have an updated  
LinkedIn profile

**20 / 20**

LinkedIn profiles  
were an exact  
match to the survey  
questions

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## RELIABILITY OF LINKEDIN

**105 / 714**

Former students  
have an updated  
LinkedIn profile



Best to cross  
reference a list of  
names and dates in  
program

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## SNAPSHOT OF RESULTS

	Survey n=76 11% response	LinkedIn n=105 15% response	Combined n=161 (unique responses) 23% response
Working in Energy Industry	68% n=52	64% n=67	65% n=104
Working in STE position or co.	79% n=60	92% n=97	85% n=137
Pursued 4 year degree	40% n=30	30% n=32	32% n=51

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## USING THE RESULTS

Longitudinal study sent directly to ATE Lead Program Officer

Evaluation report

RCNET's Annual Report

Proof of concept for new workforce tracking models

Helping partner colleges use LinkedIn



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## BIG PICTURE



PI and Project Staff (and career services)



Evaluators (and researchers and Institutional Effectiveness)



Students and Alumni

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## LIVE DEMONSTRATION

LinkedIn

### The LinkedIn Alumni Tool



You



Alumni Tool



Career Ideas

#### There's no better place to launch your career

And we can tell you where people who went to your school are and what they're up to. Whether you're a student or recent graduate, the Alumni Tool can help you make academic and career choices based on the actual paths of alumni.



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## LIMITATIONS & OPPORTUNITIES

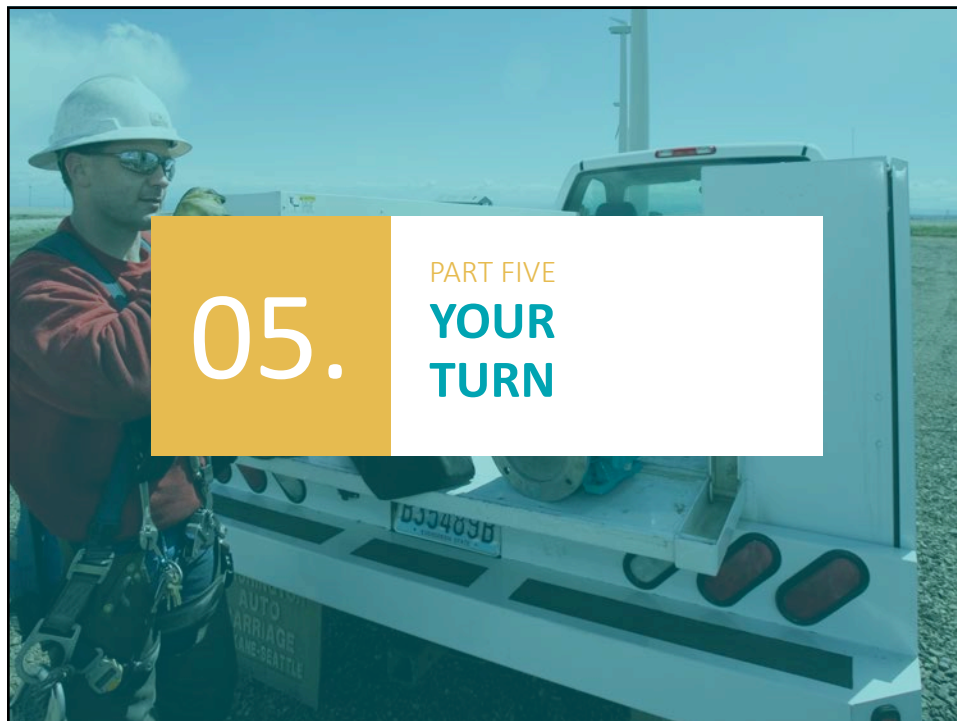


Need more evidence of LinkedIn as an accurate and reliable data source



Need to refine method process for identifying program specific students and alumni

163



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## DESIGN AN IMPACT EVALUATION

**Impact Evaluation**  
Why, What, and How  
ACTIVITY WORKSHEET

**Project Characteristics**

1 Project name: \_\_\_\_\_

2 Project activities: \_\_\_\_\_

3 Project purpose: \_\_\_\_\_

4 Project length: \_\_\_\_\_ years

**Impact to Measure**

1 What intended and unintended impact will be measured by the evaluation?

\_\_\_\_\_

\_\_\_\_\_

**Strategy for Determining Causality**

1 What strategies will you use to meet all three requirements for determining causality in the evaluation?

\_\_\_\_\_

\_\_\_\_\_

**Data Sources**

1 What sources of data will you use in the evaluation?

\_\_\_\_\_

\_\_\_\_\_

ATE Principal Investigators Conference 2019 **EvaluATE**

1

Choose a project

What is the overall goal of the project?

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## DESIGN AN IMPACT EVALUATION

**Impact Evaluation**  
Why, What, and How  
ACTIVITY WORKSHEET

**Project Characteristics**

1 Project name: \_\_\_\_\_

2 Project activities: \_\_\_\_\_

3 Project purpose: \_\_\_\_\_

4 Project length: \_\_\_\_\_ years

**Impact to Measure**

1 What intended and unintended impact will be measured by the evaluation?

\_\_\_\_\_

\_\_\_\_\_

**Strategy for Determining Causality**

1 What strategies will you use to meet all three requirements for determining causality in the evaluation?

\_\_\_\_\_

\_\_\_\_\_

**Data Sources**

1 What sources of data will you use in the evaluation?

\_\_\_\_\_

\_\_\_\_\_

ATE Principal Investigators Conference 2019 **EvaluATE**

2

Identify the impact

What intended or unintended impact will be measured?

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## DESIGN AN IMPACT EVALUATION

**Impact Evaluation**  
Why, What, and How  
ACTIVITY WORKSHEET

**Project Characteristics**

- 1 Project name: \_\_\_\_\_
- 2 Project activities: \_\_\_\_\_
- 3 Project purpose: \_\_\_\_\_
- 4 Project length: \_\_\_\_\_ years

**Impact to Measure**

- 5 What intended and unintended impact will be measured by the evaluation?  
\_\_\_\_\_  
\_\_\_\_\_

**Strategy for Determining Causality**

- 6 What strategies will you use to meet all three requirements for determining causality in the evaluation?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Data Sources**

- 7 What sources of data will you use in the evaluation?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

ATE Principal Investigators Conference 2019 **EvaluATE**

**3** Choose a strategy for causality  
What strategies will be used  
to attend to causality?

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## DESIGN AN IMPACT EVALUATION

**Impact Evaluation**  
Why, What, and How  
ACTIVITY WORKSHEET

**Project Characteristics**

- 1 Project name: \_\_\_\_\_
- 2 Project activities: \_\_\_\_\_
- 3 Project purpose: \_\_\_\_\_
- 4 Project length: \_\_\_\_\_ years

**Impact to Measure**

- 5 What intended and unintended impact will be measured by the evaluation?  
\_\_\_\_\_  
\_\_\_\_\_

**Strategy for Determining Causality**

- 6 What strategies will you use to meet all three requirements for determining causality in the evaluation?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Data Sources**

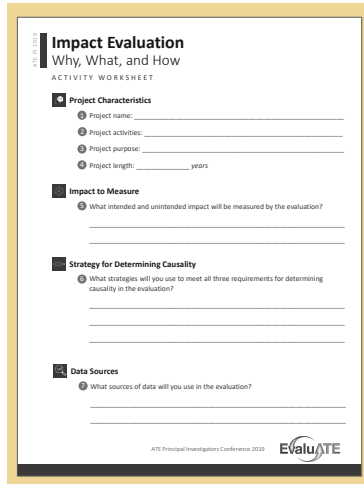
- 7 What sources of data will you use in the evaluation?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

ATE Principal Investigators Conference 2019 **EvaluATE**

**4** Identify data sources  
Where and how will data  
be collected?

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## REFLECTION



The worksheet is titled "Impact Evaluation: Why, What, and How" and is labeled "ACTIVITY WORKSHEET". It contains four main sections with numbered prompts:

- Project Characteristics:**
  - 1 Project name: \_\_\_\_\_
  - 2 Project activities: \_\_\_\_\_
  - 3 Project purpose: \_\_\_\_\_
  - 4 Project length: \_\_\_\_\_ years
- Impact to Measure:**
  - 1 What intended and unintended impact will be measured by the evaluation?  
\_\_\_\_\_  
\_\_\_\_\_
- Strategy for Determining Causality:**
  - 1 What strategies will you use to meet all three requirements for determining causality in the evaluation?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
- Data Sources:**
  - 1 What sources of data will you use in the evaluation?  
\_\_\_\_\_  
\_\_\_\_\_

At the bottom, it says "ATE Principal Investigators Conference 2019" and has the "EvaluATE" logo.

What was easy?

What was hard?

Is this realistic? Why or why not?

What resources would this take?  
(e.g., time, money, data)

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Join the   
**EvaluATE Network**  
[evalu-ate.org/network](http://evalu-ate.org/network)

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**BOOTH # 2**  
[evalu-ate.org](http://evalu-ate.org)

**COME VISIT US!**

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