



Webinar:

6 Steps to Impact Measurement



WELCOME

Thinking about impact measurement



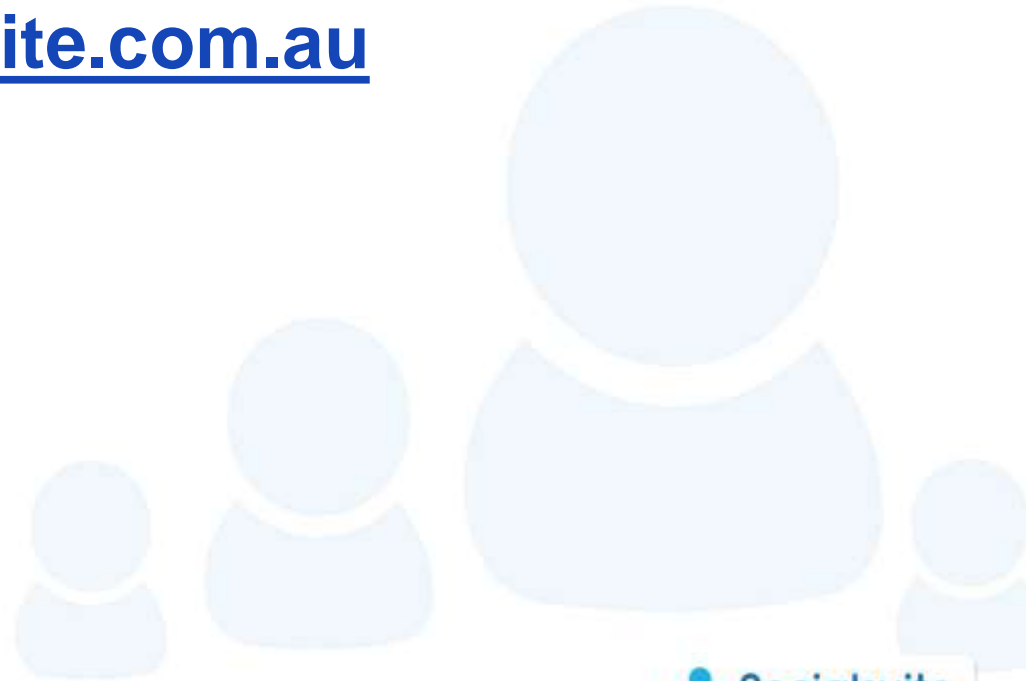
Measuring Impact

In 6 Steps!



HOUSEKEEPING

- Questions at the end
- Recording and follow up next week
- More Information: www.socialsuite.com.au
or maya@socialsuite.com.au



The Solution: Socialsuite

Fully Integrated End-to-End Impact Measurement Solution

Design or import an
Impact Measurement
and Data Collection
Plan

Collect data using
smart phones, tablets,
kiosk or intelligent
electronic surveys

Automate data
collection from
multiple
stakeholders

Analyse data using
in real time
with interactive
dashboards

Socialsuite helps Community Service Providers measure and report on the impact of their services – helping to improve service delivery and securing further funding.

Current customers



6 STEPS TO IMPACT MEASUREMENT

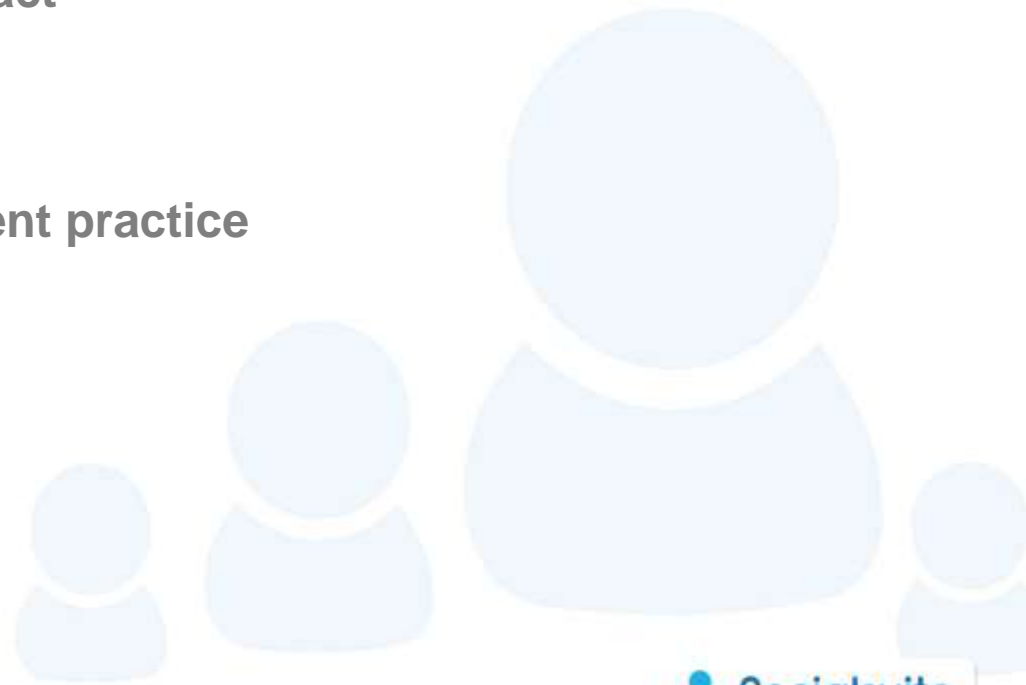
1. Say Yes! to Impact Measurement
2. Planning for Impact Measurement
3. Develop an Impact Measurement Framework
4. Develop a Data Collection Plan
5. Collect Data
6. Report and Analyse Data

GOALS FOR TODAY

Gain understanding of impact measurement

Gain confidence to measure impact

Start measuring or improve current practice



STEP ONE:

Say Yes! to Impact Measurement

Are we ready for change?

3 Questions to ask:

1. Why is this important and why now?
2. What internal capacity do we have?
3. What are the challenges?

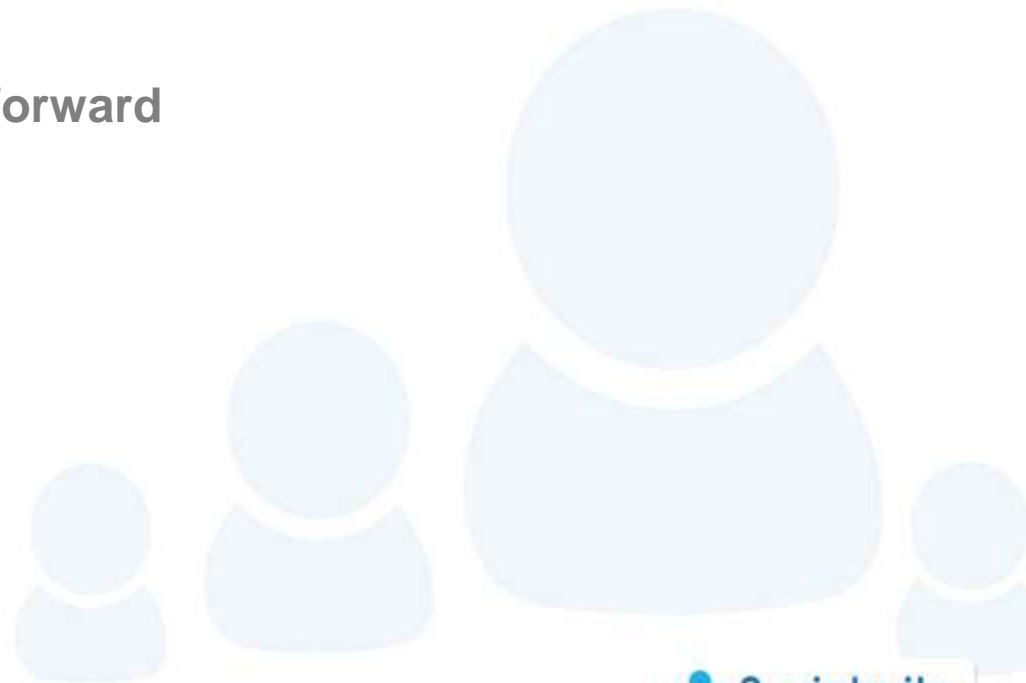
Download our Organisational Readiness Handbook for more information



STEP TWO

Planning for Impact Measurement

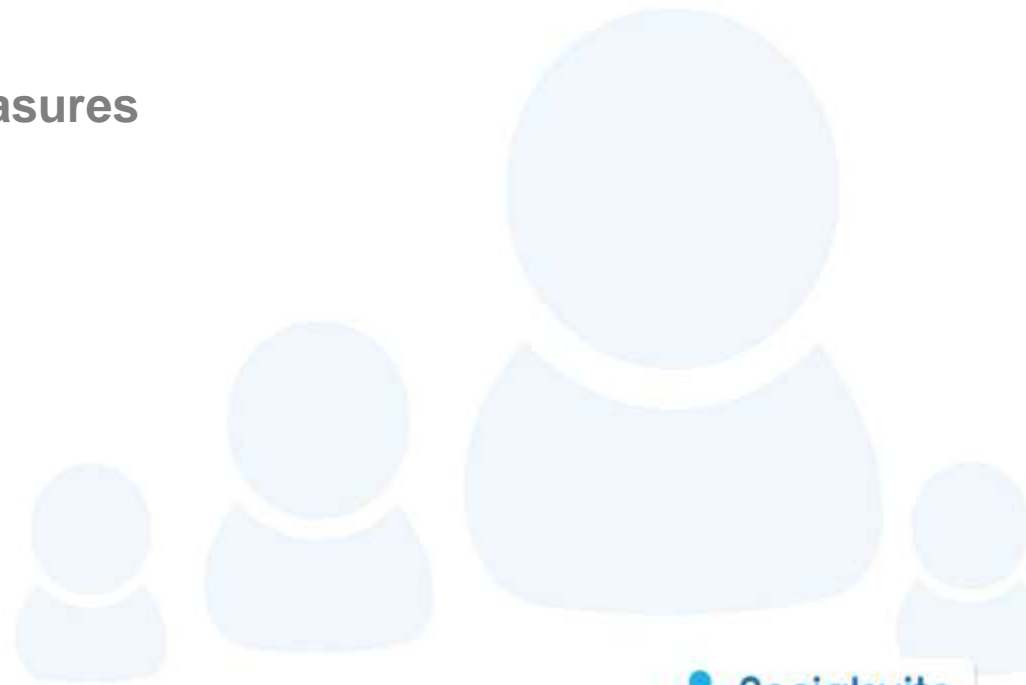
- **Pilot or full implementation?**
 - **Pilot is usually better**
- **Choose your program(s)**
 - **Staff are ready**
 - **Processes exist**
 - **Data collection straight-forward**
- **Plan your resources**
 - **Staff briefing/training**
 - **Data collection**
 - **Analysis**



STEP THREE

Develop Impact Measurement Framework

- Establish the purpose of your program
- Identify program outcomes
- Identify a set of indicators/measures



STEP THREE

Develop Impact Measurement Framework

- Establish Program Purpose
High-level result the program should achieve.

E.g. Life Skills Disability Program Purpose: People with disabilities who participate in the program live independently



EXERCISE ONE:

In plain English, describe your program and its purpose.

Program name:

Description

Purpose

STEP THREE

Develop Impact Measurement Framework

Identify program outcomes

- List all program activities
- For each, write down what effect is it supposed to have on program participants
- Effect of program = Outcomes/Impact
- Outcomes should be about a change in skills, knowledge, attitude, circumstance and/or behaviour

E.g. Life Skills Disability Program Outcomes:

Participants gain new skills

Participants build self-confidence to complete tasks

Participants make new connection (in class and community)

STEP THREE

Develop Impact Measurement Framework

- Identify a set of indicators/measures
- Metrics that will indicate whether the change has occurred
- Self-reported or observed/tested by another

E.g. Life Skills Disability Program Indicators:

Proportion (%) of participants who acquire new skills

Proportion (%) of participants who increase self-confidence

Proportion (%) of participants who make new connections

STEP FOUR

Develop Data Collection Plan

- Data collection Method
- Survey Questions
- Data Source
- Data Collection Frequency



EXERCISE FIVE

For the activity logic map that you created earlier, design a Data Collection Plan for each short-, medium-, and long-term outcome

PROGRAM ACTIVITY	SHORT-TERM OUTCOME	MEDIUM-TERM OUTCOME	LONG-TERM OUTCOME
	INDICATOR	INDICATOR	INDICATOR
	DATA PROVIDER	DATA PROVIDER	DATA PROVIDER
	INDICATOR QUESTION	INDICATOR QUESTION	INDICATOR QUESTION
	DATA COLLECTION METHOD	DATA COLLECTION METHOD	DATA COLLECTION METHOD
	DATA COLLECTION FREQUENCY	DATA COLLECTION FREQUENCY	DATA COLLECTION FREQUENCY

Use Socialsuite to store and manage your data collection plan.

STEP FOUR

Develop Data Collection Plan

- Tips to remember:
 - Keep surveys short and to the point
 - Simple questions
 - Know your audience
 - Be consistent
 - Smaller scales are better
 - Pre-post surveys are good
 - Avoid over-surveying people

E.g. Life Skills Disability Program Survey Question:

Q: How confident do you feel to use public transport?

A: 1- Not at all 2 – a Little 3 – Somewhat 4 – Fully

STEP FOUR

Develop Data Collection Plan

- Data Collection Frequency
 - At what points during the engagement should we survey?
 - Pre/Post is good for tracking progress
 - Can have multiple survey points i.e. follow up 3-6 months after exit
 - Some programs only do exit surveys

E.g. Life Skills Disability Program Survey Frequency:

Program Entry, Program Exit, 3 Month Follow Up

STEP FIVE

Collecting Data



PHONE SURVEYS



FACE TO FACE
INTERVIEWS



PAPER SURVEYS



DATA ENTRY



MOBILE DATA
COLLECTION



SPREADSHEET
EXCEL



FOCUS GROUPS



ONLINE SURVEY

Getting buy-in from your Data Collectors is important

- Quick and easy
- Minimal effort for data entry / re-entry
- Purpose is understood
- Easy to identify when data is not collected

STEP SIX

Reporting and Analysing Data

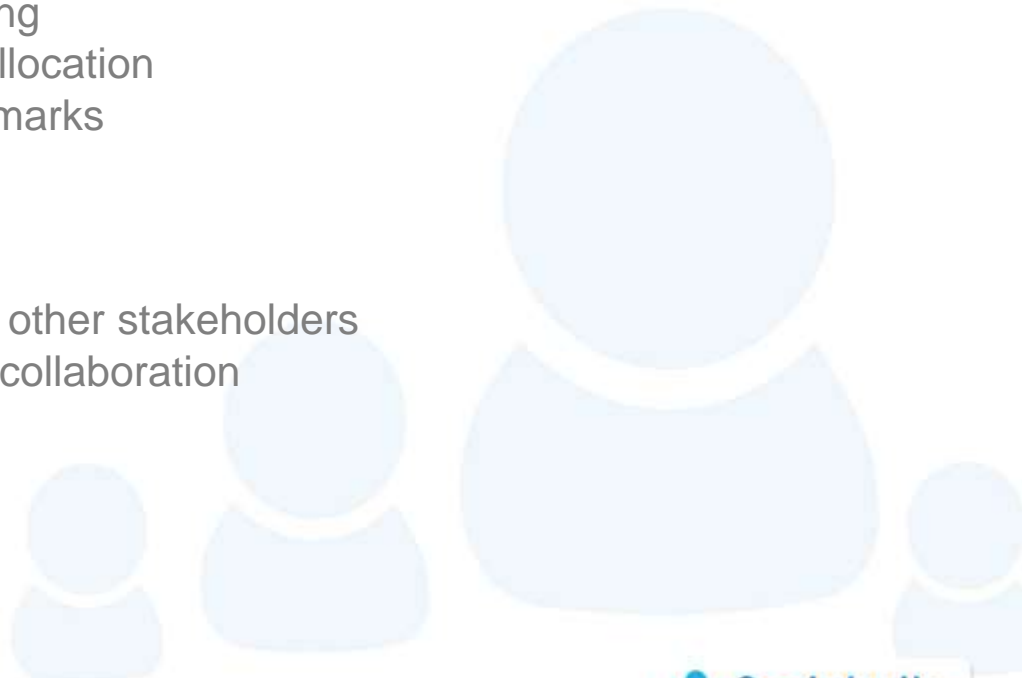
- Reporting has a dual use: Internal and External

Internal uses include:

- Provide direction for staff
- Spotlight program issues and improve program design
- Support the organisation in its planning
- Guide budgets and justify resource allocation
- Suggest outcome targets and benchmarks

External uses include:

- Promote the Program to funders and other stakeholders
- Identify other agencies / partners for collaboration
- Enhance the Program's public image
- Achieve greater support for its cause
- Retain and increase funding



STEP SIX

Reporting and Analysing Data

- Analysing data to make improvements to your programs
- Be mindful of different factors when analysing data
- Visually appealing reports can help understand data better
- Set aside time to go through reports periodically with your team
- Make an action plan for improvements





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