



Measuring Impact

Webinar Series - Session 5

30 June



Agenda

- Explore new approaches to Monitoring, Evaluation and Learning (MEAL) including listening to user feedback and being data-driven
- Explore analytics tools to make decisions in realtime
- Hear from other UN DA programmes on best practices



Poll

In Mentimeter share:

(scan QR code on right with phone camera)

- What are you trying to measure with capacity development and learning, e.g. satisfaction, knowledge gained, impact, RoI?



For Q&A

- Use Mentimeter on your phone, so you can keep Zoom on desktop
- Use Open Q&A button
- Check existing questions and up vote before you add a question
- You can keep adding questions through the presentations




Panel Q&A

Click the button to participate!

Open Q&A

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What tools do you recommend? 
0

Write your question here...

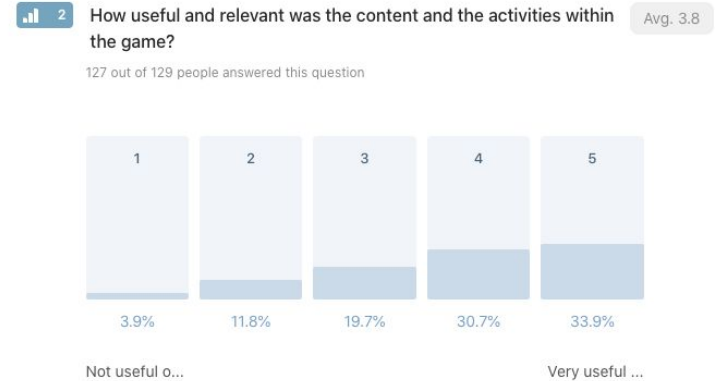
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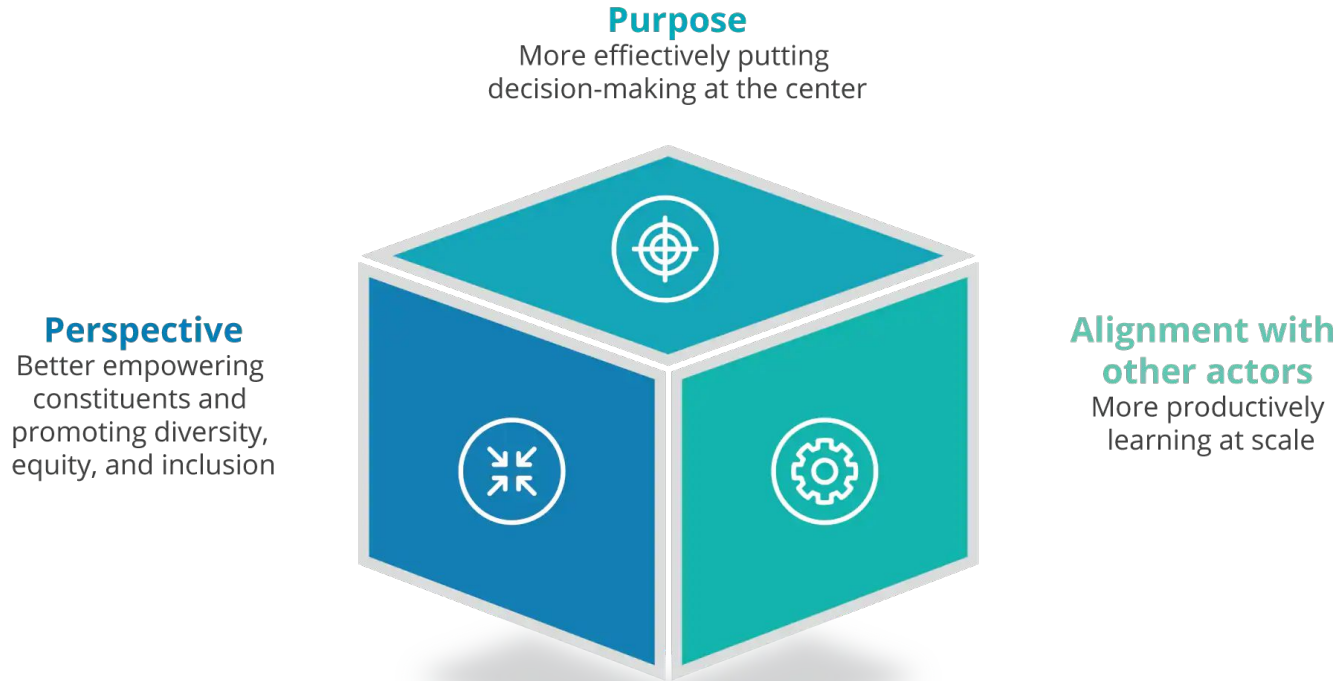
What to measure

- Scope
 - Asynchronous (online modules)
 - Live events (webinars, workshops)
- Kirkpatrick scale
 - L1 - Satisfaction
 - L2 - Knowledge gained
 - L3 - Behaviour change
 - L 4 - Impact
- Reach
- Engagement
- Retention
- Return on Investment (RoI)
- .. what else?

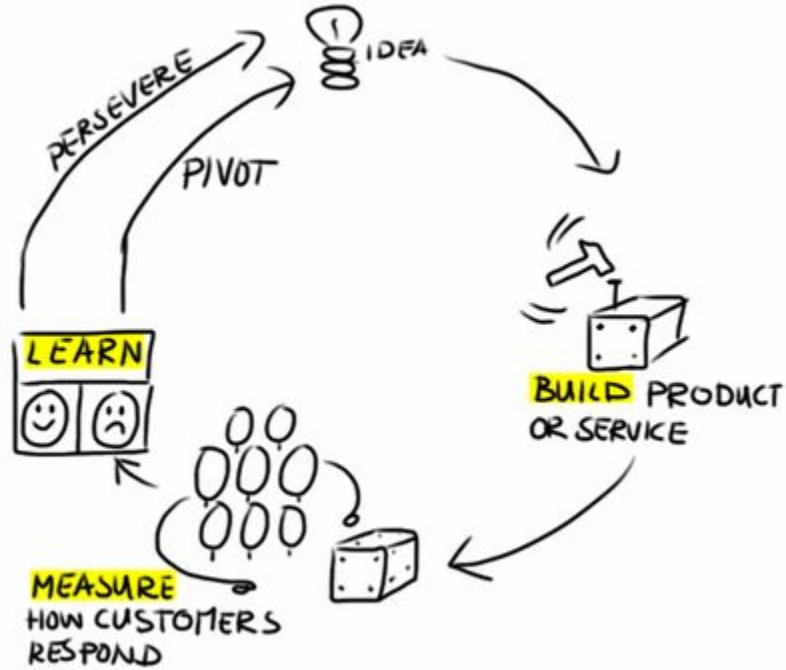


Reimagining social impact measurement

Figure 1. Defining pillars of a better future for monitoring, evaluation, and learning



Agile development



Learning how marketing teams measure

- **Google Analytics:** audience, acquisition, behaviour, conversions
- **Social Media Analytics:** reach, engagement, video views
- **Email Marketing Analytics:** Open rate and click through rate; Top performing article



Diagnose vs Autopsy?

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	Video length consumption	Examining which videos are viewed for a longer time and which are closed after a few seconds demonstrates what keeps attention and what is of little value, or even mistitled	Analyse trends for making future content design decisions
Internal Social Media Platform Admin	Trending content or hashtags	Determines what is of value to employees on a minute-by-minute basis. Tracking trending content over a few months can also indicate the format and type of content most consumed by the audiences	Promote or rapidly build content aligned to topics
	Identify Influencers	As influencers are not the people posting most frequently, but rather the ones with the most followers/likes/comments/etc. this indicates the viewpoints and tone most valued by the crowd	Use influencers to promote or comment on learning content to create engagement. Note: use cautiously as this could create distrust if it seems inauthentic
	As with the IT data, determine mobile vs. desktop, and time of day/week peaks	Same as above	Same as above
HR	Attendance, overtime, travel, and illness patterns	Identifies busy and low periods of the working year, week, and possibly day	Launch content at optimal times: when people are not on generally on vacation, out of office, traveling, etc.




Data-Driven Learning Design



Example - DA Webinar Series

- Iterative approach to improving learning experience based on feedback
- Shared a survey with each group, and used results to improve next cohort
- Included quantitative and qualitative data

*  1 How relevant was the webinar to your work?

 3 Would you prefer more time for presentations (case studies, concept, tools) OR small group activities (discussions, co-creation, brainstorming)? Avg. 3.5

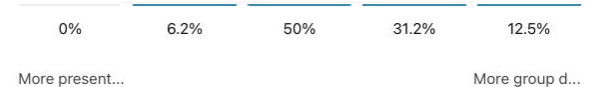
16 out of 16 people answered this question

 5 What would you change in order to make this webinar series better?

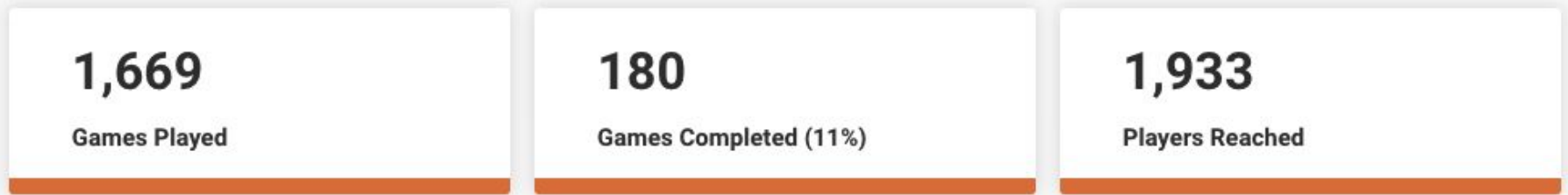
8 out of 8 people answered this question

Engage the participants with more group activities

4 months ago



Example - Gamoteca - Analytics Tools



	Players reached	In progress	Completed
 <p>Onboarding</p>	<p>351</p> <p>of 314 sessions</p>	<p>337</p> <p>96%</p>	<p>14</p> <p>4%</p>
 <p>Design Thinking in Practice</p>	<p>309</p> <p>of 308 sessions</p>	<p>308</p> <p>100%</p>	<p>1</p> <p>0%</p>

Tips on measurement

- Think about why you are measuring? And what is the scope of measurement, e.g. async vs live?
- Focus on simple measurement tools, e.g. using surveys (Survey Monkey, Google Forms, Type Form), live polls (Mentimeter, Sli.do) to collect user feedback in realtime and make simple tweaks or pivots
- Use pre-surveys to understand who your audience is (demographics and expectations)
- Keep iterating based on user feedback!



Panel discussion

- How do you evaluate learning directly within a live activity?
- How do you look at lessons learned, programmes which have best performance to make decisions on RoI and whether to further invest in learning programmes?
- How do these approaches fit into longer term evaluation of programmes



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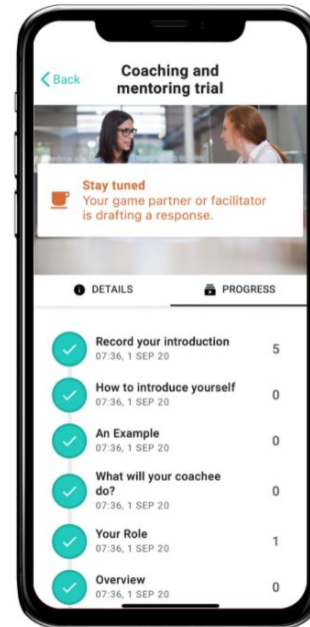
Big THANK YOU

- Participants - for engaging throughout the series and for your feedback
- Facilitators and expert support group - for your time, ideas and sharing your experiences
- DA team - for organising the series!



Stay in touch

- Reach out to us - atish@gamoteca.com
- Join one of our learning games on Gamoteca, and invite a colleague or friend to join
- Or better still, try creating one of your own games
- Check our blog or sign up for our newsletter



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