

FRAME, VOICE, REPORT!

Training Impact Meten 12 oktober 2018



F R A M E
V O I C E
R E P O R T !



This activity is funded by the European Union

Programma Training Impact meten

13.00: Welkom en associaties thema

13.30: Deel 1 - Over doelgerichte communicatie

14.45: Pauze

15.00: Deel 2 - Over ToC en impact

15.50: Deel 3 - Jouw meetplan

16.50: Evaluatie & afsluiting



This activity is
funded by the
European Union



Met wie zijn we vandaag?



F R A M E
V O I C E
R E P O R T !

Geef jezelf een cijfer

Op een schaal van 1 tot 10



F **R** **A** **M** **E**
V **O** **I** **C** **E**
R **E** **P** **O** **R** **T** **!**

Rode draad van vandaag

Vragen uit de toolkit:

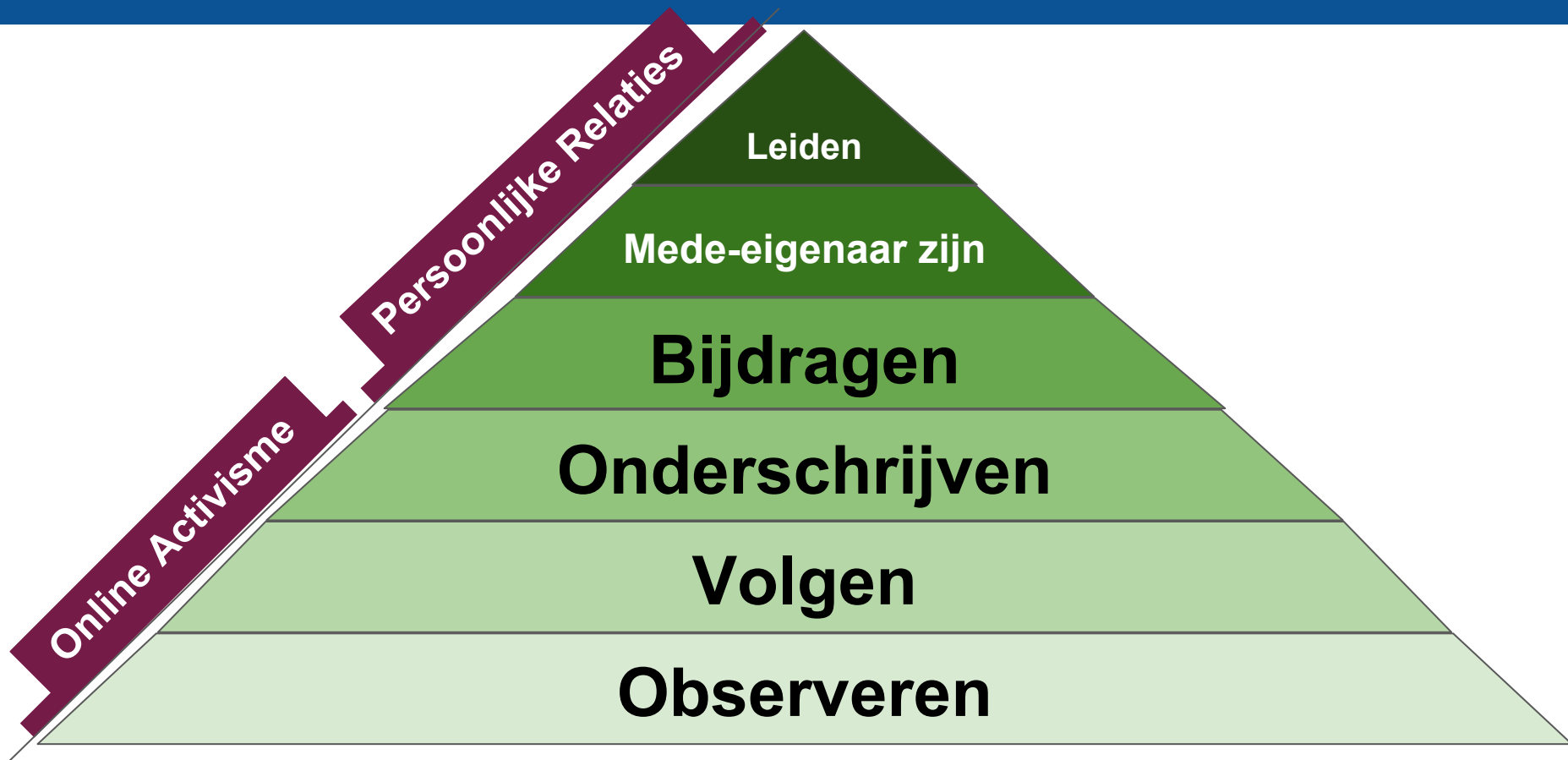
- Naar welk soort betrokkenheid streef je? (kennis/ houding/ gedrag) en hoe ga je dat bereiken?
- Hoe ga je de verandering van kennis/houding/gedrag meten?

RODE DRAAD



FRAME
VOICE
REPORT!

Deel 1: Over doelgericht communiceren



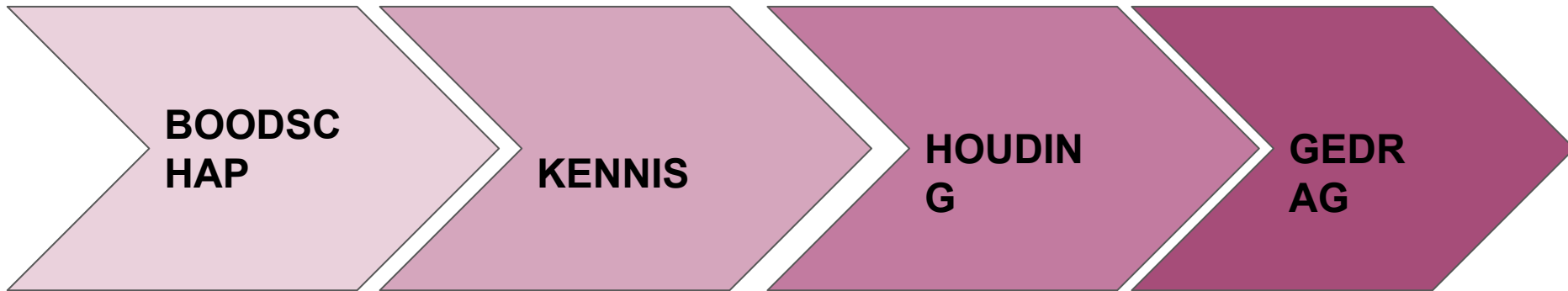
F R A M E
V O I C E
R E P O R T !

Veranderen

**Hoe is jouw gedrag op het gebied
van duurzaamheid?**

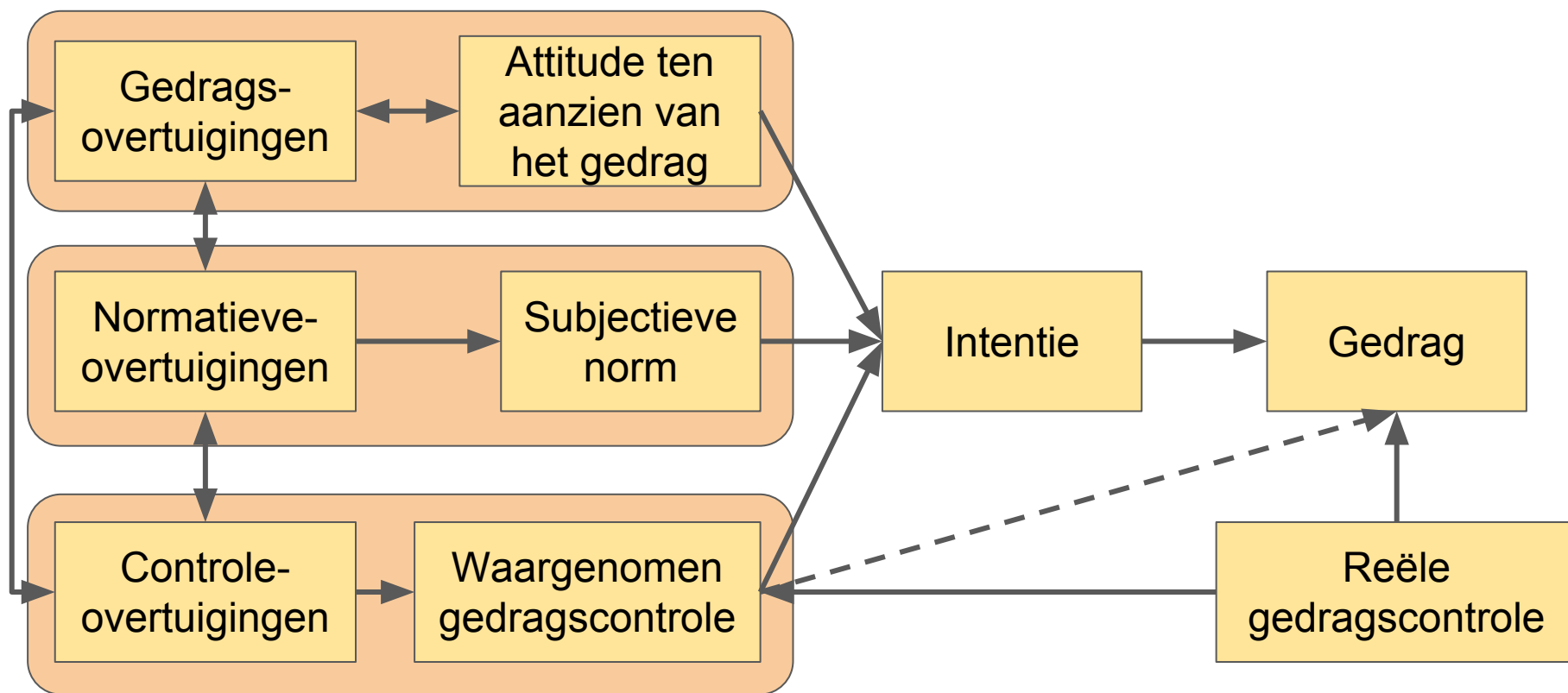
Wat maakte dat jij je gedrag veranderde?

Klassiek communicatie model



Grunig & Hund 1984

Model voor beredeneerd gedrag



Ajzen & Fishbein 1975

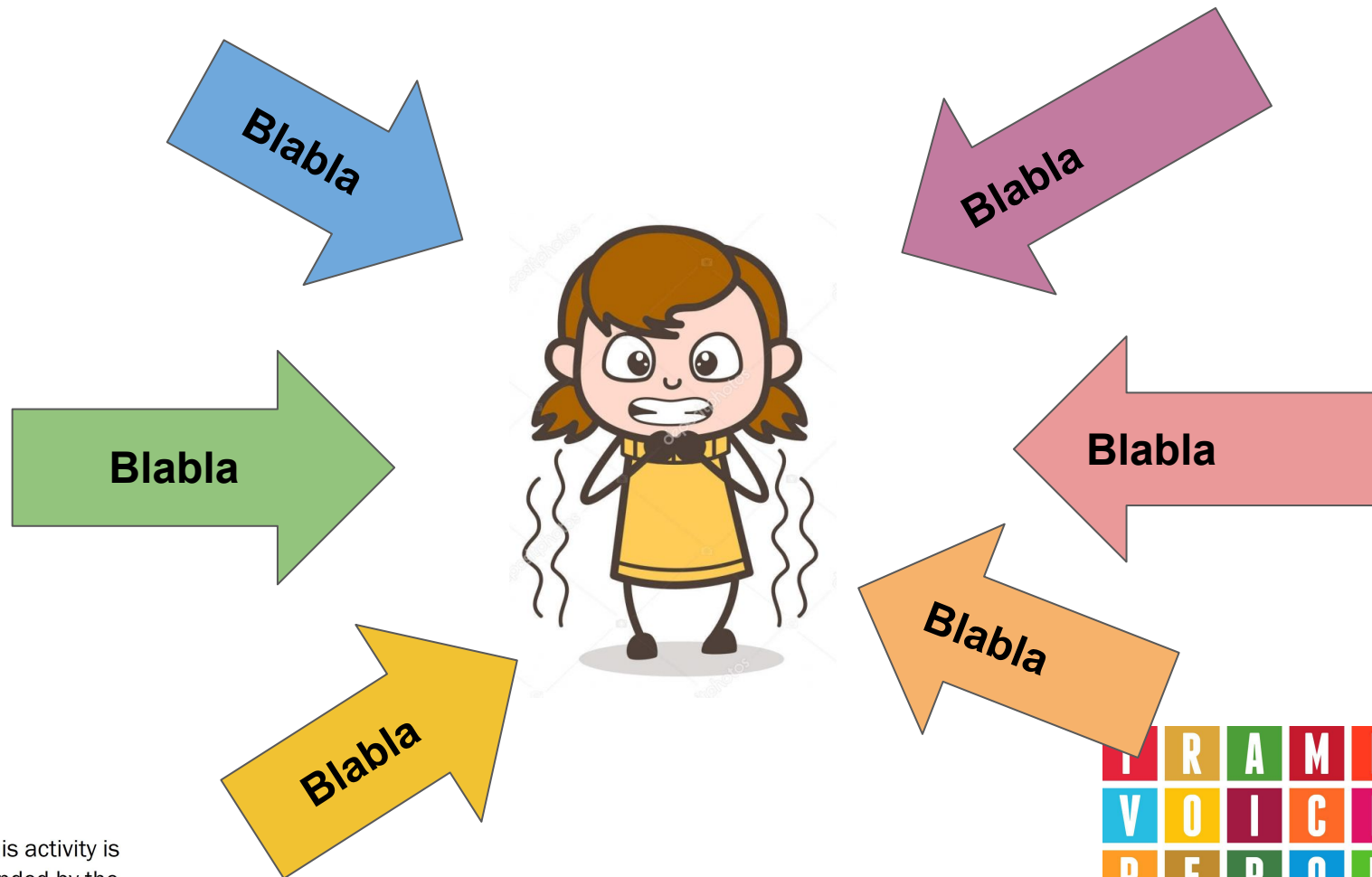
Chip & Dan Heath: How to change when change is hard



E
E
R T !



Contributie



I R A M E
V O I C E
R E P O R T !



This activity is
funded by the
European Union

Veel invloeden en toch is er resultaat

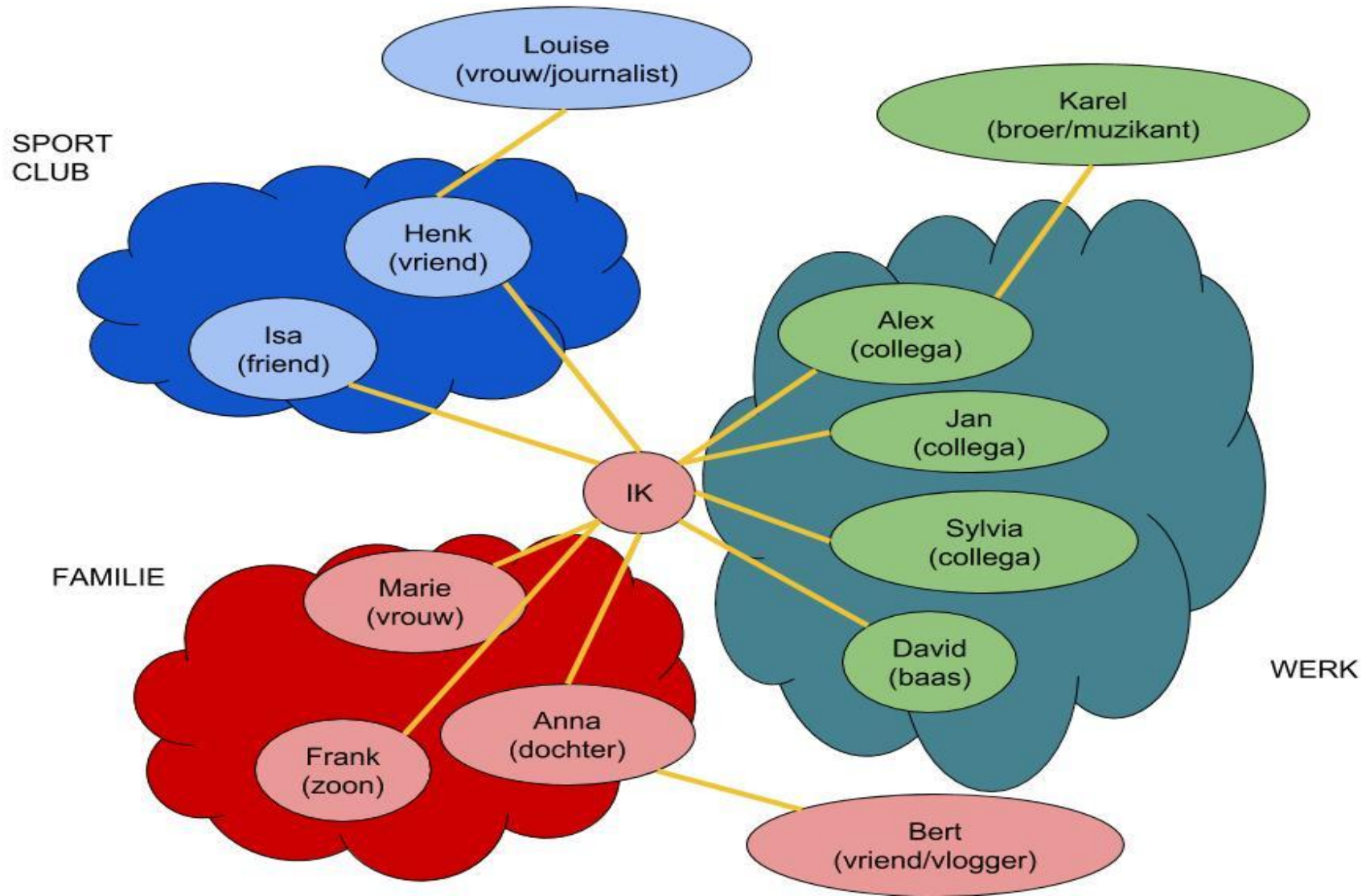


R A M E
D I C E
R E P O R T !

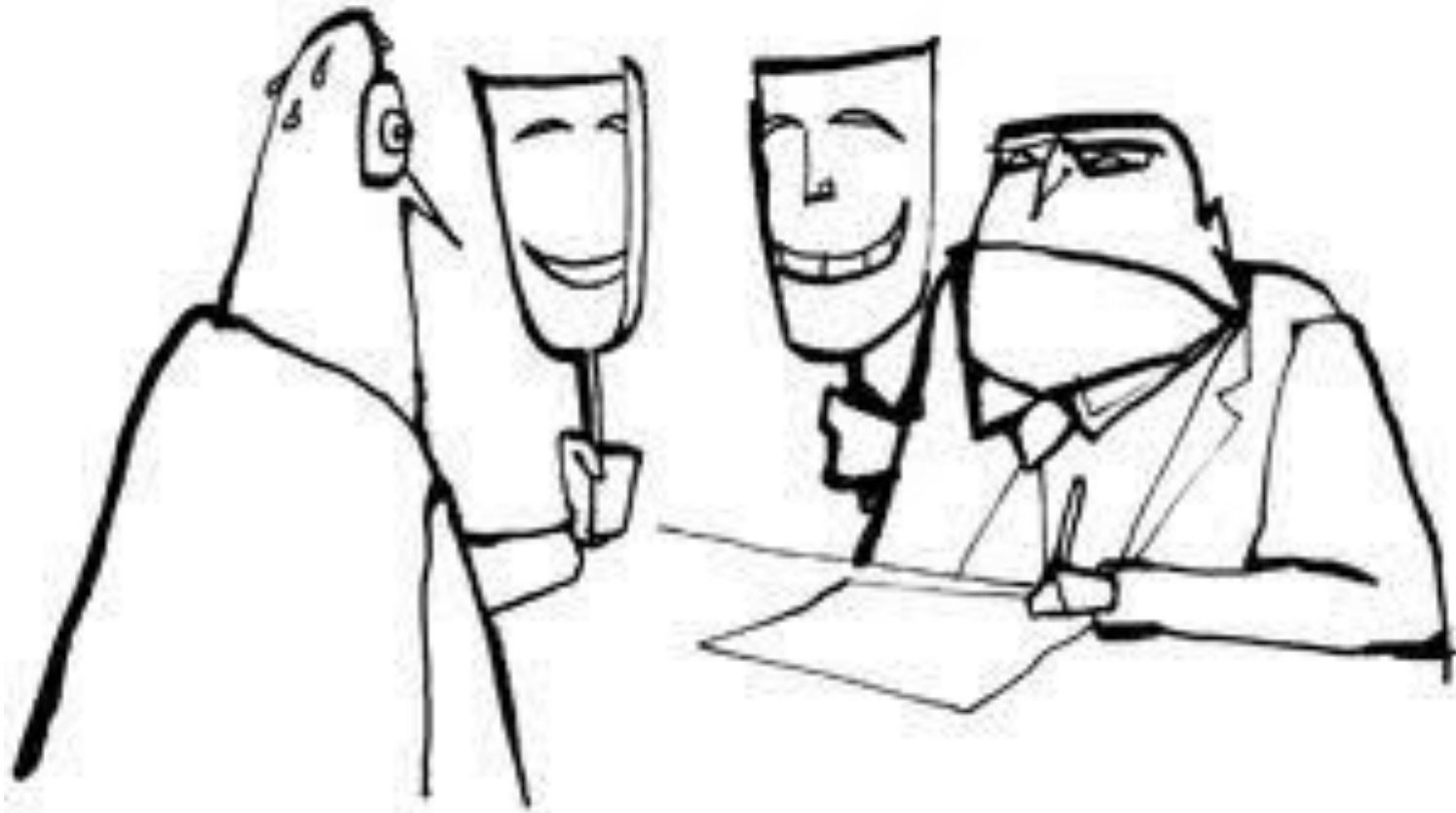


funded by the
European Union

Sociaal netwerk en doelgroepen



Rollenspel: doelbewuste communicatie



F R A M E
V O I C E
R E P O R T !



This activity is
funded by the
European Union

PAUZE

FRAME
VOICE
REPORT!



This activity is
funded by the
European Union

DEEL 2: Impact meten & TOC

Waarom impact meten?



Verbetering van het programma beheer

- betere planning
- betere evaluatie

Vergroot begrip van de impact van je werk

Sterkere communicatie over de waarde van je werk aan 'de mensen die er toe doen' (interne en externen stakeholders)

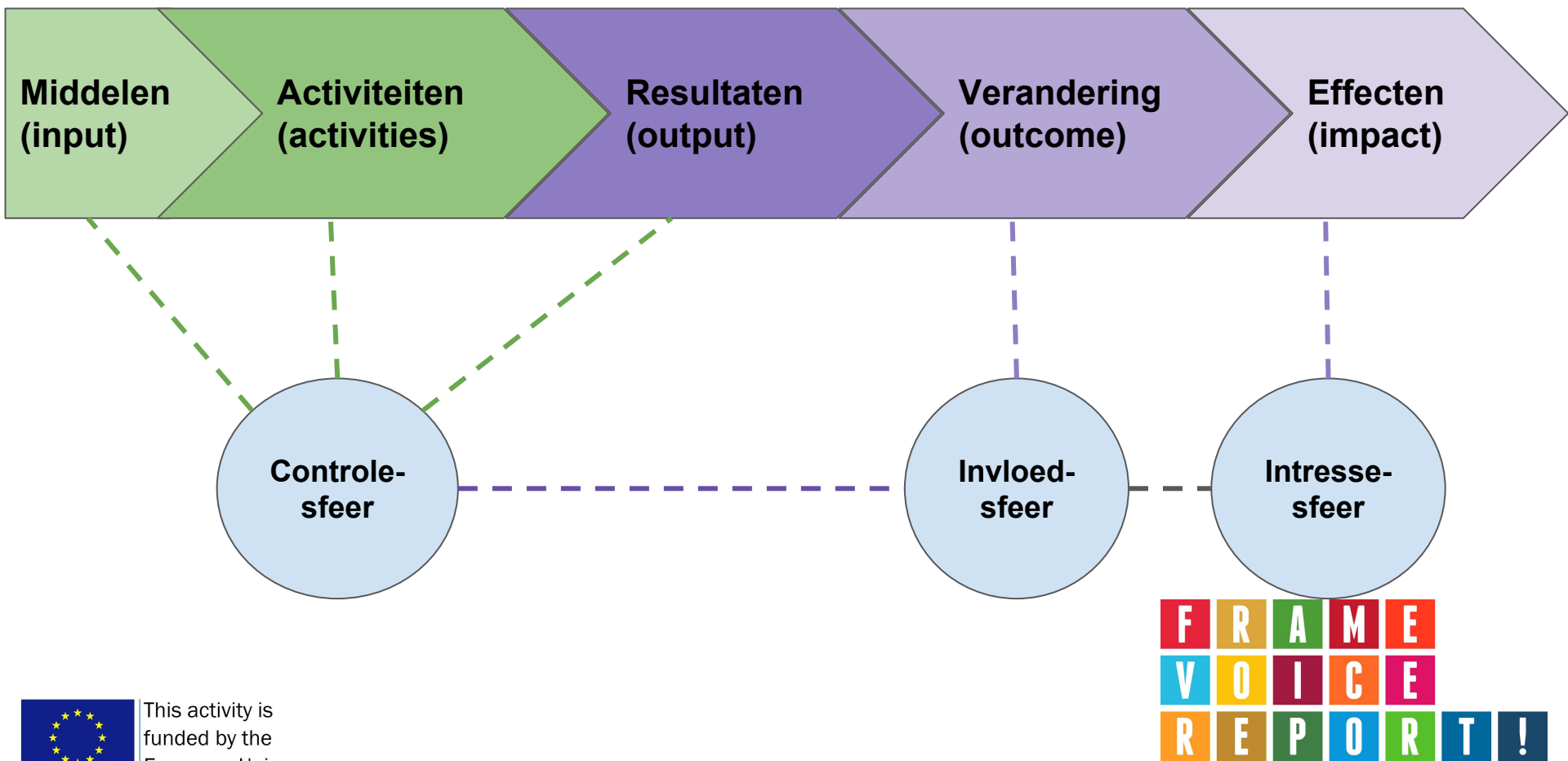
Meer aandacht voor de maatschappelijke, economische en milieuwaarden die je organisatie genereert

F R A M E
V O I C E
R E P O R T !



This activity is funded by the European Union

Tot waar reikt jouw invloed?



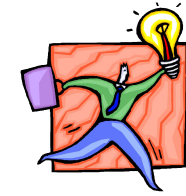
This activity is
funded by the
European Union



MEET
JANE

Outcome =

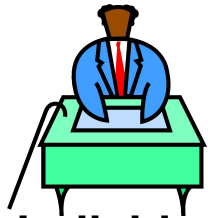
een zichtbare en significante verandering
in gedrag, relaties, acties, beleid, of toepassing
van een sociale actor
... en beïnvloed door de change agent.



Gedrag



Relaties



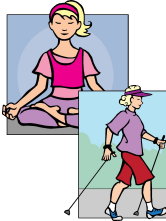
Individu



**Gemeenschap
of groep**



**Beleed en
toepassing**



**Acties en
activiteiten**



Instituut

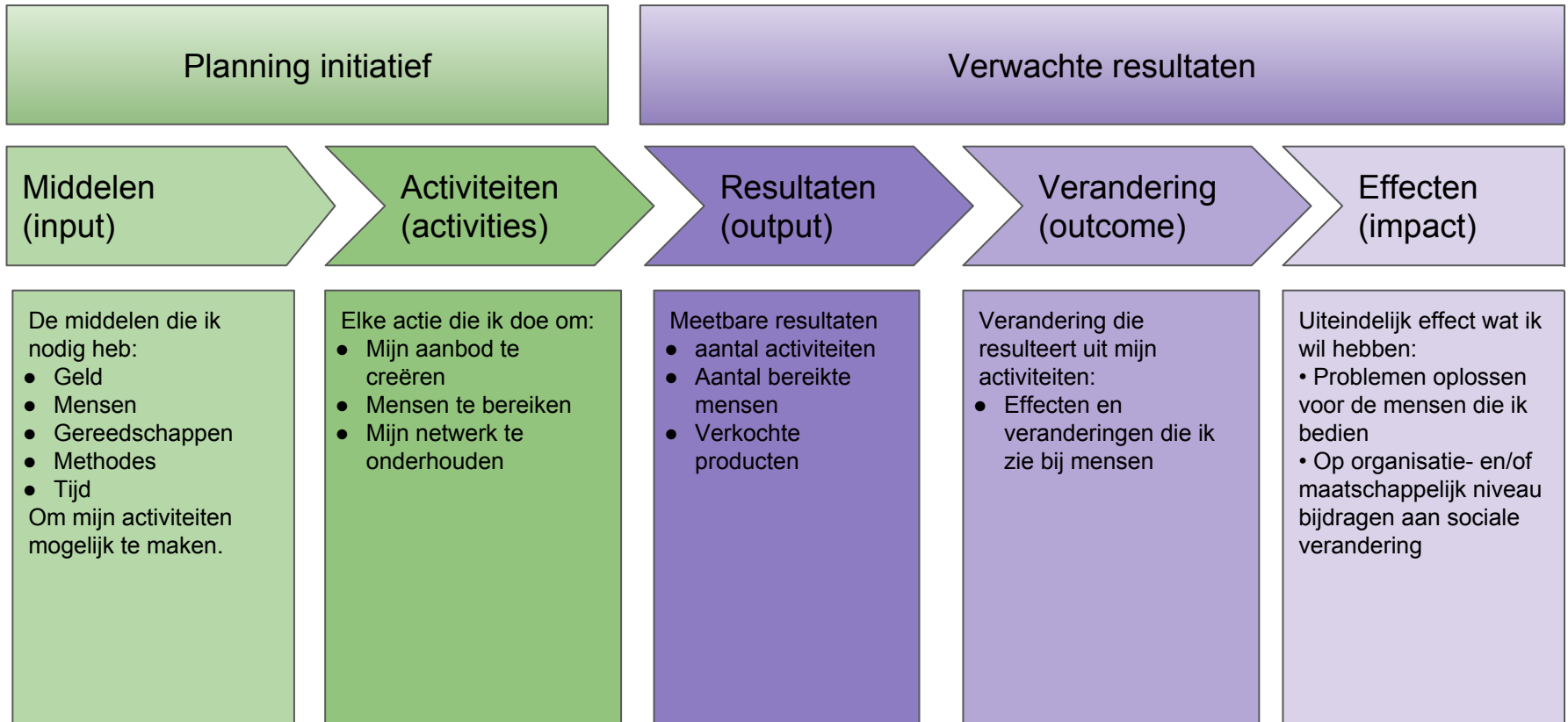


Organisatie



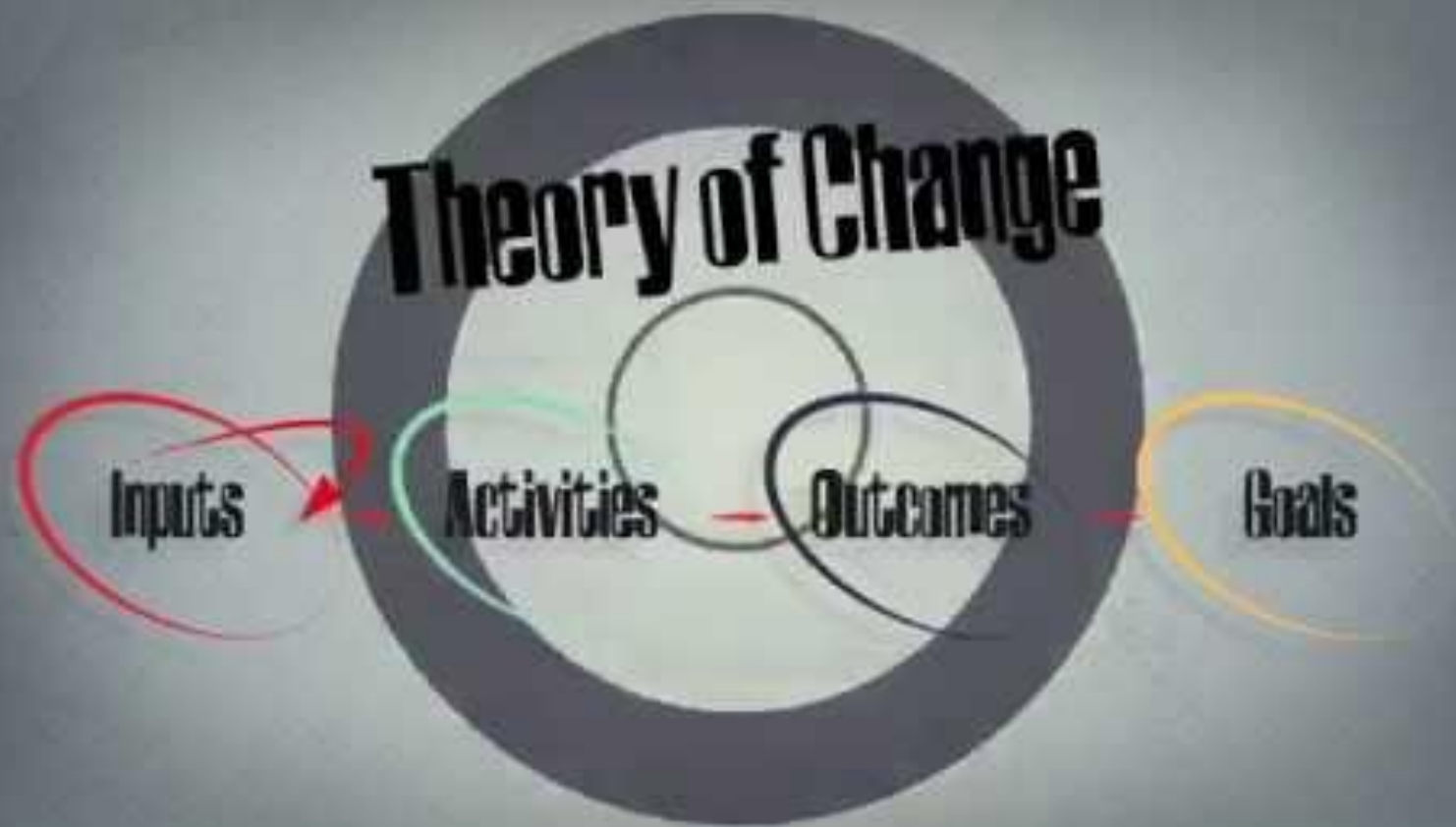
This activity is
funded by the
European Union

Verandertheorie (Theory of change)

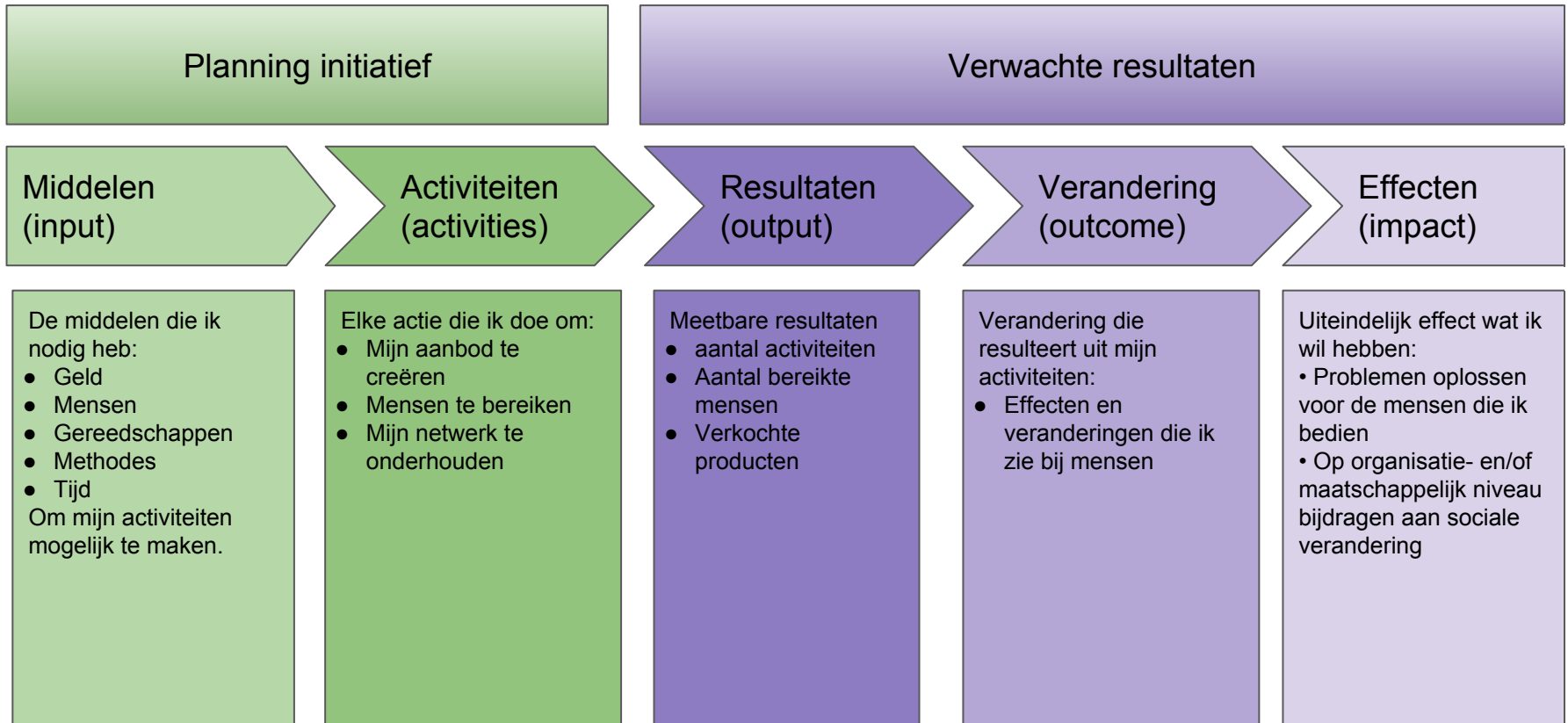


F R A M E
V O I C E
R E P O R T !

Voorbeeld: Doorstep sports



Nu jullie eigen verandertheorie



F R A M E
V O I C E
R E P O R T !

Meten van wat je wilt weten

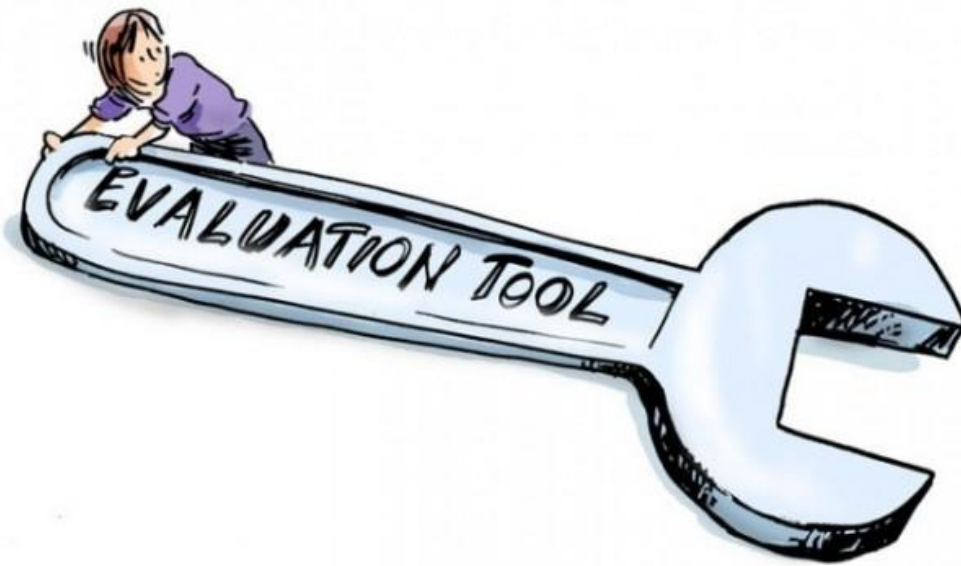


F R A M E
V O I C E
R E P O R T !



This activity is
funded by the
European Union

De juiste tool voor de indicator



This activity is
funded by the
European Union

F **R** **A** **M** **E**
V **O** **I** **C** **E**
R **E** **P** **O** **R** **T** **!**

Meten van outcomes (zie bijlage)

Methoden om informatie te verzamelen.

- Kennisquiz Kahoot (kennis)
- Evaluaties van activiteiten (kennis/houding)
- Stellingen (houding)
- Tinytools (Kasese)
- Tijdslijnen (om samen veranderingen te bepalen)
- Outcome Harvesting (geplande en ongeplande outcomes)
- Most Significant Change (wat is de belangrijkste verandering?)
- Participatory Video (meten door middel van video opnames)



Een meetplan

Monitoring & Evaluation (M&E) Framework Template - www.tools4dev.org



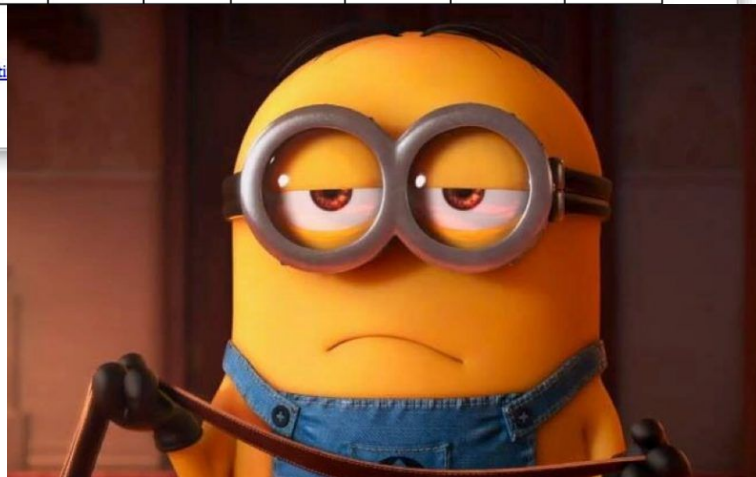
Monitoring & Evaluation (M&E) Framework Example

| | INDICATOR | DEFINITION How is it calculated? | BASELINE What is the current value? | TARGET What is the target value? | DATA SOURCE How will it be measured? | FREQUENCY How often will it be measured? | RESPONSIBLE Who will measure it? | REPORTING Where will it be reported? |
|----------|---|---|--|-------------------------------------|---|---|-------------------------------------|---|
| Goal | Percentage of Grades 6 primary students continuing on to high school. | Number students who start the first day of Grade 7 divided by the total number of Grade 6 students in the previous year, multiplied by 100. | 50% | 80% | Primary and high school enrolment records. | Annual | Program manager | Annual enrolment report |
| Outcomes | Reading proficiency among children in Grade 6. | Sum of all reading proficiency test scores for all students in Grade 6 divided by the total number of students in Grade 6. | Average score: 47 | Average score: 57 | Reading proficiency tests using the national assessment tool. | Every 6 months | Teachers | 6 monthly teacher reports |
| Outputs | Number of students who completed a summer reading camp. | Total number of students who were present on both the first and last day of the summer reading camp. | 0 | 500 | Summer camp attendance records. | End of every camp | Teachers | Camp review report |
| | Number of parents of children in Grade 6 who helped their children read at home in the last week. | Total number of parents who answered "yes" to the question "Did you help your child read at home any time in the last week?" | 0 | 500 | Survey of parents. | End of every camp | Program officer | Survey report |

This template by [tools4dev](http://tools4dev.org) is licensed under a [Creative Commons Attribution 4.0 International License](https://creativecommons.org/licenses/by/4.0/).

Met een meetplan bedenk je van te voren

- de indicatoren per niveau per doel
- meetinstrumenten
- (of bron van je informatie)
- 0-meting en doel geplande 1-, 2-, 3-meting
- frequentie van meten



**F R A M E
V O I C E
R E P O R T !**



This activity is funded by the European Union

Maak nu je eigen meetplan

Is het gelukt om indicatoren te benoemen en welke methodiek heb je daarbij in gedachten?

Geef jezelf een cijfer

Op een schaal van 1 tot 10



F **R** **A** **M** **E**
V **O** **I** **C** **E**
R **E** **P** **O** **R** **T** **!**

Trainingen 23 & 27 november
Evaluatie

www.framevoicereport.eu

VRAGEN?

frame@wildeganzen.nl



This activity is
funded by the
European Union

