

QualDATA Evaluation Framework – its use in practice

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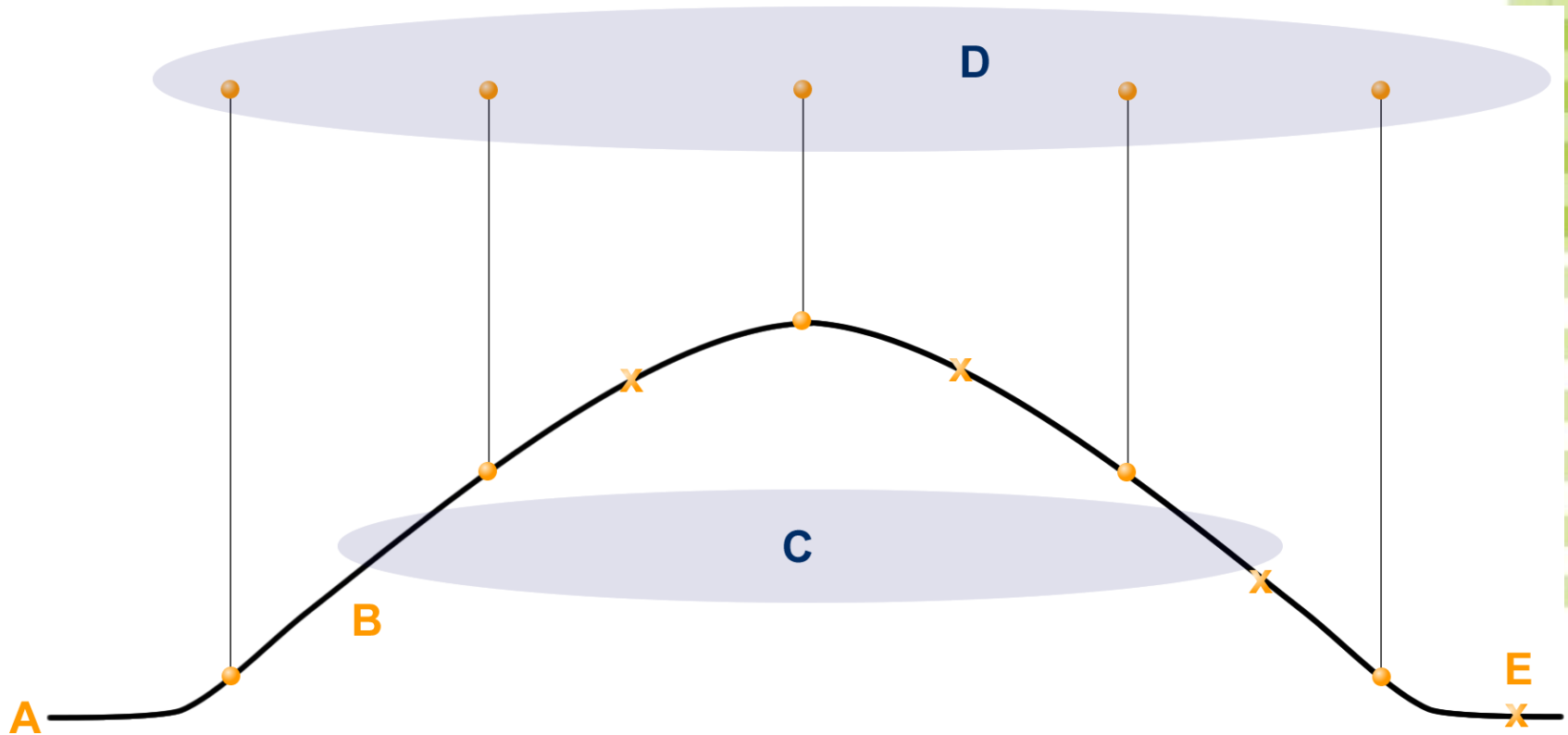
Focus

- To look at the QualDATA logframe and what it has to offer program evaluation
 - 5 phases
 - E statements
 - KRAs and KPIs
 - Evaluation plan

Definitions

- ***Monitoring Evaluation Reporting and Improvement (MERI) is:***
the systematic collection and analysis of processes, outputs and outcomes to allow us to make statements, judgments, claims and conclusions which have the potential to impact on current and future decision-making.
- [after Patton M (1997) Utilization-focused evaluation, 3rd edition, Sage Publications, London]]

5 Phases



Adapted from Owen J & Rogers P (1999) Program Evaluation: Forms and Approaches, 2nd edition, Allen & Unwin, St Leonards, Australia

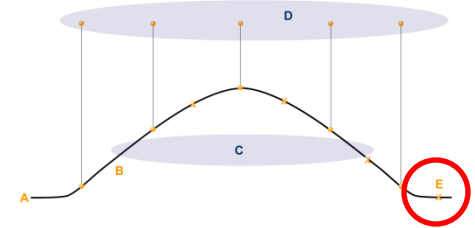
POP Phase	Description
Phase A Scoping	Consultative phase before a Project commences, but is a similar process to looking ahead to a follow-on or second stage of a Project.
Phase B Clarification	When the paper plans hit the practical realities and significant adjustments may be needed. It can also relate to a significant environmental, market or political change requiring a major response.
Phase C Adjusting	'Continuous improvement' or adjusting to changes and needs over time.

POP Phase	Description
Phase D Reporting	This is about the more formal regular reporting - to Steering Committee, Government, Funders, etc.
Phase E Impact and Integration	This is about making summative assessments of the impact or value of the Project – at the end or to-date.

Testing “E” summary statements

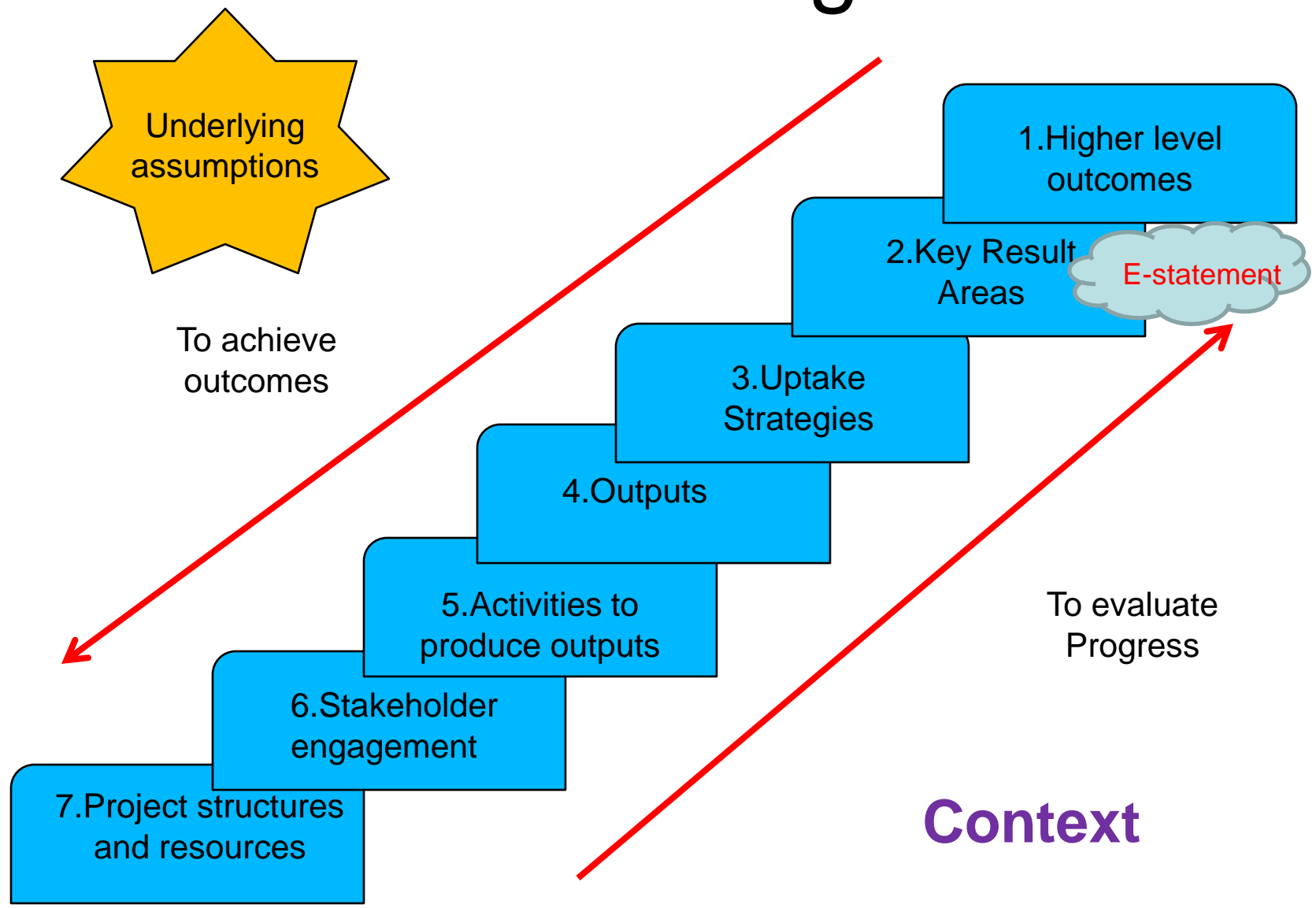
“Gun-Irrigator Project”

Example only



- “As a result of this project there was a significant increase in the capacity of a number of irrigators (1000+) in the Murray Darling Catchment to better plan their irrigation scheduling to maximise water use efficiency - with many of these irrigators (30% by the end of the project, and 80% within 5 years) actively using the new irrigation scheduling software ‘Irrigate-it’ and having changed their irrigation scheduling approach to achieve this, resulting in an 8% improvement to WUE on average across these farms and a potential increase in economic return of \$XXXX and a return of YYYY ML to the MD system.”
- *[note use of past tense as if it has already happened. Focus on what can actually be achieved in the life of the project]*

QualDATA Logframe



QualDATA Framework[©]

Organisational, program or project (POP) levels	Details	Performance indicators	M&E Methods
1. Higher level outcomes <i>Phase A/E focus</i>			
2. Key Result Areas - Specific outcomes or objectives that the project will deliver on <i>Phase A/B/E focus</i>			
3. Uptake strategies – extension, communication, incentives, participative approaches etc (and with whom) <i>Phase C/E focus</i>			
4. Outputs – research, communication or extension outputs (<i>technologies, tools, workshop content, information products</i>) that will be used as part of the uptake strategies to bring about change <i>Phase B/D/E focus</i>			
5. Activities – to produce outputs needed <i>Phase B/C/E focus</i>			
6. Engagement of Key Stakeholders – formal stakeholder engagement activities or forums for information exchange over the life of the project) <i>Phase A,B,C,E focus</i>			
7. Project structure and resources 8. Context - political, economic, climatic factors and/or other programs			9

Key Result Areas - KRAs

KRAs are SMART Objectives of a project or program:

Specific

Measurable

Achievable

Realistic

Time bound

They can be delivered in the life of a project or program and contribute to a broader organisational, regional, state or national goal.

Example KRAs

2.Key Result Areas (KRAs)

[Goals]

Targeted actual achievements within the life of the program or project – within defined boundaries

[As a result of this project there was a significant increase in the capacity of a number of irrigators (1000+) in the Murray Darling Catchment to better plan their irrigation scheduling to maximise water use efficiency - with many of these irrigators (30% by the end of the project, and 80% within 5 years) actively using the new irrigation scheduling software 'Irrigate-it' and having changed their irrigation scheduling approach to achieve this, resulting in an 8% improvement to WUE on average across these farms and a potential increase in economic return of \$XXXX and a return of YYYY ML to the MD system.”]

An improvement in Water Use Efficiency capacity and practice in the Murray Darling System.

KRA 1: Increased awareness, skills and confidence of more than 1000 irrigators and their advisors in Murray Darling Catchment in relation to more efficient irrigation scheduling.

KRA 2: On-ground changes by 300 irrigators in relation to using 'Irrigate-it' and changing their irrigation scheduling to be more water use efficient - with a further 500 indicating they will make changes in the next 5 years.

KRA 3: There is evidence that application of the 'Irrigate-it' software and the associated changed irrigation scheduling practices have/will result in improvements to water use efficiency (8%) productivity, and extra water flow into the Murray Darling system.

Key Performance Indicators

KPIs are those things that you can readily measure to see how well a KRA (level 2) - or an outcome or activity at another log frame level – is progressing and/or how well it has been achieved.



Example KPIs

KRAs	KPIs
<p>KRA 1: Increased awareness, skills and confidence of more than 1000 irrigators and their advisors in Murray Darling Catchment in relation to more efficient irrigation scheduling.</p>	<p>KPI 1: Numbers of irrigators and advisors who are aware of, and have confidence in, (applying) the software and the alternative scheduling approaches.</p>
<p>KRA 2: On-ground changes by 300 irrigators in relation to using 'Irrigate-it' and changing their irrigation scheduling to be more water use efficient - with a further 500 indicating they will make changes in the next 5 years.</p>	<p>KPI 2: Numbers of irrigators who have are using the software and have made a practice change as a result of the project – and who indicate they will make a change in the future.</p>
<p>KRA 3: There is evidence that application of the 'Irrigate-it' software and the associated changed irrigation scheduling practices have/will result in improvements to water use efficiency (8%) productivity, and extra water flow into the Murray Darling system.</p>	<p>KPI 3: Evidence that the software and the new approaches are achieving – or likely to achieve – what has been promised.</p>

Example Methods

KRAs	KPIs	Methods
<p>KRA 1: Increased awareness, skills and confidence of more than 100 irrigators and their advisors in Murray Darling Catchment in relation to more efficient irrigation scheduling.</p>	<p>KPI 1: Numbers of irrigators and advisors who are aware of, and have confidence in, (applying) the software and the alternative scheduling approaches.</p>	<p>M1.1: Project records – who undertook training; who received information. M1.2 4-6 Focus Groups of irrigators and advisors – who undertook training and those who didn't.</p>
<p>KRA 2: On-ground changes by 300 irrigators in relation to using 'Irrigate-it' and changing their irrigation scheduling to be more water use efficient - with a further 500 indicating they will make changes in the next 5 years.</p>	<p>KPI 2: Numbers of irrigators who have are using the software and have made a practice change as a result of the project – and who indicate they will make a change in the future.</p>	<p>M2.1 Randomised phone survey across catchment of both irrigators (stratified for those who did training and who didn't) and advisors. M2.2 Collection and collation of narratives</p>
<p>KRA 3: There is evidence that application of the 'Irrigate-it' software and the associated changed irrigation scheduling practices have/will result in improvements to water use efficiency (8%) productivity, and extra water flow into the Murray Darling system.</p>	<p>KPI 3: Evidence that the software and the new approaches are achieving – or likely to achieve – what has been promised.</p>	<p>M3.1 Research undertaken which underpins software and recommendations. M3.2 Case studies of irrigators who are using the software and made changes.</p>



Horizontal logic

Project Level Gun-Irrigator Project	Project Logic	Key Performance indicators	Methods
7.Higher Level Outcomes	<ul style="list-style-type: none"> Improved river health Improved returns /ML Sustainable water access 	<ul style="list-style-type: none"> Changes in health indicators Changes in industry \$/ML Changes in access variation 	<ul style="list-style-type: none"> Catchment data Industry statistics National statistics
6.Key Result Areas	<ul style="list-style-type: none"> KRA 1: Increased awareness and capacity of irrigators KRA 2: Use of software and on-ground changes KRA 3: Evidence of measurable impact 	<p>KPI 1: Numbers aware of and confident in applying)</p> <p>KPI 2: Numbers who use software and made a change.</p> <p>KPI 3: Quantified evidence of impact</p>	<p>M 1:Project records; 4-6 Focus Groups</p> <p>M2: Phone survey & narratives</p> <p>M3: Research results & Case studies.</p>
5.Uptake Strategies	<ul style="list-style-type: none"> Training in irrigation software \$ incentives to use consultants & buy software Newsletters and articles 	<ul style="list-style-type: none"> Who was trained; quality Who took up incentives <p>Distribution; awareness</p>	<ul style="list-style-type: none"> Records; feedback sheets Records <p>Records; phone survey</p>
4.Outputs	<ul style="list-style-type: none"> Irrigation scheduling software Incentive packages Communication strategy 	<ul style="list-style-type: none"> User friendliness; accuracy Clarity; sufficiency logic 	<ul style="list-style-type: none"> Pilot test; peer review Pilot test; uptake levels Test with Steering Ctte
3.Activities to produce outputs	<ul style="list-style-type: none"> Research on best practice scheduling and incorporation into software Negotiations with funders Stakeholder analysis 	<ul style="list-style-type: none"> Research rigour Satisfaction with outcomes Comprehensiveness 	<ul style="list-style-type: none"> Peer review Interviews with staff Team review
2.Stakeholder engagement	<ul style="list-style-type: none"> Steering Committee – 6 monthly meetings 	<ul style="list-style-type: none"> Level of engagement Satisfaction with 2-way input 	<ul style="list-style-type: none"> Steering Ctte records Debrief of members
1.Project structures and resources	<ul style="list-style-type: none"> Management committee 5 project officers \$2m 	<ul style="list-style-type: none"> Project milestones met Staff performance Budget met 	<ul style="list-style-type: none"> Project records Staff interviews Project accounts
Context and Issues	<ul style="list-style-type: none"> Reduced allocations Major political issue 	<ul style="list-style-type: none"> Changes in allocations Types of public comments 	<ul style="list-style-type: none"> National statistics Media analysis

Method	Timing	Focus/KRA	Responsibility
Focus Groups 4-6 across catchment	At start and end of project	KRA 1: Increased awareness, skills and confidence of irrigators and their advisors	Project leader to sub-contract out.
End of project survey of Irrigator and advisors	At end of project	KRA 2: On-ground changes/intentions by landholders in relation to use of software and changes in scheduling.	Project team to design survey. Project leader to sub-contract out survey itself.
Collection and collation of narratives - aim for 6 per person per half year	During life of the project – attached to 6 monthly reports	KRA 2: On-ground changes/intentions by landholders in relation to better integrating NRM into their livestock management	All project team members
Case studies	In final year of project	KRA 3: There is evidence that use of the software and associated changes will provide expected impacts	Researchers and economists associated with project

Conclusions

- The log frame has proven useful at project, program and organisational levels – for research focused or extension/ education-focused initiatives
- It has been useful in gaining a common understanding/agreement of the process and outcomes and how best to measure them
- It has also provided an easy data collation and reporting framework.

Some “different” data collection methods

- Simple feedback tools
- Narratives



Simple Feedback Tools

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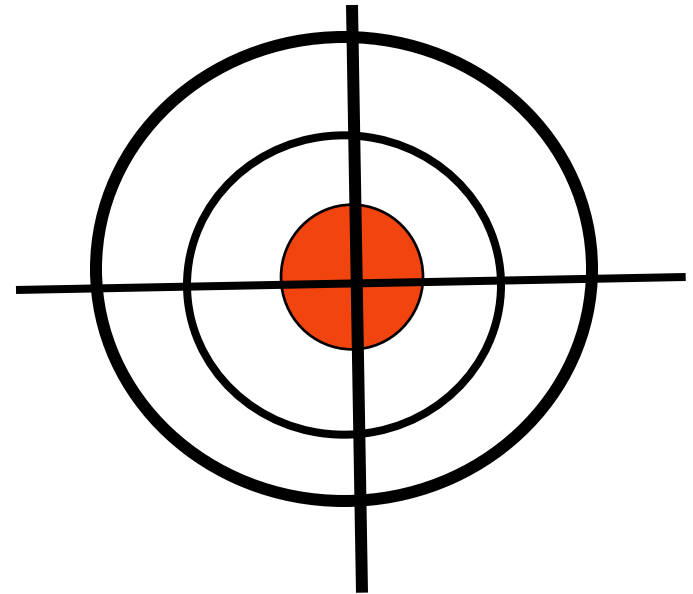
Objective – what actually happened (factual)?

Reactive – how did you feel about it?

Interpretive – what did it all mean? What were the main messages?

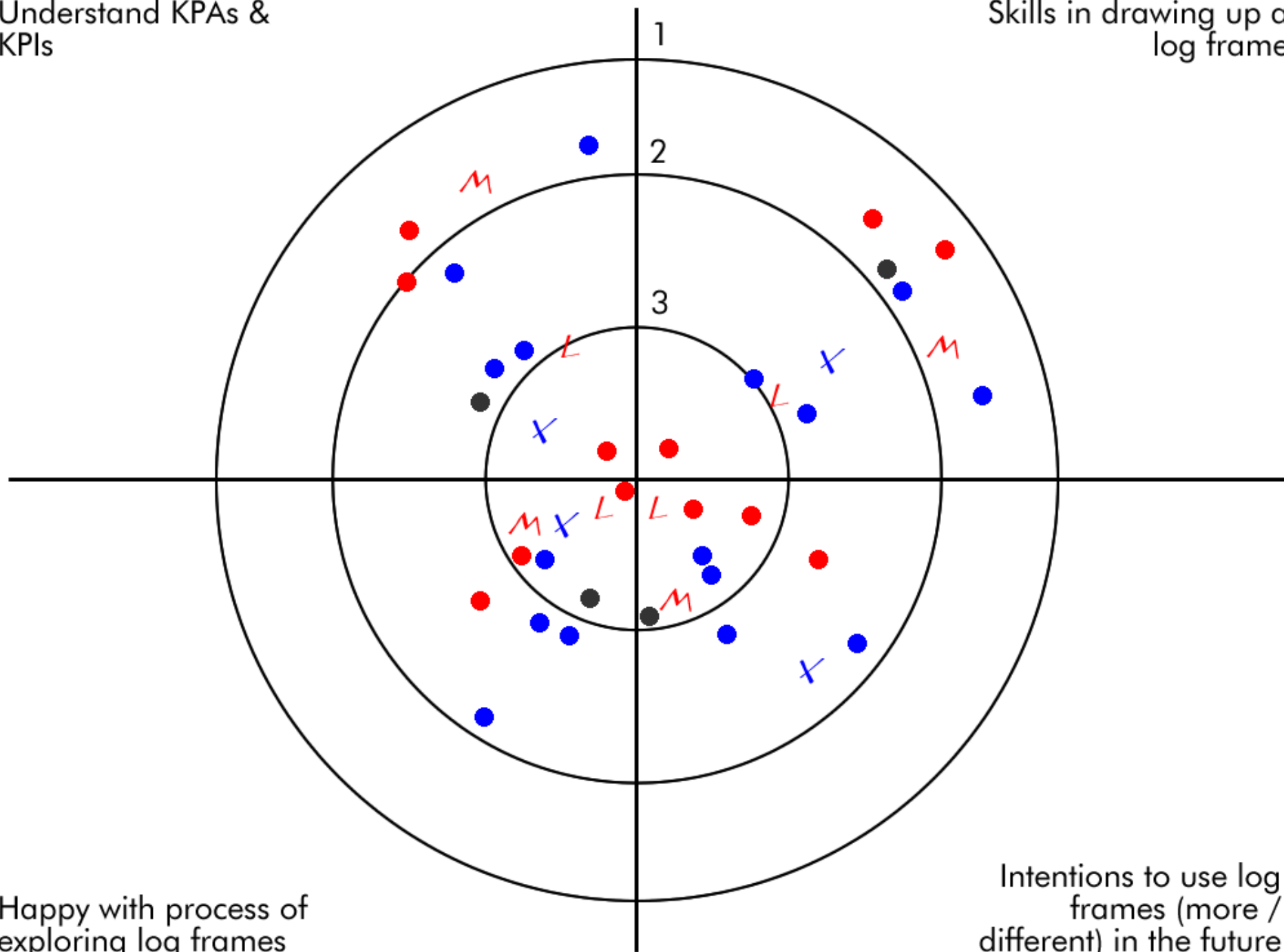
Decisional – what can you use? What might you do differently as a result? What might you follow-up?

Dart Board



Understand KPAs & KPIs

Skills in drawing up a log frame



Happy with process of exploring log frames

Intentions to use log frames (more / different) in the future

Narrative Structure

The situation of the team member
The specific activities/processes etc which triggered a change
The change (new understanding, attitudes, practice etc) that occurred
The observed/expected impact of that change

Issue: Productivity/social

- George and Mary K are members of the Red Rock group and had been involved in designing a trial on their neighbour's property to look at a new approach to controlled grazing.
- They attended regular meetings at the site but also visited and discussed what was happening with the neighbour at other times.
- As a result of their observations and discussions and the group analysis of the results, George and Mary converted their whole grazing management approach to mirror the one trialled.
- ...”we believe it has the potential to lift our productivity by 10% while better maintaining the grass cover” they reported. They also pointed out that it meant that they were less anxious about the projected further drought.

Thanks

- More information and access to our newsletter on the QualDATA website www.qualdata.net.au
- Happy to help any of you work through using the QualDATA log frame