

## Why a log frame?

Working in the Monitoring and Evaluation (M&E) arena has never been more interesting – nor demanding! We constantly need to push the limits to ensure that new more comprehensive government and stakeholder reporting requirements are being met.

But people never stop thinking outside the square! It was recently put to us in the context of one large program we are working with, that the value of effective M&E is seen as a way of marketing the program to potential investors as well – not just reporting to existing funders or managers.

We continue to develop the QualDATA Logical Framework to meet the needs expressed by clients. The current framework which works well both at Program, Organisation or Project (POP) level can be seen below.

<b>Program Organisational or Project Level</b>  The key links in the chain needed to achieve the desired outcomes – providing a focus area for program planning, monitoring and evaluation.	<b>Program Logic</b>  A description of your program as it relates to each of the project levels	<b>Key Performance indicators</b>  What you can measure to see if your program is performing at each program level	<b>Methods</b>  The data collection methods to be able to measure the Key Performance Indicators
<b>1.Higher level Outcomes</b>  Longer term impacts flowing on from the achievement of the KRAs			
<b>2.Key Result Areas (KRAs)</b>  Targeted and bounded actual achievements within the life of the POP			
<b>3.Uptake Strategies</b>  The use of communication, extension, training, education, commercialisation, incentives etc to facilitate and encourage use of new innovations			
<b>4.Outputs</b>  Research and extension products that capture gains in knowledge and innovation that can be applied to achieve the KRAs			
<b>5.Activities to produce outputs</b>  Projects designed to produce the necessary outputs and utilise the uptake strategies to achieve the KRAs			
<b>6.Stakeholder engagement</b>  The underpinning and on-going consultation, interaction and co-learning strategies that ensure that projects and their outputs are relevant and useable			

<p><b>7. Project structures and resources</b></p> <p>The dollars, institutions, staff, management structure, facilities and assets needed to achieve the KRAs</p>			
<p><b>Context and Issues</b></p> <p>The seasonal, environmental, policy, other programs and factors that impact on the ability to achieve the KRAs.</p>			

The 7 levels in the QualDATA Log Frame shows the Program and Evaluation Logic. The premise is that each level is a key link in the chain (not necessarily linear) on the pathway to impact and needs to be monitored as the program progresses. A weak link in a 'lower level' would make it difficult to achieve the critical Level 6 Key Result Areas (KRAs). Key Result Areas are those specific short-term impacts that can be achieved in the life of the project. These are measured by Key Performance Indicators (KPIs). Strong performance in the lower levels can provide confidence that the program is on the way to achieving these KRAs – and that the program itself will deliver the promised longer-term impacts.

The table pivots around Level 2 – the Key Result Areas or KRAs. This provides the focus for all of the activities of the program or organisation. The way to define these KRAs is to answer the question: "What can we actually achieve in the life of the program or organisation which provides the basis for the flow on benefits promised, as longer term outcomes from our activities?" These should fit the SMART criteria (Specific, Measurable, Achievable, Realistic and Time-bound). Key Performance Indicators are ways in which we can measure progress or achievement of these KRAs. If you are interested in looking at some worked examples, let us know.

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