

QualDATA Fact Sheet

QualDATA Evaluation Log Frame 2010

Working in evaluation is a learning process. A couple of years ago we developed our QualDATA Monitoring, Evaluation and Reporting Log Frame which we have used in our work with clients and in training. We found this to be incredibly useful for developing an effective framework for planning and reporting on the monitoring and evaluation of even quite complex and large projects and programs!

In the course of using and adapting the framework to the needs of programs and projects we have reviewed what worked best – and what changes were needed to make it work even better for project teams and evaluators. This new version takes what was best from the original log frame and includes modifications to better guide people in applying this to their own situation and needs.

The new version is based on 6 levels rather than the original eight. In better defining the 6 levels, apparent duplication/overlap is avoided. For example, underpinning research, development and planning activities - and their outputs - are now included in the same level (Level 4 – Underpinning Activities) – rather than having a separate level for describing outputs alone. Stakeholder engagement is now captured as part of Level 3 (Uptake Strategies), Level 4 (Underpinning Activities) and Level 5 (Supporting Structures, staff and resources) – depending on whether the engagement relates to directly influencing change (level 3), gathering information to inform the process (Level 4) or guiding program/project management through a Steering or Reference Group (Level 5).

Monitoring and Evaluation Log Frames are about better planning of M&E activities over the life of a program or project – consistent with **what** a program/project is actually endeavouring to achieve and **how** they are going about it. They show the logic of the program/project itself from inputs to outcomes and assist in indentifying the **performance measures** at each level and stage of the program/project. This provides a firm basis for making decisions about what data collection methods are needed to ensure that you can effectively report against the program/project's process and outcomes. The new QualDATA M&E Log Frame '10 is shown below. Each level and column is explained within the table.

QualDATA M&E Log Frame '10[©]

MER Levels Input to outcome	Project Logic <i>Planned processes and outcomes of the program/project</i>	Performance Measures Information needed to track and report on progress and performance	MER Methods How data will be collected to provide information for reporting on performance measures
1. Longer term Outcomes <ul style="list-style-type: none"> • Economic • Social • Environmental towards which the program/ project is intended to contribute.			
2. Key Result Areas Specific measurable short term <i>impacts</i> to which the program/project is planning to deliver on in its life. Life <i>[including other/unintended benefits or consequences -KRA X]</i> Key Performance Indicator (KPI) = Level of achievement of Planned KRAs			
3. Uptake Strategies Approaches used to communicate, influence, assist and/or encourage appropriate people or groups to be aware and develop targeted capacity and/or changes to their practice.			
4. Underpinning Activities Research, Development & Planning Activities and Outputs needed to provide the science, tools, information or materials to support the change process			
5. Supporting Structures, Staff and Resources Amount of resources, staff (and range of skills), management processes, Steering Groups and other structures to oversee and undertake project/program activities.			
6. Context and external influences on outcomes Political, economic, climatic and other factors that can impact on the success or otherwise of the program and process			

The M&E log frame is best filled out and used in the planning phase of the program/project. However often you may need to develop one after a project has commenced. In this case the project documents combined with program/project team workshops can provide the basis for

completing the MER Log Frame. This team process also helps to ensure that the program/project team are clear about the logic and desired outcomes.

The following example shows the type of information that would be included in each row and column of the Log Frame

Example: Project to improve the social and economic sustainability of small regional Australian towns

MER Levels Input to outcome	Project Logic <i>Planned processes and outcomes of the program/project</i>	Performance Measures Information needed to track and report on progress and performance	MER Methods How data will be collected to provide information for reporting on performance measures
<p>1. Longer term Outcomes</p> <ul style="list-style-type: none"> Economic Social Environmental <p>towards which the program/ project is intended to contribute.</p>	<ul style="list-style-type: none"> Stronger regional Australian development Reduction in the net loss of rural and regional population to coastal cities. Improved quality of life for residents of rural and regional towns. 	<p>Changes in targeted regions and towns over time over time of:</p> <ul style="list-style-type: none"> Economic activity Population Demographics Quality of life indicators 	<ul style="list-style-type: none"> Australian Bureau of Statistics Other regional statistics and reports Quality of life surveys and/or focus groups
<p>2. Key Result Areas</p> <p>Specific measurable short term <i>impacts</i> to which the program/ project is planning and able to deliver on in its life – <i>including other/unintended benefits or consequences (KRA X)</i></p> <p>Key Performance Indicator (KPI) = Level of achievement of Planned KRAs</p>	<p>KRA 1: By the end of the project (3 years) a core group of citizens in regions X & Y and towns A,B,C& D will have increased their understanding of business establishment and management, developed skills in business development resulting in a number of new businesses with a resulting increased employment and measurable gain in regional income.</p> <p>KRA 2 There will be increase in the number of young people who are committed to remaining/ returning to their home region to pursue careers and establish their homes – including evidence that loss of 18-25 yr olds has been reduced by 10%.</p> <p>KRA X Any unintended benefits or negative consequences resulting from the project activities.</p>	<ul style="list-style-type: none"> Details of regions/towns affected compared to intentions. Number and demographics of citizens impacted. Type and level of changes in understanding and skills and motivation to develop/improve businesses. Changes in levels of employment in town/region resulting from new activity from project Potential/Actual changes in level of income in impacted individuals/benefits for community Numbers of young people impacted on by project. Changes in their attitudes and intentions in relation to returning/living in home towns/region Evidence of any change in migration trends in this group. Types and levels of benefits or consequences have resulted and their causes/lessons 	<p>Relevant to all KRAs:</p> <ul style="list-style-type: none"> Project records/data base Feedback sheets from events run Survey of participants in activities/project initiatives Narratives (short stories of changes individuals have made) Case studies – more in-depth analysis of changes and impacts Town/regional statistics Interviews with informed persons in the towns (eg: Chamber of Commerce, Mayor; Youth leaders; charities; etc)
<p>3. Uptake Strategies</p> <p>Approaches used to communicate,</p>	<p>Overall</p> <p>Media releases relating to project and issues</p> <p>Public meeting with interested</p>	<ul style="list-style-type: none"> Type, placement and circulation of media related to project – and assessment of 	<ul style="list-style-type: none"> Project records Media monitoring and

<p>influence, assist and/or encourage appropriate people or groups to be aware and develop targeted capacity and/or changes to their practice.</p>	<p>persons</p> <p>In relation to KRA 1</p> <ul style="list-style-type: none"> • Provision of interest-free loans to boost small business investment • Training in business development and management • Establishment of a business support centre in each town – with 3 year seed funding <p>In relation to KRA 2</p> <ul style="list-style-type: none"> • Financial support to sporting clubs catering for 20-30 year olds • Establishing town committees to plan events for youth and early marrieds – with seed funding • 3 year funding of an event coordinator 	<p>positive/negative value</p> <ul style="list-style-type: none"> • Extent of public meetings, demographics of attendees, their reaction and intentions following the meetings • Extent and demographics of interest and take-up of small business loans; intentions for their use; level of repayment • Number and demographics of those who undertook training – and their reactions and intentions following training • Extent to which business centres established and the resulting level of use and interest – indication of self funding beyond project. • Extent and use of financial support and its impact on participation levels in sport. • Extent, level and functioning of town event committees – types of events and levels of participation • Details of placement of coordinators; types of activities; resulting interest. • Indications that position might be self funding beyond the project. 	<p>analysis</p> <ul style="list-style-type: none"> • Feedback sheets from meetings • Project records • Feedback sheets from training • Loan application analysis • Support centre records • Project team debrief
<p>4. Underpinning Activities Research, Development & Planning Activities and Outputs needed to provide the science, tools, information or materials to support the change process</p>	<p>Overall</p> <ul style="list-style-type: none"> • Widespread consultation with state and regional planning authorities to select towns and establish protocols and processes. • Consultation within selected towns and benchmarking of key indices. • Website with information relating to business development and support for young families <p>In relation to KRA 1</p> <ul style="list-style-type: none"> • Selection/development of most appropriate small business training model and related materials and modules. • Development of incentive package for small business development. <p>In relation to KRA 2</p> <ul style="list-style-type: none"> • Develop job description and fill it for event coordinator. • Develop protocols for financial support for sports clubs and events. 	<ul style="list-style-type: none"> • Extent of consultation and demographics of participants; their reaction, input and satisfaction with emerging plans and reports. • Extent of capturing key indices for benchmarking purposes • Level of impact on project planning • Level of use of website • Completion and assessment of appropriateness and quality of training model • Completion and Assessment of appropriateness of incentive package • Employment of appropriate person job description in targeted locations • Completion and appropriateness of protocols of financial support. 	<ul style="list-style-type: none"> • Project records • Meeting feedback sheets • Analysis of Benchmarking Reports • Analysis of changes in planning resulting from consultation • Web statistics • Pilot testing and peer review of training modules and incentive packages – content and process • Comparison to best practice in the literature • Project records • Feedback from selection committee • Peer review of financial protocols.

<p>5. Supporting Structures, Staff and Resources</p> <p>Amount of resources, staff (and range of skills), management processes, Steering Groups and other structures to oversee and undertake project/program activities.</p>	<ul style="list-style-type: none"> • Steering group – state and regional representatives • Project Management Committee • Manager • Staff – 4 core staff with regional development and business development skills. • Budget - \$4m 	<ul style="list-style-type: none"> • Representativeness of Steering Committee • Level of functioning and input • Appropriateness and effectiveness of management model and practice • Filling of management and staff positions, ability to maintain staff and staff performance • Level to which budget made available as planned and sufficiency for task. 	<ul style="list-style-type: none"> • Project records • Annual Steering Committee, Management Committee and staff debrief • Staff performance process • Budget reports
<p>6. Context and external influences on outcomes</p> <p>Political, economic, climatic and other factors that can impact on the success or otherwise of the program</p>	<ul style="list-style-type: none"> • Prolonged periods of drought or floods • Interest rates and economic trends • Other supporting/counteracting government policies 	<ul style="list-style-type: none"> • Types and extent of impact by external factors • Implications for project activities and modification of KRAs 	<ul style="list-style-type: none"> • Media monitoring • Debriefs • Steering Committee minutes

QualDATA will be happy to assist you in applying this M&E Log Frame to your own situation and assisting you in the M&E implementation or reporting at any stage. We can also provide more details on these methods and others.



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