

KANTAR PUBLIC

**Can rapid
evaluations be
rigorous?**

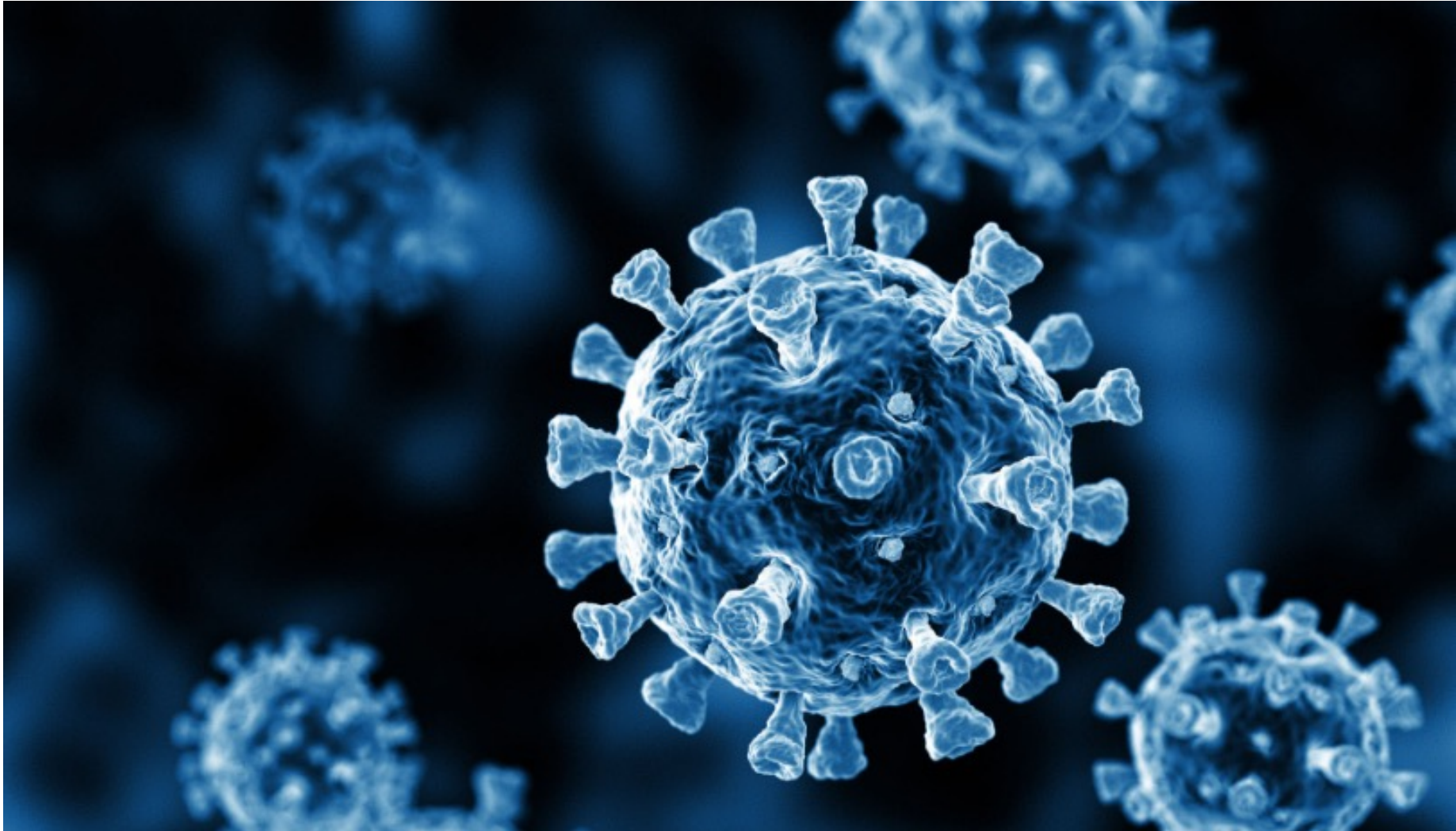
Miriam Jeyapalan
AES Conference, Brisbane
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There is an increasing desire for a quick turnaround on evaluation findings



COVID-19 increased awareness and need for rapid evaluations



A rapid evaluation is...

Designed to provide timely insights for decision-making within a relatively short timeframe.

A rigorous evaluation is...

1. well-planned
2. uses a methodologically sound approach
3. produces credible and valid findings

Rapid evaluations are best suited to making course corrections



Start with a well thought out plan



Planning and design

Data collection and analysis

Throughout the evaluation

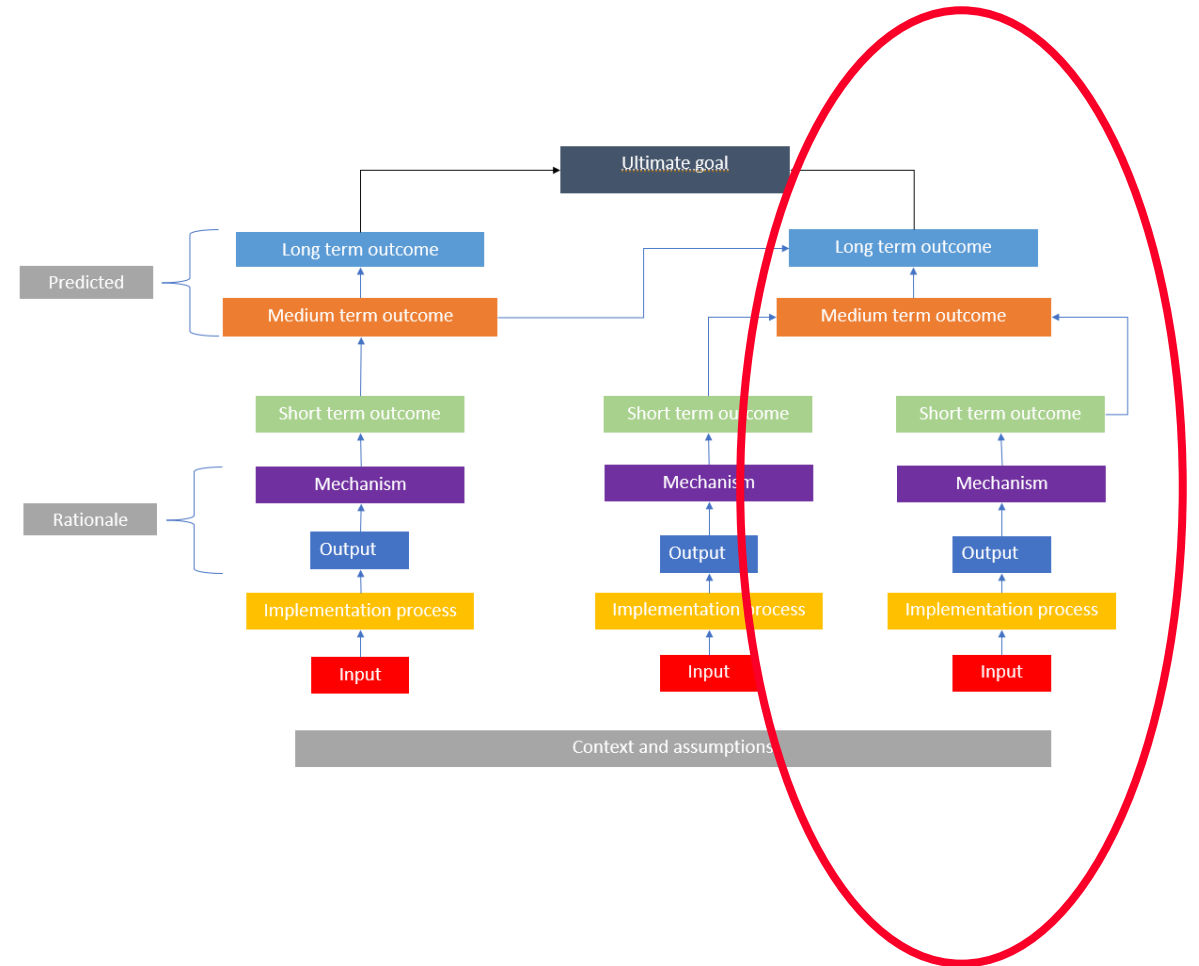
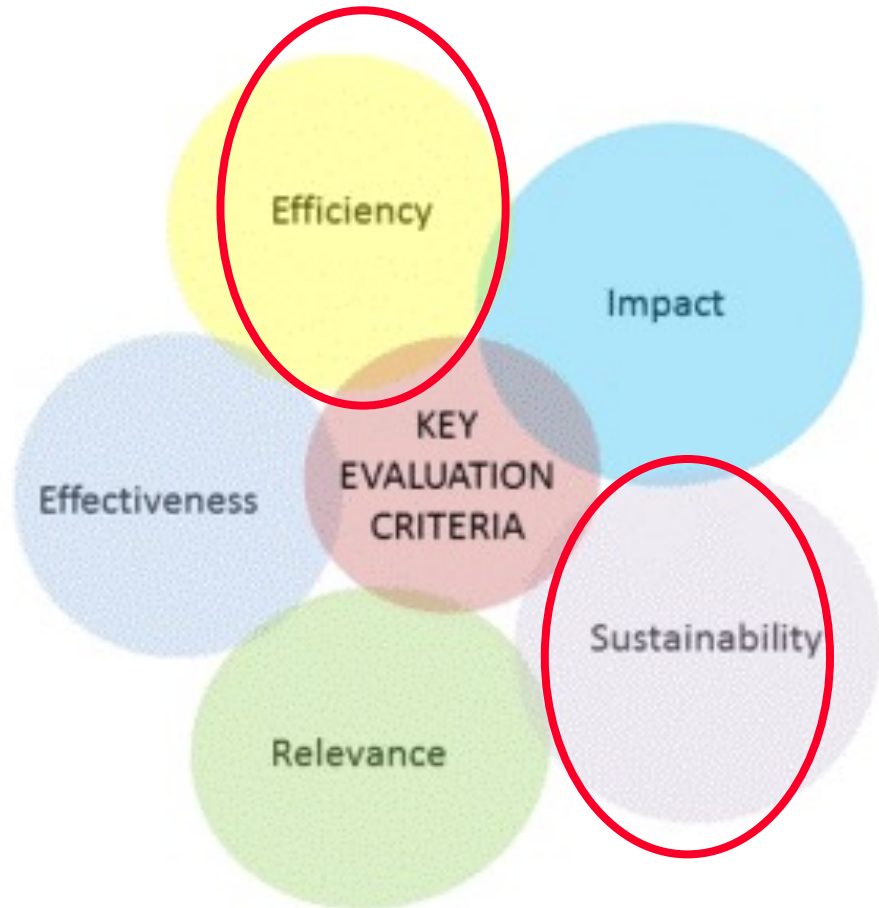
Co-design a Theory of Change

This is our evaluator. Every time she collects data it will help us remember what we said we were going to do in the first place.



freshspectrum.com

Prioritise evaluation lines of enquiry



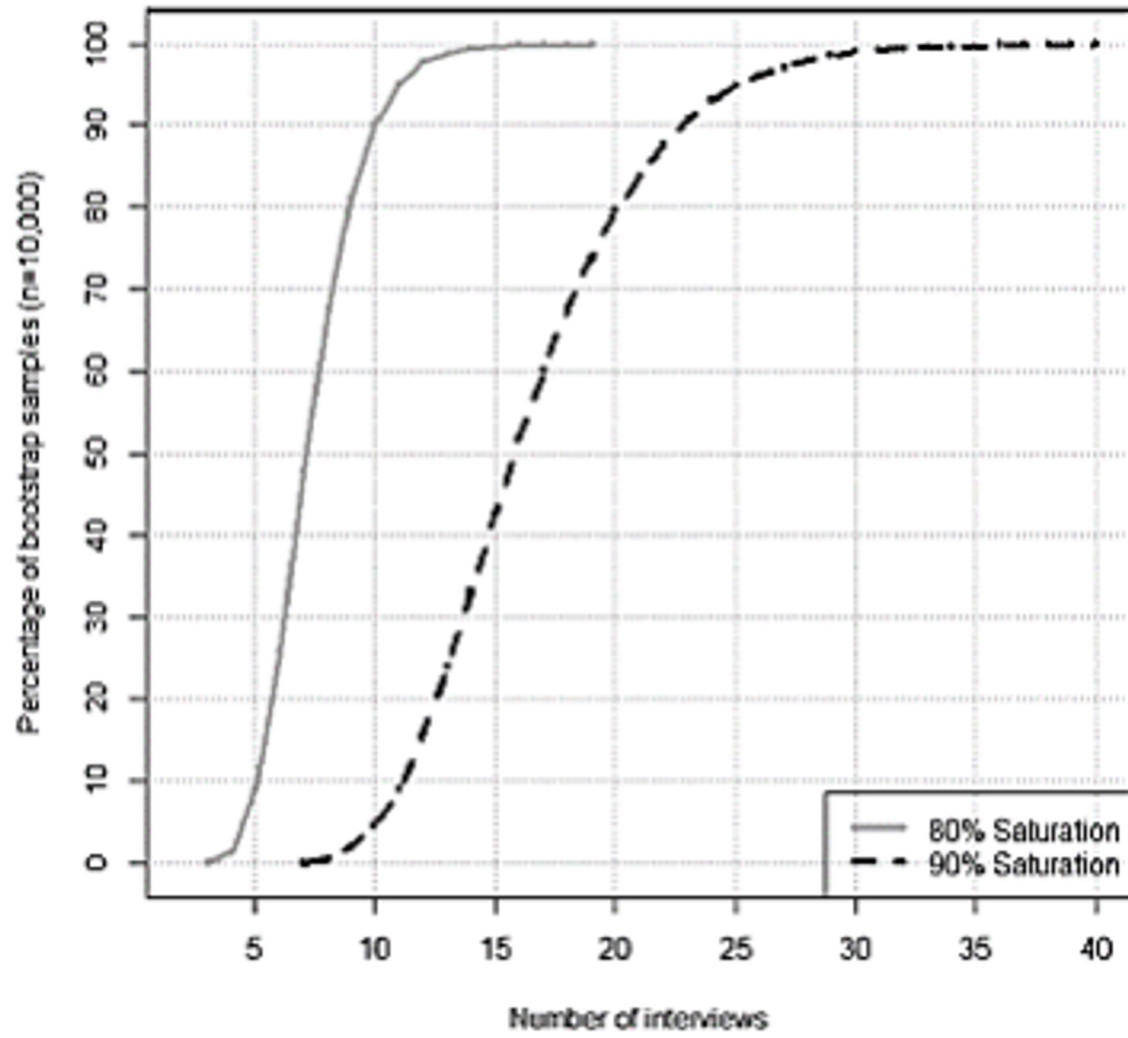
Select up to 3 well-targeted evaluation questions



Link every activity to answering the evaluation questions

Evaluation Question	ToC component	Indicator of success	Data source
To what extent was the program design appropriate to the local context?	Community members were involved in program design	Community members report they had input into the program	Community member interviews
		Program staff describe the consultation and design process	Program staff interviews
		Community member input was incorporated into the program design	Administrative data (compare community group meeting minutes with program design)

Minimise unnecessary data collection



Pilot test tools with colleagues

Data collection and analysis

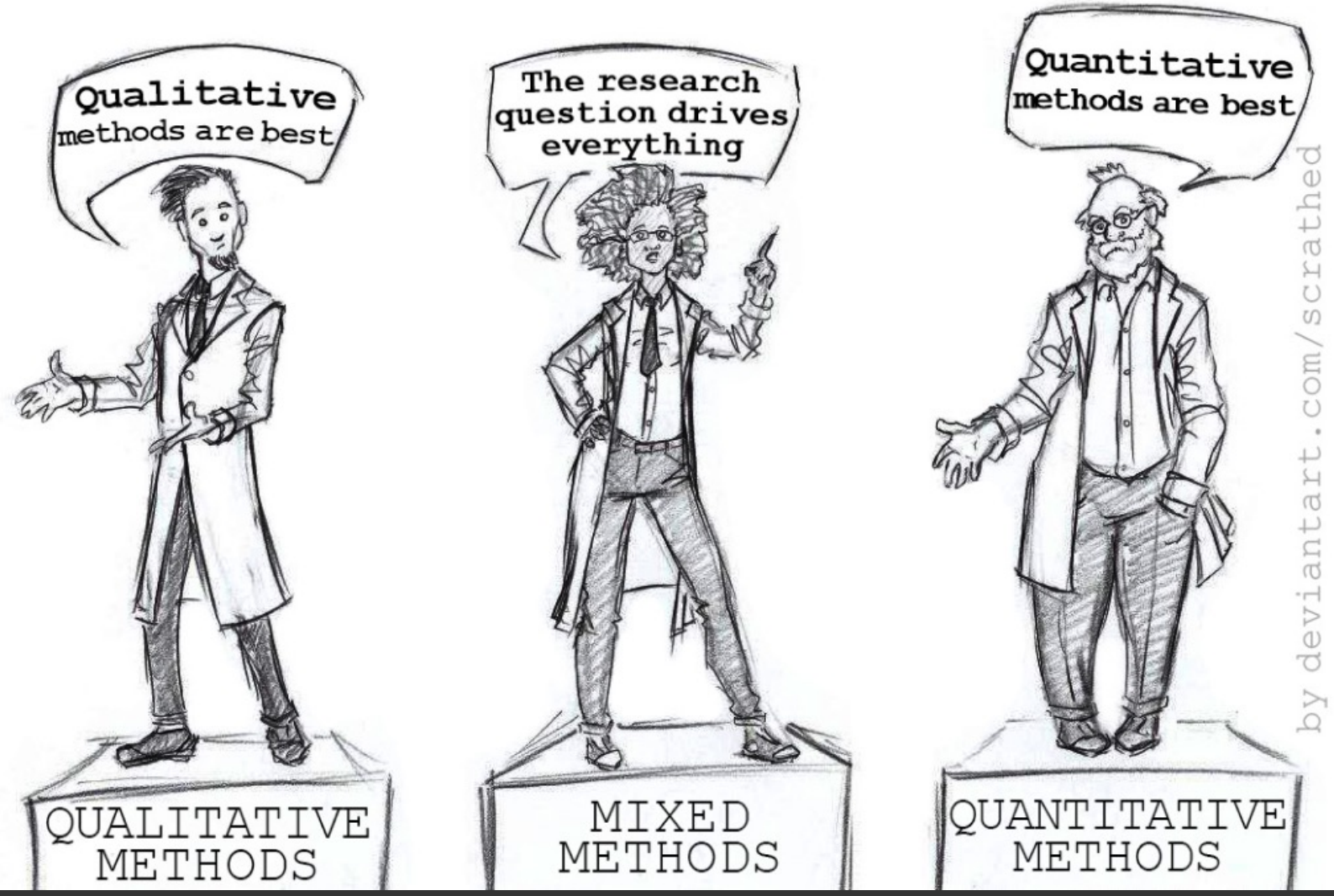


Conduct data collection and analysis in parallel

Data collection and analysis



Have each team member take ownership of one method



Triangulate data through team discussion



Embed a client representative and a program participant in the evaluation team

Throughout the evaluation



Experienced hands make efficient work

Throughout the evaluation





Thank you!

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