

Impact Evaluation

Why, What, and How

PRE-CONFERENCE WORKSHOP HANDOUT




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Which statement do you find more convincing and why?

-  98% of participants reported being satisfied or very satisfied with the new lab materials. 90% of them said they would recommend the course to a friend.
-  Students who used the new lab materials were three times more likely to pass the licensing exam than those who used the old lab materials in their preparatory courses.
-  1,500 students used the new lab materials in 2018.



Defining characteristics of impact evaluation

- 1 Measures the **long-term effects** of a project's activities
- 2 **Attends to causality** and the project's role in bringing about these effects
- 3 Assesses **intended and unintended** impacts



Requirements for determining causality

- 1 **Temporal precedence**
The potential cause happened before the effect.
- 2 **Covariation of the cause and effect**
When the potential cause is present, so is the effect;
when the cause is absent, the effect is also absent.
- 3 **No plausible alternative explanations**
Nothing else could have explained the effect.



Potential data sources for post-program student impact

1 National Student Clearinghouse

[Studentclearinghouse.org](https://studentclearinghouse.org)

StudentTracker for Educational Organizations

bit.ly/nsc-student-tracker

Example evaluation report using National Student Clearinghouse data

bit.ly/nsc-eval-report

2 LinkedIn

[LinkedIn.com](https://linkedin.com)

LinkedIn for Higher Education Professionals

university.linkedin.com/higher-ed-professionals

LinkedIn for Alumni Tracking Blog by Ben Reid and Kevin Cooper

evalu-ate.org/blog/reid-jun19

Example evaluation report using LinkedIn Data

gonuke.org/reports



Impact evaluation resources for further learning

- Impact Evaluation Video Series by UNICEF
bit.ly/unicef-impact-videos
- Understanding Causes of Outcomes and Impacts by BetterEvaluation
bit.ly/bettereval-cause
- Strategies for Causal Attribution by Patricia Rogers and UNICEF
bit.ly/roger-causal-strategies
- Establishing Cause and Effect by Web Center for Social Research Methods
bit.ly/trochim