SVP Denver Evaluation Cohort Scope

Project Scope and Description

SVP Denver will support a cohort of nonprofit organizations to refine their evaluation practices. Evaluation is both a process and a product that supports nonprofits in demonstrating the impact of their programming and, when done well, helps nonprofits identify how they might adapt programs to improve their effectiveness.

By the end of the program, each organization will:

- refine their key learning questions and associated evaluation indicators
- develop a draft evaluation plan including data collection and analysis processes
- develop a plan for how to use data to inform adaptive management of programs;
- and identify ways to improve the quality of data presentations for external stakeholders.

Program Structure:

- There will be four to six nonprofits in the program
- The program is 10 weeks (complete schedule below). Each nonprofit will be assigned a co-learning coach who is a Partner from SVP to help them work through common evaluation challenges.
- Organizations will meet virtually every other week in a 1-2 hour lesson to discuss core evaluation concepts.
- In between lessons, organizations will be asked to convene one 60 minute meeting with their coach and core design team to work on a homework assignment, and will be asked to submit their assignment prior to the next lesson.
- **After the first 3 sessions, organizations will have a draft evaluation plan and will be asked to collect feedback on it from other key stakeholders**.

In addition to the products themselves, we hope this participatory approach will leave each organization with a deep understanding of evaluation concepts, which they can use to further refine their evaluation processes over time.

Project Participants and Roles

Each participating nonprofit will establish a core internal "Learning Design" team. This team will collaboratively refine their organization's evaluation plan throughout the duration of the program, following the guidance of the facilitator. Each team will also have one coach, an SVP Denver Partner-Member, who will serve as a third-party reviewer and thought partner. Here is a bit more about the role SVP Members will play in this cohort:

- **SVP Facilitator** (1-2 individuals with extensive professional experience in the topic)**:** Responsible for designing cohort curriculum and facilitating bi-weekly workshops.

The purpose of these workshops is to help cohort members understand evaluation concepts, and set cohort members up to self-facilitate the drafting of their own evaluation plans and tools. Drafting will occur as "homework" between the sessions. The SVP Facilitator will also provide feedback on drafts created through this process.

- **SVP Coach:** Each participating organization will be paired with one SVP partner-member with business and/or nonprofit subject matter expertise to serve as their coach. The coach is expected to participate in all "homework" meetings, and will also provide feedback on drafts created through this process. The feedback from the Facilitator and Coach is intended to be independent - both will have ideas or suggestions for your drafts, and ultimately it's up to each organization to decide which suggestions to take.

Prior to beginning this cohort, we suggest you determine as a team who will serve in the following roles:

- **Internal Project Lead**: One of the design team members should be the cohort project lead: the internal facilitator of their organization's evaluation processes. The internal project lead may delegate facilitation or drafting responsibilities, but is ultimately accountable for making progress on this project. **This person should commit 2 - 5 hours per week over the duration of the cohort.**
- **Core Design Team Members:** This should be a group of two to four individuals. It is important that all core design team members participate in every evaluation design session, which will be held in between our bi-weekly cohort meetings. While it is important that this team works well together, diversity of perspective is also important. We recommend engaging different staff levels (e.g., not just the executive team) as well as at least one person who is not on your staff (e.g., a board member) in this group. **Each member should commit one to three hours per week over the duration of the cohort.**
- **Other Stakeholders to Consult:** During this process you will be asked to share a draft of your evaluation plan with at least 3 other individuals who are not part of your organization but can provide helpful feedback. Start thinking about who these individuals might be now. Again, diversity in perspective is important for this group.

Project Outputs

By the end of this project your organization will have:

1. List of key learning questions and related evaluation indicators

2. Revised data collection and analysis processes

3. Revised evaluation plan

4. Plan for how your organization will use data to learn and adapt your programming and/or theory of change

5. Sample data presentation for a key indicator or impact story

Project Outcomes

Engaging in this project should provide your organization some of the following benefits:

- Increased knowledge of evaluation processes

- Time to critically reflect on your organizational impact and how your organization's activities contribute to achieving your mission

- Increased knowledge of methods to improve learning about what is working to further your mission and what is not so that you can refine programming to improve your impact

- Increased organizational understanding of evaluation processes and practices and an opportunity to get staff and executive buy-in

Project Intended Impact

Ultimately, participation in this cohort should influence the following impacts:

- Greater team alignment on your organization's who, what, why, and how

- Greater team understanding of what pieces of data are important to monitor your organization's performance

- Potential for better decisions on how to allocate resources to different program areas

- Improved effectiveness of your organization's programming in line with your Mission

- Stronger tools for communicating what your organization hopes to achieve with funders

Scope Exclusions

Things that we cannot accomplish within this scope:

- **Revisiting Mission / Vision and Theory of Change:** This process assumes that your organization is aligned on its overall mission and vision and has gone through the process of creating a Theory of Change. If there is significant disagreement/lack of clarity on what the mission or vision and/or Theory of Change should be, refining evaluation practices may be difficult.
- **Collecting and Analyzing Data:** At the end of the cohort program, your organization will be well equipped to begin collecting and analyzing data, but this will not happen during the cohort itself.
- **Graphic Design/Data Visualization:** SVP Denver will suggest approaches to graphically representing your evaluation. However, we are unable to provide graphic design services as part of this cohort. In lieu of that, we will recommend ways to find graphic design support that organizations can pursue.

Timeline

The group sessions are scheduled to meet as outlined below though this schedule is subject to change based on participant availability. Group session exact date/times will be set at the start of the program, according to participant availability.

Your organization's design team will meet with your partner coach on the "off" week in between group sessions; we recommend you meet at the same time as our group sessions, but you will set that schedule directly with your coach.

Date	Event
Week of 3/22	Group Session 1- Welcome + What to Measure and Why (90 minutes)
Week of 4/5	Group Session 2- Data Collection and Analysis (120 minutes)
Week of 4/19	Group Session 3-Developing/Refining Your evaluation Plan (90 minutes)
Week of 5/3	Group Session 4- Pause and Reflect/Adapt (90 minutes)
Week of 5/17	Group Session 5- Wrap-Up + Share evaluation Plan, + Discuss Data Presentation (90 minutes)

Agreement to Proceed

I approve the project as described above and authorize the team to proceed:

_____

Name/Organization/Title

_____

Signature

_____

Date