QUICK GUIDE

The purpose of this template is to draft an evaluation study for evaluating the impact of your legacy efforts. You will discuss what data to collect and how to do it. The aim is to have a thorough idea of how you can measure the impact you are hoping to create.

Make sure you are focusing on one activity at a time; if you have more activities, complete a poster for each activity.

STEP 1

In the first four boxes, you are focusing on WHAT you want to measure, WHAT questions you want to ask, and WHAT method would be most effective. We want you to consider the following two approaches:

1. CAPI - COMPUTER-ASSISTED PERSONAL INTERVIEWING
Computer-assisted personal interviewing is interviews conducted via an interviewer - a person who physically recruits interviewees at a location and motivates people to answer a questionnaire on the spot. The questionnaire is usually set up in a survey system previously, so it can be completed on a tablet or similar, where answers can be entered and registered immediately.

2. CAWI - COMPUTER-AIDED WEB INTERVIEWING
The CAWI questionnaire appears in the browser as a web page (or an app) that respondents can reach in different ways depending on the sample design. The participants will often receive the survey via a link in an email, but the link to such a survey can also be posted on home pages, social media etc., where people can freely access it.

STEP 2

In the last three boxes, you focus on HOW you will implement the study and evaluate your analysis and reporting. Try to be as detailed as possible and assign clear roles and responsibilities for all aspects of the plan.



MEASURING OUR LEGACY IMPACT

LEGACY LAB TOOLKIT

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MEASURING OUR LEGACY IMPACT

WHAT

FOR ACTIVITY _____ , WHAT IS OUR...

1. AMBITION AND STRATEGIC GOALS

Which drivers of economic growth and societal transformation do we want to address with the congress activity? Which target groups should we focus on?

2. KPIS / INDICATORS

What data do we want to collect to measure outputs and outcomes? When should we expect outputs and outcomes to materialise? What background variables do we want to collect? Need for a baseline?

3. METHOD (CAPI OR CAWI)

Which method is best suited to collect the data?

4. MEASUREMENT / QUESTIONS

How do we set up the measurement in the best possible way? What questions and answer options should we include?

HOW

5. HOW DO WE DO IT?

How will we practically carry out our evaluation study?

6. WHEN WILL WE DO IT?

What is the timeline for our study preparation, implementation, analysis, and reporting?

7. WHO IS RESPONSIBLE?

Who is responsible for the different parts of the study preparation, implementation, analysis, and reporting?

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