

Evaluating Community Development and Measuring Change

Course Outline

As demand for funding increases, funders want to know more about how their money will be spent so establishing the impact of community engagement and development work becomes essential:

1. For community groups that want to secure funding, it is important that they understand and articulate the impact of the work they are doing.
2. For local authorities, housing associations and other funders, it is essential they can demonstrate the value of their investment in communities.

This one day course will introduce participants to tools and techniques they can use to measure the impact of the work they do, or commission.

Who is this course for?

To give people who work with community groups, projects or programmes, a clear understanding of community based evaluation and to equip those people with the practical tools they will need to strategically plan and evaluate.

What will this course cover?

- The significance of evaluation to community development, and community development to evaluation
- How do we measure what we do?
- Different types of data
- How can we collect data and measure it?
- Developing a logic model or theory of change for your work
- Understanding what funders and investors want

What tools and knowledge will participants take away?

- A practical understanding of the different kinds of data and evaluation tools that they can use and appropriate measures and indicators
- To understand a logic model or theory of change, and how to apply this to your work to focus on outcomes and explore measures and indicators
- A better understanding of what funders are looking for and investors need to demonstrate

What are the intended learning outcomes?

By the end of the course participants will be able to

- explain the principles of evaluation and its relationship to community development values;
- consider different approaches to evaluation;
- use a number of participative techniques in the evaluation process;
- explain the importance of measuring quality and how this can be done;

If participants apply what they have learnt on this course they will be able to use this knowledge when they are reporting to funders and investors, or writing funding applications. They will also be able to think about the design of evaluation and measurement processes for their organisation.