Ripple Effect Mapping: A Participatory Strategy for Measuring Program Impacts

Presented at the American Evaluation Association 2012 Annual Conference

contact information

Scott Chazdon, Evaluation and Research Specialist

612-624-0982

schazdon@umn.edu

references

Baker, B., Calvert, M., Emery, M., Enfield, R., & Williams, B. (2011). Mapping the impact of youth on community development: What are we learning? [PowerPoint slides]. Retrieved from http://ncrcrd.msu.edu/uploads/files/133/Mapping%20Impact%20of%20Youth%20on%20Com%20Dev%2012-3-10.pdf

Buzan, T. (2003) The Mind Map Book. London: BBC Books.

Cooperrider, D.L. & Whitney, D. 2007 Appreciative Inquiry: A Positive Revolution in Change. Pp. 73-88 in P. Holman & T. Devane (eds.), The Change Handbook, 2nd edition. San Francisco: Berrett-Koehler Publishers, Inc.

Douthwaite, B., Alvarez, S., Thiele, G., & MacKay, R. (2008). Participatory impact pathways analysis: A practical method for project planning and evaluation. ILAC Brief 17.

Emery, M., & Flora, C.B. (2006). Spiraling-up: Mapping community transformation with community capitals framework. Community Development: Journal of the Community Development Society 37(1), 19-35.

Eppler, M.J. (2006). A Comparison Between Concept Maps, Mind Maps, Conceptual Diagrams, and Visual Metaphors as Complementary Tools for Knowledge Construction and Sharing. Information Visualization 5:202-210.

Hansen Kollock, D.A., Flage, L, Chazdon, S., Paine, N., and Higgins, L. (2012). Ripple Effect Mapping: A “Radiant” Way to Capture Program Impacts. Forthcoming in Journal of Extension (www. joe.org).

Hearn, S. (2010). Introduction to outcome mapping. Presentation on http://www.outcomemaping.ca

Kollock, D. A. (2011). Ripple effects mapping for evaluation. Washington State University curriculum. Pullman, WA.

Outcome Mapping Learning Community. (2011). http://www.outcomemapping.ca

**Minnesota Agricultural and Rural Leaders Program (MARL)**

**Ripple Effect Mapping Session Agenda**

Wednesday, June 20, 2012, 3-5 p.m., Cannon River Winery, 421 Mill Street West, Cannon Falls

I. introduction and brief overview

The University of Minnesota Extension Center for Community Vitality and MARL are hosting this session to better understand the impacts of the MARL program. Today’s session will use a visual "mind mapping" method to help you to reflect upon and visually map intended and unintended changes produced by MARL. We will explore individual, organizational, and community changes that have taken place as a result of MARL.

iI. appreciative inquiry interview

a. Find someone you don’t already know well to get to know

b. Share a brief story about your experience with MARL using one of these questions:

* What is a highlight, achievement, or success you had based on your involvement with MARL?
* What is something about your involvement in MARL that you are proud to share?
* What connections with others – new and/or deepened – have you made as a result of MARL?

iiI. mapping

Now we’ll build from the interviews to focus on how the MARL program has affected you, your work, and your community. This is a “so, what” conversation – as in, you participated in MARL, so, what difference did it make for you? For your work? For your community?

Probes during this mapping exercise are intended to help draw out and categorize different types of “ripples,” such as new knowledge or skills, new relationships or connections, new financial/economic opportunities, strengthened or new cultural activities, new or improved facilities, and maybe even strengthened or new efforts to conserve the natural environment.

Guidelines for a good map

* Review the way your comments show up on the map. We invite you speak up if it doesn’t reflect what you’ve said, either in the wording or connections.
* At first, comments on the map may seem “all over the place.” Over time, it will get clearer as we hear how things are connected.
* We’ll take time to review the map later as well, so if you see words or connections that could be tweaked or improved, we’ll give you a chance to do that.

iv. reflection

* Have we missed anything really important? If so, let’s add it.
* What is most interesting about the map to you?

v. closing

* We’ll likely do follow up interviews to flesh out some parts of this map to get more details on the impacts of the MARL program.
* You will get a final copy of this map.
* THANK YOU for your help here today and for your efforts in your communities!