



How to apply the rubrics methodology?

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Childhood Suitcase Project



Focusing the evaluation



Focusing matrix



WHO	WHAT	WHY	WHEN
Institutional development team	Relevance of project's outcomes to target population	<ul style="list-style-type: none">- Accountability- Improve initiative- Prospect new partners	<ul style="list-style-type: none">- Board mtgs (Dec 2013, 2014 & 2015)- Biannual mtgs with sponsors (From Oct 2013 on)

Involving
the
right people
at the
right time





Mapping key stakeholders

- (1) Institutional Development Team
- (2) Community Mobilization Team
- (3) Partner Organizations (NGOs, local government, etc)
- (4) Management Team for Futura Channel
- (5) General Secretariat for the Roberto Marinho Foundation
- (6) Sponsoring Partners
- (7) Specialists in comprehensive education

Involvement matrix



WHEN	WHO	HOW
Eval questions	(1),(2),(3), (4),(5)	(1) & (2) face to face mtgs; (3) skype; (4) & (5) few strategic mtgs
Rubrics definition	(1),(2),(4), (7)	(1),(2),(7) face to face mtgs; (4) few strategic mtgs
Data collection	(1),(2),(3)	(1),(2),(3) logistics
Interpretation	(1),(2),(3), (4),(5), (6)	Face to face mtgs
Plan for action	(1),(2),(3), (4)	Face to face mtgs

Formulating
real
evaluative
questions





Examples of evaluative questions

To what extent has the project contributed to meet the needs and priorities of the partner organizations and potential beneficiaries?

To what extent the support provided by the Futura team to the partner organizations was enough to ensure significant results?

How important was the project's contribution to increase knowledge and improve the work developed by educators?

How significant was the project's contribution to strengthening the partner organizations?

To what extent did the project work well to all participants? Why?

To what extent the possible project positive results are likely to last after the project ends?

Criteria of merit





Example
of
criteria of
merit

QUESTION: Meeting needs?

CRITERION:

The suitcase's **contents**,
proposed **strategies**, and the
support offered to the
partner organizations **meet**
some important needs of
the **educators for improving**
their work with children,
families and communities.

Evidence





Access and use by organizations and educators of other similar materials

Organizations' and educators' perception about the quality and usefulness of the suitcase

Expert review of quality and usefulness of the suitcase




Why some organizations declined the invitation to participate in the project

Example
of
evidence

Rubrics




Eric Carle Author Study

Response to Literature

	 3	 2	 1
Titles (Orientation) Announce Book / Author	title, author AND great beginning	title or author maybe great beginning	no title no author
Main Story	5 or more details	2 to 4 details	no details or one detail
Endings/ Statement	Connection and author / title The Very Hungry Caterpillar by Eric Carle reminds me of...	Connection or author / title I liked the book by Eric Carle	no connection

Eric Carle Author Study

Response to Literature

	3 	2 	1 
Titles (Orientation) Announce Book/Author	title, author AND great beginning	title or author maybe great beginning	no title no author
Main Story	5 or more details	2 to 4 details	no details or one detail
Endings/ Statement	Connection and author + title The Very Hungry Caterpillar by Eric Carle reminds me of	Connection or author + title I liked the book by Eric Carle	no connection

Contents: high-quality, user-friendly, and not available to almost all ($\pm >80\%$)

and

Strategies: clearly target strengthening and expanding networks

and

Almost all organizations' reps ($\pm >80\%$) like contents and usefulness

and

Specialists are unanimous about project's quality and potential for impact




and

Very few ($\pm <10\%$) declined participation NOT due to project's quality/relevance

Excellent

Eric Carle Author Study

Response to Literature

	3 	2 	1 
Titles (Orientation) Answer: Book / Author	title, author AND great beginning	title or author maybe great beginning	no title no author
Main Story	5 or more details	2 to 4 details	no details or one detail
Endings/ Statement	Connection and author + title The Very Hungry Caterpillar by Eric Carle reminds me of	Connection or author + title I liked the book by Eric Carle	no connection

Between about 1/3 and 1/2 already
had access to contents

or

Most but not all strategies clearly target
strengthening and expanding networks

or

Many organizations' reps ($\pm 80\%$ -65%)
like contents and consider useful

or

Specialists have mixed (mostly positive)
opinions

or




Few ($\pm 10\%$ -20%) declined participation
NOT due to project's quality/relevance

Good

- Similar to
“excellent” but
presents up to 2
minor limitations

Eric Carle Author Study

Response to Literature

	3 	2 	1 
Titles (orientation) Announce Book/Author	title, author AND great beginning	title or author maybe great beginning	no title no author
Main Story	5 or more details	2 to 4 details	no details or one detail
Endings/ Statement	Connection and author title <i>The Very Hungry Caterpillar by Eric Carle connects well</i>	Connection or author title <i>I liked the book by Eric Carle</i>	no connection

Reasonable

- Similar to “good” but presents more than 2 minor limitations, and/ or up to 1 major (but not fatal) limitation

Several already had access to contents ($\pm 1/2$)

or

Only about half of the strategies clearly target strengthening and expanding networks

or

A reasonable number of orgs’ reps ($\pm 65\%-80\%$) like contents and usefulness

or




Specialists have mixed opinions, half positive, half negative.

Or

Some declined participation ($\pm 1/3$); a few due to project’s quality/relevance

Eric Carle Author Study

Response to Literature

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Titles (Orientation Announce Book / Author)	title, author AND great beginning	title or author maybe great beginning	no title no author
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Endings/ Statement	Connection and author + title The Very Hungry Caterpillar by Eric Carle reminds me of	Connection or author + title I liked the book by Eric Carle	no connection

Many ($\pm >1/2$) already had access to contents

and/or

Several strategies ($\pm >1/2$) do not target strengthening and expanding networks

and/or

Few orgs' reps ($\pm <45\%$) like contents and usefulness

and/or

Specialists' reviews are mostly negative

and/or

Many ($\pm >1/3$) declined participation – at least half due to project's quality/relevance

Poor

- Project has at least 1 major (fatal) limitation

- Clarify thinking
- Focus on what is important
- Increase validity
- Ownership – greater use



Thank You.

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