

How to apply the rubrics methodology?

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Childhood Suitcase Project





Focusing the evaluation



Focusing matrix



WHO	WHAT	WHY	WHEN
Institutional develop-ment team	Relevance of project's outcomes to target population	AccountabilityImproveinitiativeProspect newpartners	- 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



Invo	lvement	matrix

Invo	lvem	ent r	matr	İX

WHO

(4),(5)

(7)

(1),(2),(3),

(1),(2),(4),

(1),(2),(3)

(1),(2),(3),

(4),(5),(6)

(1),(2),(3),

WHEN

questions

definition

collection

Interpret-

Rubrics

Data

ation

Plan for

action

Eval

HOW

(1) & (2) face to face mtgs; (3)

(1),(2),(7) face to face mtgs; (4)

few strategic mtgs

(1),(2),(3) logistics

Face to face mtgs

Face to face mtgs

skype; (4) & (5) few strategic 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

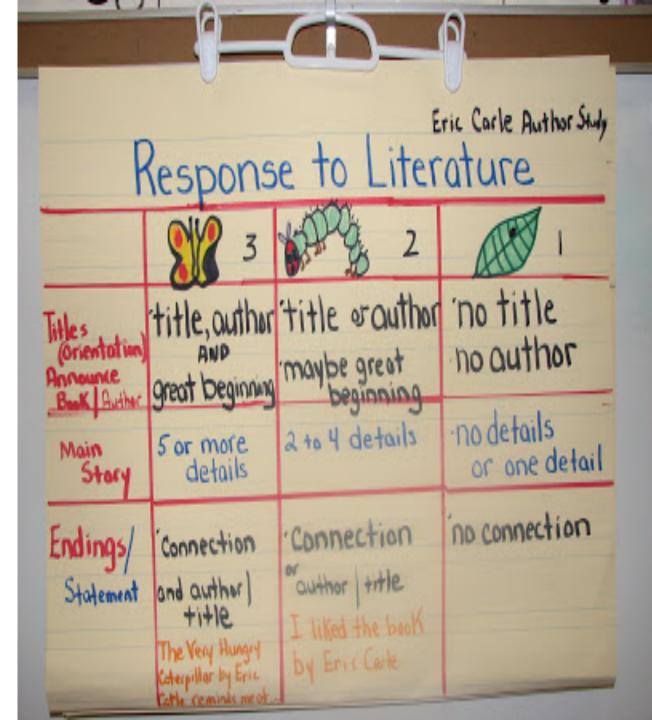
Organizations' and educators' perception about the quality and usefulness of the suitcase

Expert review of quality and usefulness of the suitcase

Why some organizations declined the invitation to participate in the project

Example of evidence

Rubrics





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

and

Strategies: clearly target strengthening and expanding networks

and

Almost all organizations' reps (± >80%) like contents and usefulness

and

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

and

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

Excellent



Good

- Similar to
"excellent" but
presents up to 2
minor limitations

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 (±80%-65%) like contents and consider useful

or

Specialists have mixed (mostly positive) opinions

or

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



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 (± 1/2)

or

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

or

A reasonable number of orgs' reps (±65%-80%) like contents and usefulness

or

Specialists have mixed opinions, half positive, half negative.

Or

Some declined participation (±1/3); a few due to project's quality/relevance



Poor

Project has at least 1 major (fatal)limitation

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

and/or

Several strategies (± >1/2) do not target strengthening and expanding networks and/or

Few orgs' reps (± <45%) like contents and usefulness

and/or

Specialists' reviews are mostly negative and/or

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

- Clarifythinking
- Focus on what is important
- Increasevalidity
- Ownership –greater use





Thank You.

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