DEVELOPING AN EVALUATION STRATEGY TO GAIN INSIGHTS INTO THE ROER4D MULTI-NATIONAL PROJECT

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IDRC Grant/ Subvention du CRDI: 107311-001-Research into Open Educational Resources for Development
Developing an evaluation strategy to gain insights into the ROER4D multi-national project

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OE Global Conference
22 April 2015
EVALUATING ROER4D
In what ways, and under what circumstances can the adoption of OER address the increasing demand for accessible, relevant, high-quality and affordable education and what is its impact in the Global South?
ROER4D Objectives

1. Build an empirical knowledge base on the use and impact of OER in education
2. Develop the capacity of OER researchers
3. Build a network of OER scholars
4. Communicate research to inform education policy and practice
5. Curate output as open content
1. Build an empirical knowledge base on the use and impact of OER in education

2. Develop the capacity of OER researchers

3. Build a network of OER scholars

4. Communicate research to inform education policy and practice

5. Curate output as open content
ROER4D Key Evaluation Areas

1. Build an empirical knowledge base on the use and impact of OER in education
2. Develop the capacity of OER researchers
3. Build a network of OER scholars
4. Communicate research to inform education policy and practice
5. Curate output as open content
ROER4D Evaluation and Communication supported by DECI-2

An IDRC funded research project to build and mentor Communication and Evaluation for IDRC flagship projects

http://evaluationandcommunicationinpractice.net/

WHAT WE DO

We provide capacity development in both evaluation and communication for IDRC research projects in the Information & Networks Program (I&N). We provide mentoring in Utilization-

WHO WE ARE

DECI-2 is hosted by the New Economy Development Group, a consulting group in Ottawa, Canada. Dal Brodhead and Ricardo Ramírez are co-leaders, with support from Wendy Quarry (Ottawa).
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(Zimbabwe)

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(Evaluation)

Sukaina Walji
(Communication)
(South Africa)
UTILIZATION FOCUSED EVALUATION (UFE)
UFE in 12 steps:

1. Assessing program readiness
2. Assessing evaluator readiness
3. Identifying primary intended users
4. Situational analysis
5. Identification of primary intended uses
6. Focusing the evaluation
7. Evaluation design
8. Simulation of use
9. Data collection
10. Data analysis
11. Facilitation of use
12. Meta evaluation

Steps in the Utilization Focused Evaluation (UFE) process
UFE in 12 steps:

1. Assessing program readiness
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Steps are iterative, not linear.
UFE in 12 steps:

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Progress towards fine-tuning evaluation

In progress

Different ROER4D objectives are at different stages in the UFE process
DEVELOPING AN EVALUATION STRATEGY
ROER4D Process of developing evaluation strategy

1. Understand what is needed in terms of the scope of evaluating the ROER4D project – the evaluation work is iterative by nature.

2. In collaboration with the ROER4D network hub team, formulate an evaluation plan, including what to evaluate and how.
   > The experience of the evaluation process and the effect this has is a key component of the evaluation.

3. Get feedback from DECI-2 around the evaluation work and incorporate this into the process.
ROER4D Process of developing evaluation strategy
### ROER4D Process of developing evaluation strategy

**ROER4D Evaluation plan: Measurements and Key Dates**

<table>
<thead>
<tr>
<th>Objective</th>
<th>KEQ(s)</th>
<th>Evidence</th>
<th>Measurement</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1.</strong> To improve the way ROER4D is presented in the social media space, refine which social media channels ROER4D should further invest in and develop new sections of the website/change what information the website contains; change the website so as to attract more visitors or to see which geographical areas we need to target.</td>
<td>To assess: Numbered by relevant KEQ(s)</td>
<td>Monitor social media activity (retweets, shares, etc.) &amp; network growth/impact and uptake</td>
<td>What will be tracked/measured</td>
</tr>
<tr>
<td><strong>2.</strong> To communicate research to inform education policy and practice.</td>
<td></td>
<td></td>
<td>Tracking documents (also see tracking doc list: <a href="https://docs.google.com/document/d/11YU4z0lrvH4nxEYWX3Wn4zGnsBz76.1PEB1ajecJLs/edit">https://docs.google.com/document/d/11YU4z0lrvH4nxEYWX3Wn4zGnsBz76.1PEB1ajecJLs/edit</a>)</td>
</tr>
</tbody>
</table>

**Twitter tracking activity around “ROER4D” in TAGS**

Data from the start of the Twitter account (20 January 2014) - ongoing
4. **Connect** with members of the ROER4D, where needed (surveys, interviews, etc.)

5. Assess the **findings**

6. **Share products** of the evaluation work (e.g. slides around process and results, reports, etc.) timeously to allow the findings and recommendations to effect change.

7. Be aware of all components of the evaluation work and **collaborate/share** information where possible and where needed.
Benefits of being “open”

- The team dynamic in the network hub is very open and inclusive. This bolsters the evaluation work as the team is very willing to share, discuss and reflect on their processes and work. There is a strong desire to improve the project where possible. (Transparency, Adaptability)

- The open and dynamic nature of the project can also result in opportunities with regard to the evaluation work. As the project evolves, new activities and outcomes related to the priority objectives will provide new windows of insight into the project. (Adaptability)

- Benefit from the other components of the evaluation work being undertaken. (Reciprocity)

Challenges to being “open”

- Evaluation work, by its nature, cannot always be conducted in the open. In working in an open project, where outputs can be shared with a wide audience, specific care needs to be employed in the production of the evaluation outputs and making explicit what can and can’t be shared openly and at what stage. (Vulnerability, Liability)

- The geographical distance between the hub and many of the sub-projects can also be an issue. Any evaluation work involving sub-project feedback needs to take into account differences in time-zones and language as well as what is possible using the communication technology available. (Connectivity)
FINDINGS

Snapshots of communications findings and recommendations
4.1 How well is the ROER4D communication strategy working?

- 4.1.1 How has ROER4D’s social media presence helped build the project brand?
- 4.1.2 To what extent has the ROER4D project been established as a significant OER research project in a) the Global South b) globally (and how has the social media presence helped with this)?
- 4.1.3 Which of ROER4D’s communication channels/approaches has been the most effective for communicating about the project’s key objectives and to whom
Tweets per week

- **Average:** 7.75 tweets per week

Data downloaded from Twitter Analytics; analysis conducted in Excel: grouped individual tweets into tweets per week.
Average: 7.75 tweets per week
Activity around tweets (per week)
Activity around tweets (per week)

GO-GN and OCWC, Slovenia (end April 2014)

GO-GN and OpenEd, USA (end November 2014)

OER Asia Symposium, Penang (end June 2014)
Activity around tweets (per week)

Recommendation:
Continue tweeting around events as this draws higher levels of engagement
“ROER4D” search: replies and mentions
(at 2 March)

Going to track over time

Data fetched from Twitter’s API via NodeXL; Frucherman-Reingo algorithm graph constructed in NodeXL
“ROER4D” search: replies and mentions
(at 2 March)

Going to track over time

Recommendation:
Pick up conversations with key people identified from these snapshots
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Progress in the communications evaluation

Focus on:
- Data collection and analysis
- Facilitation of use by the ROER4D team
Next steps

- More data collection and analysis (ongoing for Twitter as well as other social media platforms)
- Feedback from the facilitation of use into refinements in the identification of primary intended uses and users to help focus the evaluation further
- Constant dialogue with the ROER4D team and PIUs
Links and license

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