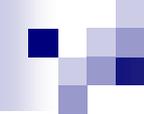


Performance Measurement for Program Officers

Evaluation Division

October 2010

Office of Policy
Bureau of Educational and Cultural Affairs (ECA)
U.S. Department of State



Purpose of this session

- Review basics of monitoring and evaluating activities at Post
- Small group work to discuss how you would assess 1-2 activities from your action plan
- Discuss next steps, share resources

ECA portfolio

- Range of educational, cultural, professional training exchange programs
- 90+ programs
- Range of program activities/fields
- Programs across many sectors and disciplines
- Participants vary



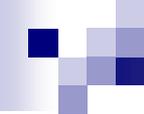
ECA Evaluation Division

Assesses ECA programs for effectiveness and results:

- Performance measurement
- Program evaluation

Why assess programs or activities?

- **Ensure programs are effective** in achieving State Department, Post, and program goals
- **Accountability**: Meet Congressional, OMB, and other mandates for evaluation and results reporting
- **Actionable**: Gather data that can be used by PAOs, FSNs, participants, stakeholders, etc.



Performance measurement

- Tracks programs over time, assesses progress toward achieving goals and outcomes
- Indicators used to assess change
- Various data collection methods
- Importance of using the data – value to you and others

Key terms

■ Goal

- Desired future condition, long-term. General, not quantified.

■ Objective

- Desired outputs and outcomes. Specific, quantified.

■ Output

- Results related to activities and participation
- # meetings, # participants, # materials produced

Key terms

■ Outcome (ST, MT, LT)

- Changes in knowledge, skills, attitude, behavior, or condition
- # participants with increased understanding, # of organizations adopting new policies, etc.

■ Indicator

- Means of measuring change, assessing whether you're on track to achieve outcomes



Data collection methods

■ Surveys

- Quantitative, percentages, frequencies
- Pre / post

■ Interviews or focus groups

- Post staff and program participants
- Qualitative

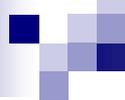
■ Observation

For example:

- **Governing justly and democratically -**
Enhancing rule of law and human rights
 - Improve skill of judges and courts workers
 - Generate citizen support against election fraud
- How would you do this (activity)?
- Outputs and outcomes?
- How will you know if you're making a difference (indicators)?
- How will you find out (methods)?

Small group work

- Pair off with a neighbor
- From your action plans, choose 1-2 activities (each)
- Complete the “Evaluating your activity” worksheet for each activity:
 - Objective of the activity
 - What information do you need?
 - How will you find out?
 - What will you do with the information?



Debrief and next steps

- How is this useful or relevant to you?
How will you apply this at Post?
- Additional resources



For more information contact

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