

AEA Coffee Break Webinar

Learning and Evaluation Plans for Advocacy and Policy Change Strategies

Presenters:

Jane Reisman, Founder and Senior Advisor, ORS Impact

Anne Gienapp, Senior Consultant, ORS Impact

Amy Arbreton, Evaluation Officer,
The William and Flora Hewlett Foundation

THE WILLIAM AND FLORA
HEWLETT
FOUNDATION



ORSIMPACT.COM

Three Hewlett Foundation Projects Referenced:

1. Evaluation of the Education Program's **Federal Policy Grantees**
2. MLE Consultant to **Lead Policy Cluster Grantee** for Education Program
3. Summative Evaluation of the **Nuclear Security Initiative**

Five Recommendations *for* Advocacy Monitoring & Evaluation



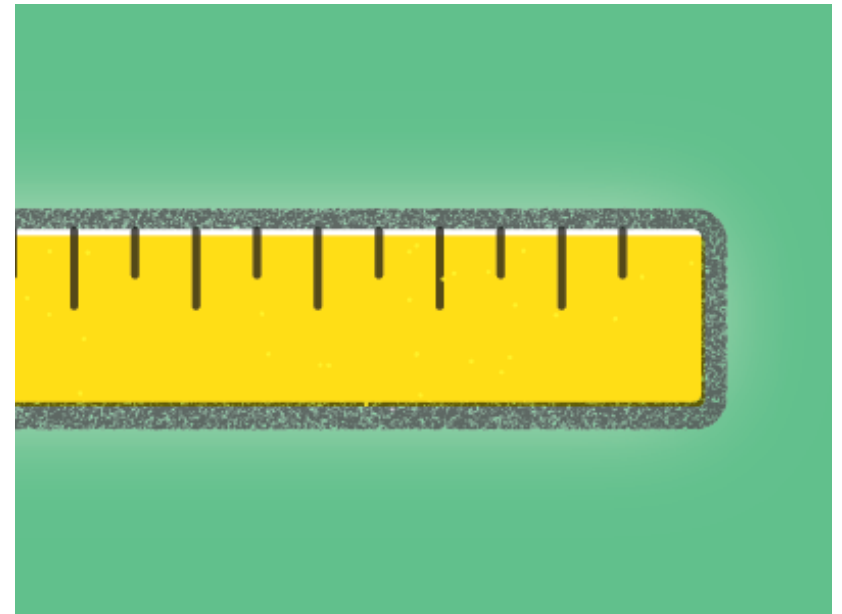
Questions?

Five Recommendations:

1. Let go of narrowly defined formative and summative evaluation approaches to M&E for advocacy and policy change work
2. Add “L” to the equation with M&E, and leverage learning
3. Turn monitoring on its head; ask different kinds of questions
4. Develop cross-cutting learning questions with partner stakeholders and engage stakeholders in ongoing learnings
5. Embrace qualitative data as important and valuable, while also keeping an eye on select metrics that signify progress

Recommendation 1:

- **Let go** of narrowly defined formative and summative evaluation approaches to M&E for advocacy and policy change work



What are Useful Approaches Across Projects?

- Fit to purpose
- Ask the right questions



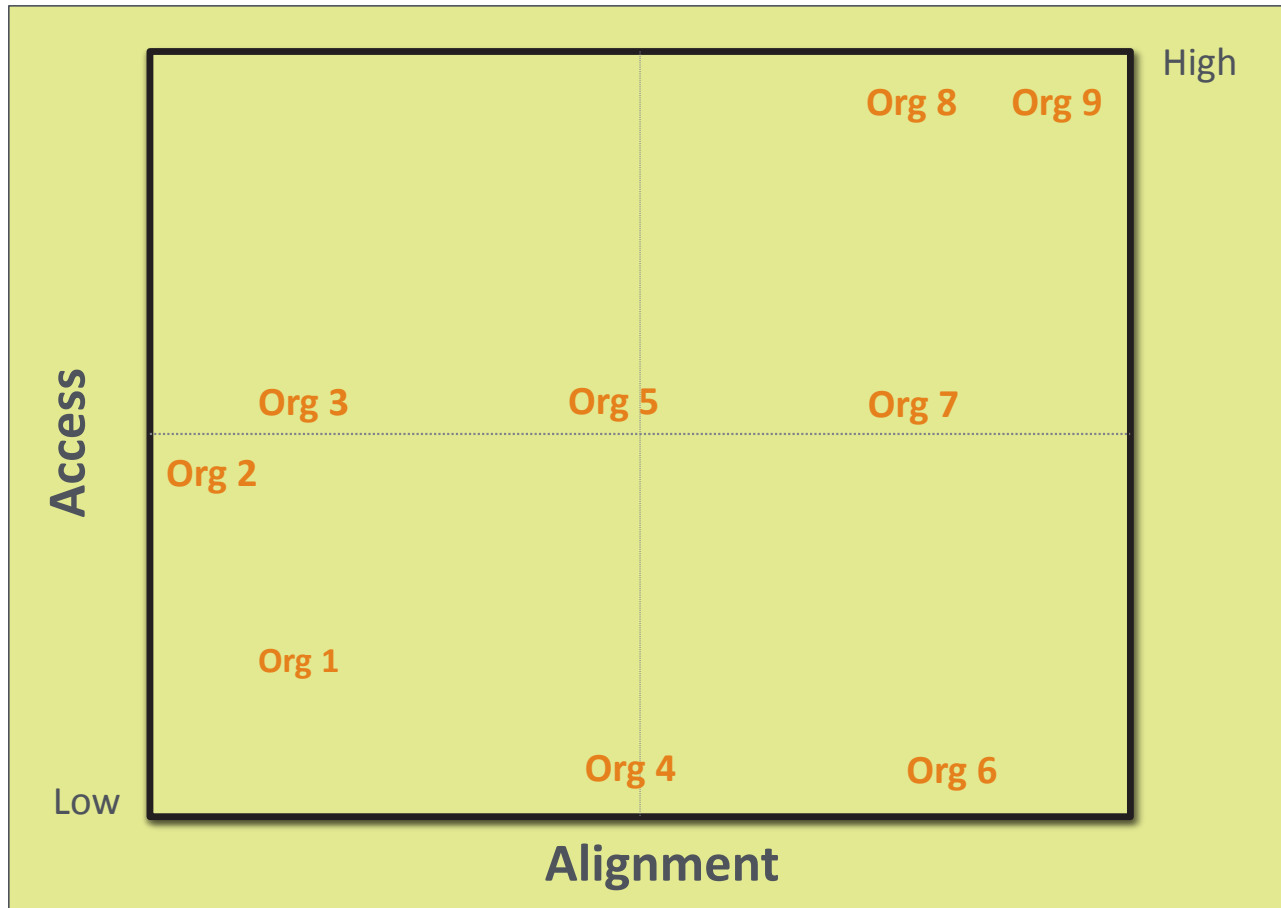
Recommendation 2:

- Add “L” to the equation with M&E, and **leverage learning**



Hewlett Education Program Lead Policy Cluster Grantee

2x2 Matrix: Grantee Alignment and Access



Recommendation 3:

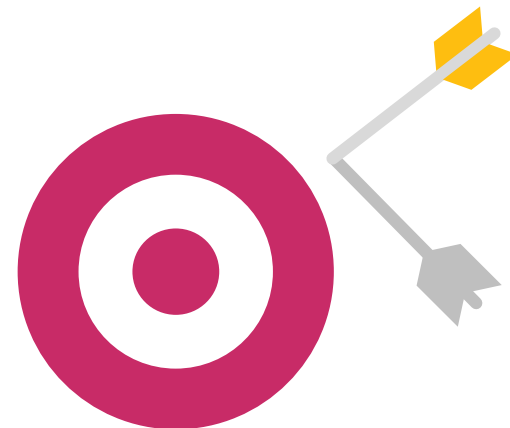
- Turn monitoring on its head; **ask different kinds of questions**



Nuclear Security Initiative

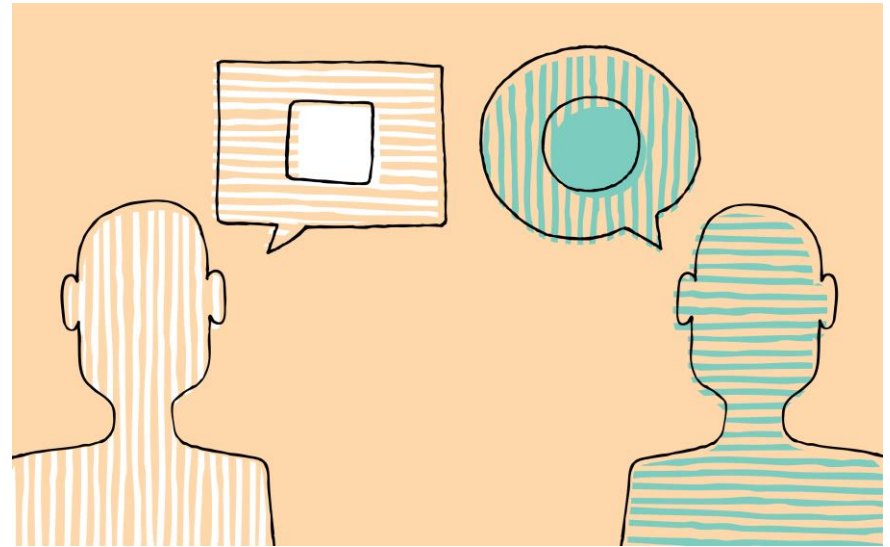
Too many targets to monitor effectively

- Changes in landscape affected relevance of targets
- Grantee reports provided little info about progress towards targets



Recommendation 4:

- Develop **cross-cutting learning questions** with partner stakeholders & engage stakeholders in ongoing learnings



Recommendation 5:

- **Embrace qualitative data** as important and valuable, while also keeping an eye on select metrics that signify progress



Iceberg | A Metaphor for Policy Change



Q & A



For more information and follow up contact

Presented by:

Jane Reisman, Founder and Senior Advisor, ORS Impact

jreisman@orsimpact.com

Anne Gienapp, Senior Consultant, ORS Impact

agienapp@orsimpact.com

Amy Arbretton, Evaluation Officer, The William and Flora Hewlett Foundation

aarbretton@hewlett.org