AEA Coffee Break Webinar
Learning and Evaluation Plans for Advocacy and Policy Change Strategies

_presenters:
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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.
2x2 Matrix: Grantee Alignment and Access

Example: MLE Consulting
Hewlett Education Program Lead Policy Cluster Grantee

Org 9
Org 8
Org 7
Org 3
Org 1
Org 5
Org 4
Org 6
Org 2

Access
Low
High
Alignment
Recommendation 3: Turn monitoring on its head; ask different kinds of questions
Example: Summative Evaluation

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

MORE VISIBLE

- Adoption of domestic and international policies, agreements or treaties
- Influential champions advocate for key causes
- Enforcement of established policies and agreements
- Visible media/social media coverage

LESS VISIBLE

- Breadth of expertise in the field
- Common language, shared goals among nations
- Open avenues for effective dialogue and communication among decision makers
- Alignment and coordination among a diverse set of actors, e.g., funders, research, advocates
- Within NGOs and the field as a whole, strong capacity to carry out effective communications and advocacy
- Readiness among NGOs and the field to nimbly and powerfully respond to changes in the policy environment, rising opportunities

Q & A
For more information and follow up contact

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