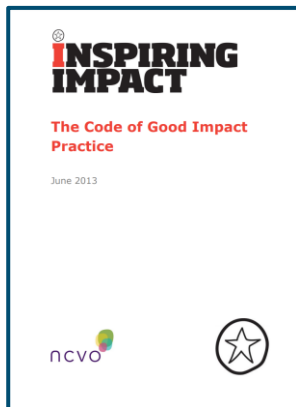
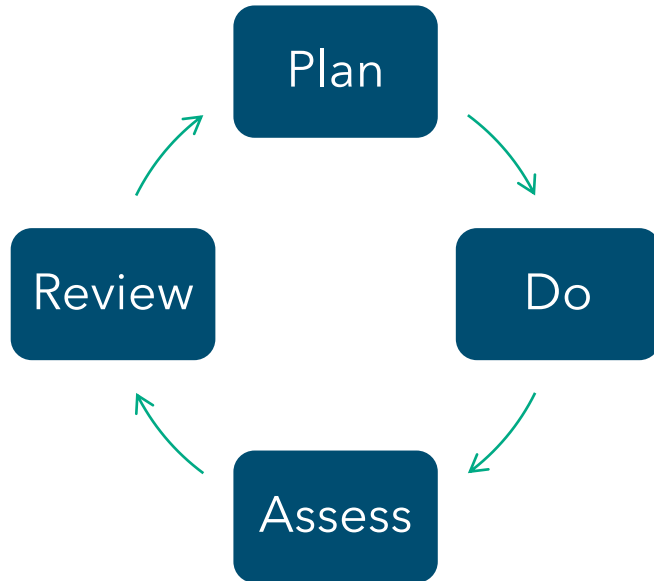


25 May 2023

# Pro Bono Week Evaluation Workshop

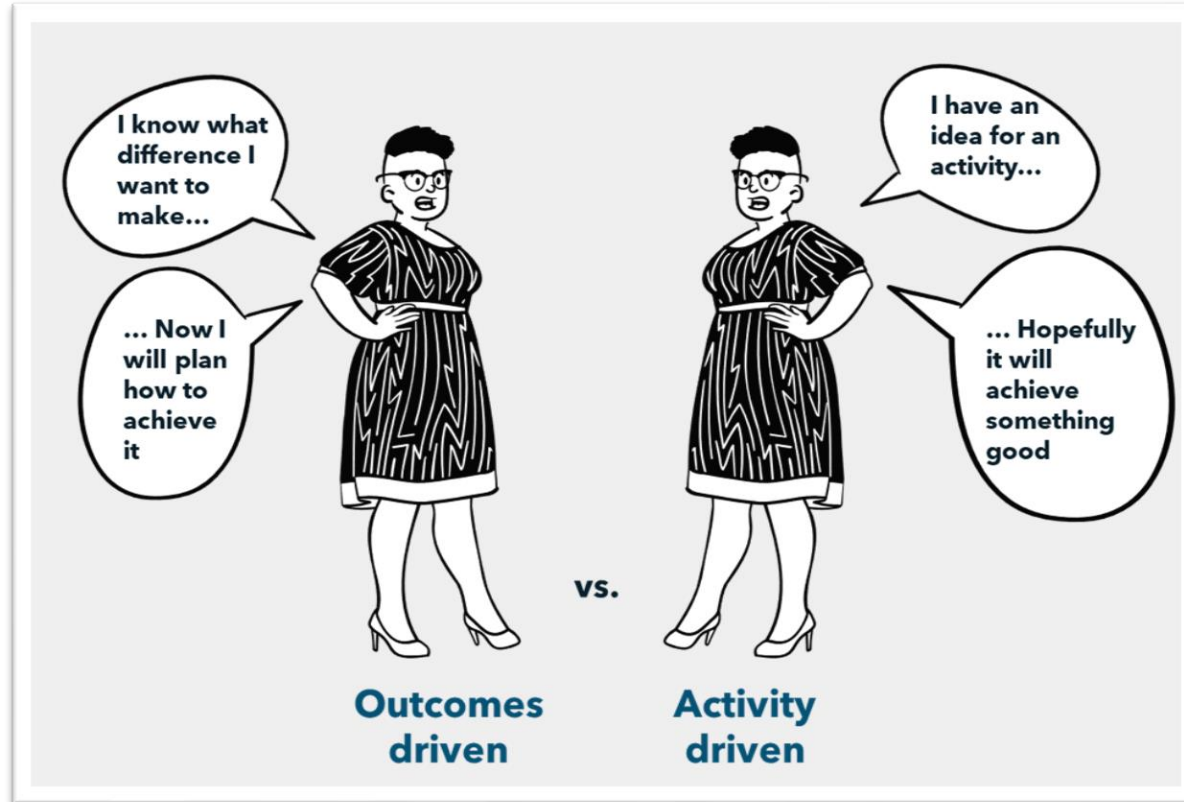
Róisín Staunton (she/her)  
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# What is evaluation?



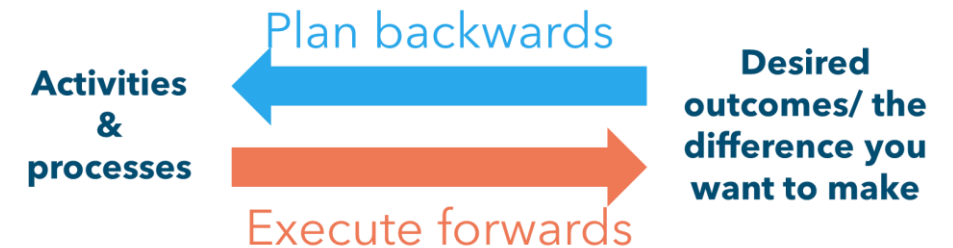
- Evaluation provides a **systematic method to study a program or initiative to understand how well it achieved its goals.** Evaluations help determine what works well and what could be improved next time.
- The **best evaluations are planned from the very beginning** of a project or activity, and done along side the activity itself.
- **“plan”**: (1) Set out your vision or objectives, (2) how you are going to achieve those objectives, and (3) how you are going to measure your progress towards them.
- **“do”**: (1) carry out your various activities and (2) collect information on the success of those activities
- **“assess”**: what is the information we have collected about our activities telling us?
- **“review”**: use the information gathered to learn & adapt & improve

# Being outcomes-driven



## 1 PLAN BASED ON YOUR DESIRED OUTCOMES

- Plan based on the difference you want to make (your outcomes), choosing activities which will best help you achieve that outcome (rather than picking the activities first)



- Outcome-based planning helps make sure that:
  - we know why we are doing what we are doing, and
  - we know that what we are doing adds value and progresses us towards success, whatever that success might be.

# Measuring success

2

## SET YOUR INDICATORS

### OUTPUTS/ ACTIVITIES: WHAT YOU DELIVER



Measuring the **quality and quantity** of what you deliver

E.g. Number of sessions held



### OUTCOMES: THE DIFFERENCE MADE

Measuring the **difference you made**

E.g. Percentage of attendees who report increased confidence after PB week training

3

## CHOOSE YOUR DATA COLLECTION METHOD

- Observation
- Questionnaires
- Interviews
- Focus Group Discussions

# Measuring success

## 4

### DEVELOP YOUR DATA COLLECTION TOOL

- **Activity-based questions** (track quality & quantity)  
E.g.
  - *How would you rate this webinar (1-5 stars)?*
  - *Would you recommend this training session to your peers?*
- **Outcome-based questions** (track the difference made)  
E.g.
  - *What new skills have you developed at this session?*
  - *How will you use your new skills in the next 3 months?*

### Types of survey questions:

- **Close-ended questions** are where you provide a list of options they can pick:  
E.g.
  - *did you enjoy our session? yes/no/don't know*
  - *Which of the following benefits did you get from our session? (tick all that apply) Improved skills/ improved understanding/ increased support*
- **Open-ended questions** provide a free text response. Help discover unintended outcomes of our activities (positive and negative)  
E.g.
  - *Please describe the difference this session has made on your ability to provide Pro Bono services.*
- **"Other, please describe"**: Where you have provided a close-ended question, but have given the respondent the opportunity to provide more detail.

# Feedback forms: quick tips

- Keep it short (2-3 questions max)
- Keep it simple - no jargon
- Question order matters
- Don't ask 2 questions in one - split them out
  - E.g. What problems is your firm facing **and** what do you think we can do to help?
- Use open-ended responses sparingly, but do use them

# Analyse & use the data

## 5

### ANALYSE YOUR DATA & USE IT TO LEARN

#### What is our data telling us?

- **First the activity level:**
  - How many people came to our session?
  - Did they think it was a good session?
- **Then the outcome level:**
  - Did the session make the difference to our audience that we wanted it to?
  - Did we meet our outcomes?
  - Were there any other outcomes we weren't expecting?
- **What can we learn from this?**
  - Is there anything that worked particularly well what we want to make sure we repeat next time?
  - Is there anything we can improve for next time?
  - Or actually, did it not really work at all? Should we do it again next year? Or drop it for something else?
- All of this can **help inform your planning next time** – what will you repeat? What will you adapt?
- Also, this information is now an **evidence base** which you can use to inform strategy or communications, internally or externally

