Baseline and Comparisons

USAID/Jordan

Agenda

- Introduction

- Training and Learning Objectives

- Why Do a Baseline and Key Considerations

- Baseline Purposes/s and Approaches

- Degree of Representativeness of Collected Data

- Comparison – *Key Considerations*

- Impact Evaluation – *Key Considerations*

Introduction

Introduce yourself by

- Name

- Office/Project

- Position

- Number of years of USAID/USAID project experience

- What are your expectations for this workshop?

Training and Learning Objectives

Conducting Baselines – Key Considerations

- This training will focus on exploring the different considerations associated with conducting a baseline, including:

  – Potential purpose/s and approaches

  – Degree of representativeness of collected data

  – Key Considerations associated with:

    - Comparing data over time
    - Conducting an impact evaluation

Why do a Baseline

- Starting point for a project.

- Establishing priority areas/planning

- Attribution

- Useful for an evaluation

- Donor Requirement

Conducting a Baseline – Key Considerations

- Understanding your intervention

- Understanding your beneficiaries

- Technical Expertise

    – Data Collection

    – Subject Matter

    – Management

- Objectivity

- Consistency

Concept of a Baseline – Purpose

Purpose/s

– **Assess impact**

- Measure the impact of the activity
  - Attribution
    » Counterfactual / Control Group
  - Contribution

– **Measuring Progress**

– **Situational Analysis and Needs Assessment**

- Understanding the context and needs to inform activity implementation

Concept of a Baseline – Approaches

Approaches

   – **Quantitative**

- Survey/s
- Observation

   – **Qualitative**

- In-depth Interviews
- Focus Group Discussions
- Observation

Types of Beneficiaries

Types of beneficiaries

– Known

– Unknown

– Direct

– In-direct

Examples of Beneficiaries

- General population

- Youth

- Women

- Special Needs

- Refugees

- Grantees

- Institutions and offices

Degree of Representativeness of Collected Data

Key Concepts

– Representative Data

– Randomization

– Population Universe

– Sample Selection

– Margin of Error

– Non Random Purposive Sampling

Comparison – Key Considerations

Data Comparison Key Considerations

- Methods and Approaches – Similarity and Replication

- Cross-sectional Data

- Panel Data

- Learning, adapting and its potential impact on ability to compare

Impact Evaluation – Key Considerations

Impact Evaluation

- Attribution versus Contribution

- Amenable for certain types of activities

- Understanding the extent of impact

  - Population wide
  - Focused

- Internal versus External Validity

- Objectivity

Questions & Comments

Thank You!