

# Developing an Impact Assessment Framework for the Somali Youth Development Resource Center Supplemental Materials

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*March 2, 2024*

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*An Interactive Qualifying Project submitted to the faculty of Worcester Polytechnic Institute in partial fulfillment of the requirements for the Degree of Bachelor of Science. This report represents the work of four WPI undergraduate students submitted to the faculty as evidence of completion of a degree requirement. WPI routinely publishes these reports on its website without editorial or peer review.*



# Authorship



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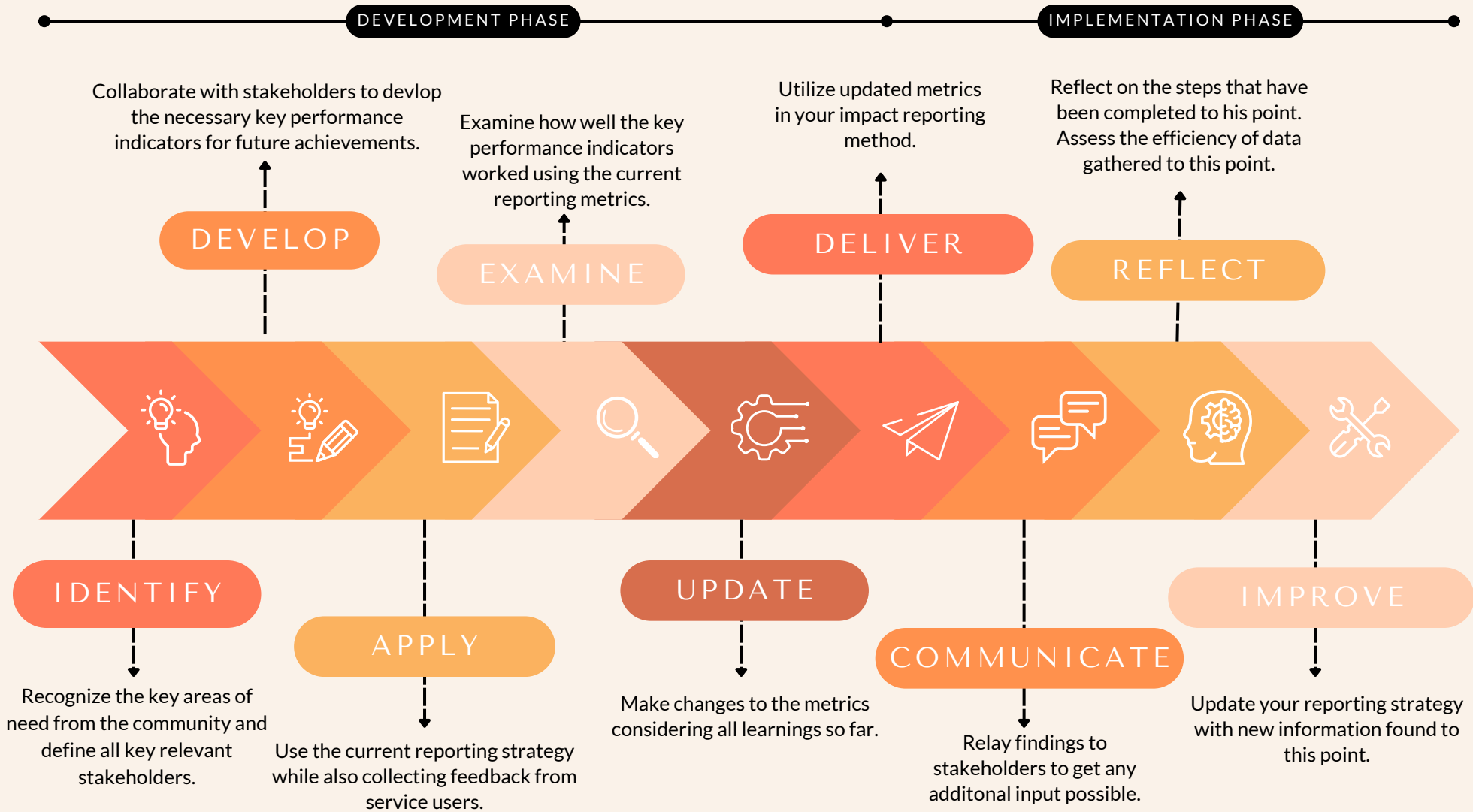


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Our team collaborated on the writing and editing of each chapter. When designing the booklet, we delegated the design and transfer of content as follows:

Abstract and Introduction	Lucy Winiarski and Samantha Grahn
Background	Samantha Grahn
Methodology	Lucy Winiarski
Results and Outcomes	Kemal Rifky
Recommendations and Conclusions	Konstantinos Sarantopoulos
Endnotes	Kemal Rifky and Konstantinos Sarantopoulos
Appendices	Samantha Grahn, Konstantinos Sarantopoulos, and Lucy Winiarski

# HOW TO EFFECTIVELY PERFORM IMPACT ASSESSMENTS



# INTRODUCTION

This impact assessment framework for the Somali Youth Development Resource Centre (SYDRC) is a comprehensive tool designed to understand program effectiveness and community impact better. Structured into two phases (development and implementation), it is geared toward enhancing the effectiveness of SYDRC's diverse programs.

Implementing this framework requires the entire organization to take part. From the Director of Strategy and Operations Director in charge of analyzing reporting data for grant applications, project leads developing programs and reporting tools, and even volunteers collecting reporting data from service users - the various activities require a holistic approach to skill building and training. This can be done by scheduling internal training sessions that allow directors to train project leads and then for project leads to train volunteers and other staff.



# IDENTIFY

To effectively perform impact assessments, identify community needs. It will set the tone for how a program is carried out and its value to the community. This can be inspired by recent events, requests, or regular consultation with the community. Additionally, defining all key relevant stakeholders, including community members, staff, and potential funders, is important to achieve comprehensive impact assessments. The questions below can help guide you through this step.

**1. HAVE THERE BEEN ANY RECENT EVENTS THAT HAVE HEAVILY IMPACTED THE COMMUNITY? (E.G. INCREASED CRIME, HEALTH OUTBREAKS, LOW MARKS IN SCHOOL)**

**2. WHAT ARE THE SPECIFIC NEEDS THAT YOUR COMMUNITY HOPES TO PROVIDE?**

**3. WHAT RESOURCES WOULD BE REQUIRED TO ADDRESS THESE NEEDS?**

**4. WHO IS THE MAIN AUDIENCE THIS PROGRAM INTENDS TO REACH?**

**5. WHAT DO WE HOPE THE ATTENDEES WILL LEAVE THIS PROGRAM WITH?**



# DEVELOP

Establish your impact reporting strategy. Define measurable key performance indicators (KPIs) for intervention and paths of possible improvements if they are not met. Try to prioritize a few key indicators directly linked to program outcomes, as selecting too many or irrelevant KPIs may dilute impact assessment. Ensure to apply SMART (specific, measurable, achievable, relevant, time-bound) criteria when developing metrics. Perform risk analysis for program implementation and develop realistic targets for KPIs. Set time for periodic reflections cycles throughout the year. This will ensure that all future reporting will use relevant metrics. The Developing KPIs Template, found on the next page, as well as questions to consider below can guide you through this step.

**1. WHAT QUANTIFIABLE METRICS DIRECTLY REFLECT THE ACHIEVEMENT OF PROGRAM GOALS?**

Empty box for response to question 1.

**3. HOW WILL PRIORITIZING THESE INDICATORS (KPIs) CONTRIBUTE TO A MORE FOCUSED IMPACT ASSESSMENT?**

Empty box for response to question 3.

**2. DO THESE KEY PERFORMANCE INDICATORS ALIGN WITH THE GOALS IN THE PREVIOUS STEP?**

Empty box for response to question 2.

**4. WHAT ARE REALISTIC GOALS FOR YOUR PROGRAMS' SHORT AND LONG TERMS?**

Empty box for response to question 4.

# DEVELOPING KPIS TEMPLATE

Programs Separated into Generalized Categories	Goals/Objectives	Example KPIs	Qualitative Data Type
<b>Youth Education:</b> <ul style="list-style-type: none"> <li>• MPower in Schools</li> <li>• Youth Mentoring support within schools</li> <li>• Coding Club</li> <li>• Youth Skills Builder 5</li> </ul>	<ul style="list-style-type: none"> <li>• Potentially reduce school dropouts, promote success and learning</li> </ul>	<ul style="list-style-type: none"> <li>• School Attendance</li> <li>• Exclusions</li> <li>• Test Scores/Grades</li> </ul>	<ul style="list-style-type: none"> <li>• Brief interviews</li> <li>• Photographs</li> <li>• Meaningful Quotes               <ul style="list-style-type: none"> <li>◦ Short or Long</li> </ul> </li> <li>• Videos               <ul style="list-style-type: none"> <li>◦ e.g. during a recreation activity</li> </ul> </li> <li>• Surveys/Questionnaire</li> <li>• Infographics               <ul style="list-style-type: none"> <li>◦ Canva has free templates</li> </ul> </li> </ul>
<b>Recreation:</b> <ul style="list-style-type: none"> <li>• Youth Zone</li> <li>• Girls Youth Zone</li> <li>• Mixed Youth Sports Club</li> <li>• Late Night Youth Club</li> <li>• Football at Talacre</li> </ul>	<ul style="list-style-type: none"> <li>• Create opportunities for young people to stay off the street</li> </ul>	<ul style="list-style-type: none"> <li>• Involvement</li> <li>• Activity/Health</li> <li>• Age Range</li> </ul>	
<b>Health:</b> <ul style="list-style-type: none"> <li>• Community Health and Wellbeing</li> </ul>	<ul style="list-style-type: none"> <li>• Inform people of various health strategies</li> </ul>	<ul style="list-style-type: none"> <li>• Attendance</li> <li>• Mental Health</li> <li>• Physical Health</li> <li>• Quiz with understanding of information covered</li> </ul>	
<b>Parents:</b> <ul style="list-style-type: none"> <li>• SFSC Parenting</li> <li>• Stay and Play under 5's</li> <li>• Employment and Support</li> </ul>	<ul style="list-style-type: none"> <li>• Enhance the relationship between parents and their children</li> <li>• Family communications</li> </ul>	<ul style="list-style-type: none"> <li>• Employment Levels</li> <li>• Communication Skills</li> </ul>	
<b>Hobbies:</b> <ul style="list-style-type: none"> <li>• Crochet Class</li> <li>• Gentle Flow Yoga</li> </ul>	<ul style="list-style-type: none"> <li>• Give people a chance to learn a new skill/pick up a new hobby</li> </ul>	<ul style="list-style-type: none"> <li>• Enjoyment</li> <li>• Individual Growth</li> <li>• Attendance</li> </ul>	



# APPLY

Apply your current reporting strategy as you run your program throughout the first program cycle. This step serves as a good opportunity to see whether the program and reporting tools are working efficiently. While your program starts to provide services for community members, your KPIs track how well your program delivers its services. Throughout this period, collect as much additional feedback from the service users about program delivery, particularly insights that your current KPIs need help are not able to collect. While performing data collection and reporting, consider the following:

1. HOW INTUITIVE ARE THE CURRENT REPORTING TOOLS FOR VOLUNTEERS TO LEARN TO USE?

2. HOW MANY DATA SETS WERE COLLECTED? WAS THIS EXPECTED?

3. HAS THERE BEEN CHALLENGES IN DATA LOGGING? WHY OR WHY NOT?





# EXAMINE

At the end of the first program cycle, synthesize the service user feedback and other data on how well your KPIs performed. At the same time, analyze what aspects of the user experience cannot be tracked by your current metrics. Examine your impact reporting strategy using the following set of guiding questions:

**1. ARE THERE EMERGING TRENDS OR CHANGES IN THE COMMUNITY THAT SHOULD BE REFLECTED IN OUR PROGRAM GOALS?**

**2. HOW DOES THE CURRENT PROGRAM IMPLEMENTATION COMPARE TO THE BASELINE?**

**3. HOW WELL DO CURRENT METRICS GAUGE SERVICE USER FEEDBACK?**

**4. WHAT TYPE OF INSIGHTS WERE NOT PREVIOUSLY CONSIDERED?**

**5. HOW CAN WE STRUCTURE FUTURE ASSESSMENT TOOLS TO BE MORE RESPONSIVE TO CHANGES IN COMMUNITY NEEDS?**



# UPDATE

At the end of the first program cycle, synthesize the service user feedback and other data on how well your KPIs performed. At the same time, analyze what aspects of the user experience cannot be tracked by your current metrics. Examine your impact reporting strategy using the following set of guiding questions:

1. ARE ATTENDEES ENJOYING/GAINING USEFUL SKILLS FROM THIS PROGRAM?

Blank area for response to question 1.

2. HAS ATTENDANCE BEEN MAINTAINED? HAS IT INCREASED OR DECREASED?

Blank area for response to question 2.

3. HAVE WE RECEIVED ANY FEEDBACK THAT MIGHT SHIFT OUR PROGRAMMING OBJECTIVES?

Blank area for response to question 3.



Using the updated metrics in the last step, start working to apply that to current reporting strategies. Regularly track the progress of your program throughout program implementation cycles. The questions below can help guide you through this step.

1. WHAT CAN I ADD INTO MY CURRENT REPORTING METHOD?

2. HOW CAN I RECORD THE PROGRESS AND CHANGES I HAVE MADE?

3. HOW HAS DATA COLLECTION EXPERIENCE DIFFER COMPARED TO THE APPLY SECTION?



# COMMUNICATE

Prepare a comprehensive and accessible report summarizing the impact assessment. Periodically communicate findings to stakeholders, including the SYDRC staff, funders, and community to get their input on improvements. Conduct public consultation on possible enhancements to communicate and improve your program. Use more visual material than technical language because that may hinder understanding but the combination of both is necessary. The questions below can help guide you through this step.

**1. HOW CONSISTENT AND ACCESSIBLE IS THE COMMUNICATION OF IMPACT ASSESSMENT FINDINGS TO STAKEHOLDERS?**

**2. HOW INCLUSIVE AND DIVERSE IS THE PUBLIC CONSULTATION PROCESS?**

**3. WHEN PRESENTING THE IDEAS TO THE RELEVANT STAKEHOLDERS DID YOU GET TANGIBLE FEEDBACK?**

**4. ARE THERE COMMON THEMES OR CONCERNS IN THE FEEDBACK RECEIVED FROM DIFFERENT STAKEHOLDERS?**



## REFLECT

Once the previous steps are complete, it is important that steps are taken to reflect on what has been done to this point. Use the data that is gathered on program effectiveness based on the metrics of the program. Consider feedback from fellow staff and volunteers as well as the funder to analyze possible changes or improvements that can be made to better display information. All this information can serve as a postmortem for your current program and provides valuable information for future program development.



## IMPROVE

If your program is to be continued, use the feedback and conclusions from funders and relevant stakeholders to further develop your program and impact reporting tools. Goals and needs change often, so be ready to use the current reporting tool you developed as a base and repeat the same process for the next program.

The Reflect and Improve Template on the following page can guide you in carrying out the reflect and improve steps of this process.

# REFLECT AND IMPROVE TEMPLATE

## REFLECT ON YOUR PROGRAM

1. WHAT HAS BEEN A POSITIVE AND A NEGATIVE ASPECT OF OUR REPORTING METHOD TO THIS POINT?

2. WHAT FEEDBACK HAVE I GOTTEN FROM STAFF/VOLUNTEERS AND STAKEHOLDERS?

3. ARE YOUR METHODS ALLOWING ME TO COLLECT THE NECESSARY DATA TO REPORT?

## PATHS FOR IMPROVEMENTS

1. WHAT SPECIFIC ACTIONS CAN BE TAKEN TO ENSURE THAT THE REVISED TOOL REMAINS ADAPTABLE TO FUTURE CHANGES?

2. WHAT CAN BE LEARNED FROM THIS PAST CYCLE OF PUBLIC CONSULTATIONS AND PROGRAM REVISIONS?