



SRI Theory of Change and Measurement Workshop

Presentation for May 2025



Overview

Baseline Workshop: Measuring Economic and Societal Impact

Goal: Program design and monitoring workshop

Workshop Objectives:

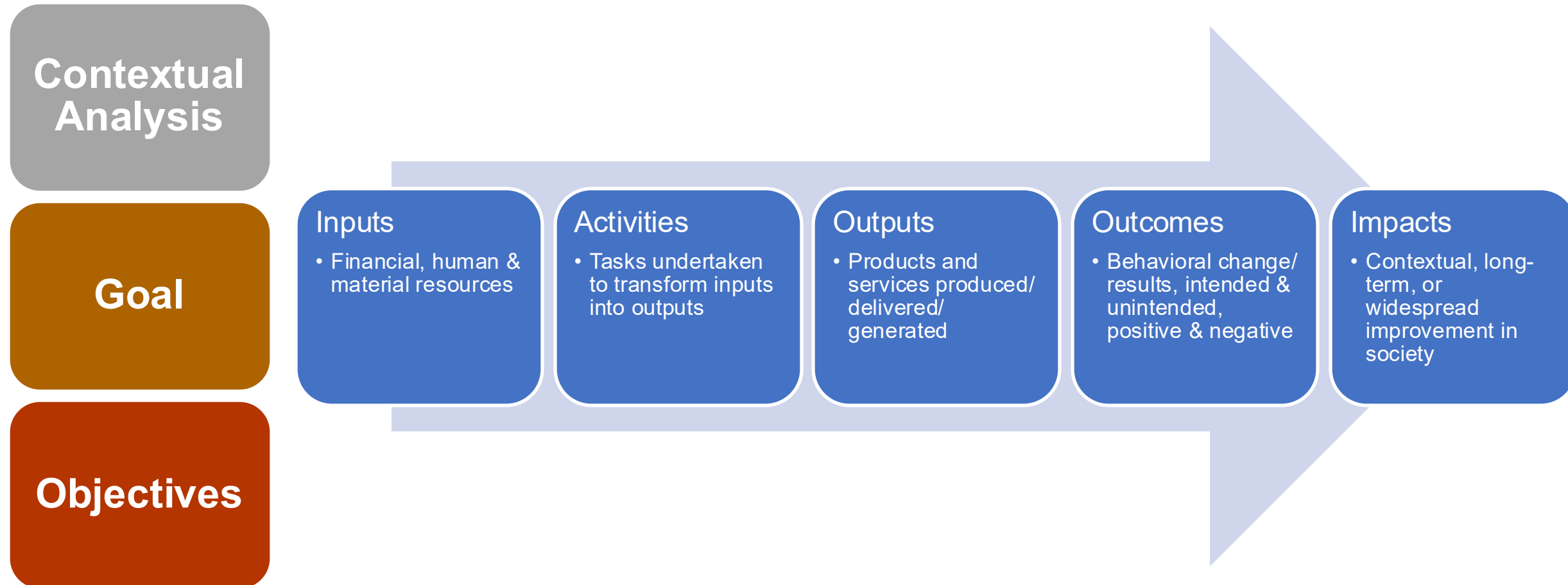
1. Build a Theory of Change
2. Examine approaches to measurement
3. Assess training and mentoring needs



Session I



Components of Program Design



Theory of Change

- Explains the “why” of a program by telling a sequential story
 - What goes in,
 - What gets done
 - What comes out
 - How the world thus (hopefully) changes for the better.
- The vision of how the program will create social change.

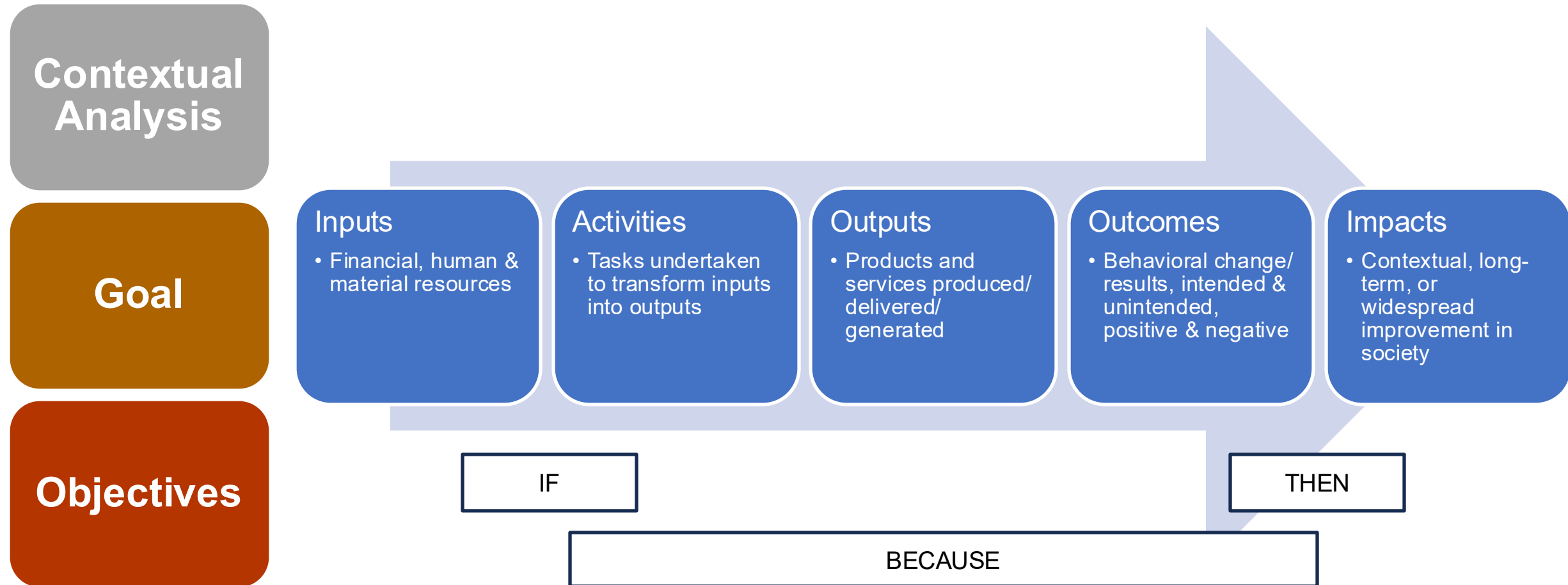
Theory of Change

- A **process** by which you can identify the **causal pathways** in a program. Can be conducted at any stage in the programming process although it is essential for evaluation. (***process definition***)
- Often reduced to a simple If... Then... Because... statement for inclusion in a logical framework. (***technical definition***)
 - If...Then...Because
 - If we implement these activities in this way
 - Then we will have this outcome and/or impact
 - Because of this causal mechanism

Theory of Change: If...Then...Because

- IF...
 - These are the activities
- THEN....
 - This is the outcome
- BECAUSE...
 - This is the mechanism

Map Theory of Change onto Program Design



Developing your Theory of Change

- Sketch out the theory of change – focus on research translation
 - If...
 - Inputs
 - Activities
 - Then...
 - Outcomes
 - Impact
 - Because...
 - Causal process connecting "if" and "then"
 - Identify all steps in the causal process and the connections among them
 - May want to draw an actual chain and label each link in the chain



Session II

Spectrum of Research Translation



Potential end users:

policymakers at multiple levels of government, non-governmental actors, community associations, private companies, or other actors whose engagement will benefit society.

Diagram generated through collaboration among TRAC Co-PIs and Naazneen Barma, Bridging the Gap.

What are the different ways to measure if you are achieving your ToC?

Metrics for original and translated outputs

Intermediary outcomes/indicators

Behavioral and institutional change

Long-term improvement

Metrics

**indicators of engagement for original
and translated research**

Altmetrics for scholarly outputs

- <https://subjectguides.library.american.edu/altmetric>
- Connect scholarship to third-party translations, (potentially) intermediary evidence for theory of change

Altmetric Details Page



? About this Attention Score

In the top 5% of all research outputs scored by Altmetric

MORE...

Mentioned by

- 2 news outlets
- 1 blog
- 14 policy sources
- 37 X users

SUMMARY

News

Blogs

Policy documents

X

Dimensions citations



So far, Altmetric has seen 57 policy documents that reference this research output.



The Right to Benefit: Using Videos to Encourage Citizen Involvement in Resource Revenue Management

Cited by CESifo on 15 Jan 2024

CESifo is a global, independent research network with members from across the world. Members are prominent economists with a broad spectrum of specialisms, each of whom brings years of experience and a high level of expertise to our research areas.



Adaptación basada en los bosques: adaptación transformadora a través de los bosques y los árboles

Cited by Food and Agriculture Organization of the United Nations on 01 Jan 2024

The Food and Agriculture Organization (FAO) of the United Nations is an intergovernmental organization whose mission is to achieve food security, ensuring that people have regular access to enough high-quality food to lead active, healthy lives.



“You Need to Have this Information!”: Using Videos to Increase Demand for Accountability on Public Revenue Management

Cited by CESifo on 11 Dec 2023

CESifo is a global, independent research network with members from across the world. Members are prominent economists with a broad spectrum of specialisms, each of whom brings years of experience and a high level of expertise to our research areas.



Natural resource commodity supply chains

Cited by U4 Anti-Corruption Resource Centre on 21 Jun 2023

U4 is a permanent centre at the Chr. Michelsen Institute (CMI) in Bergen, Norway. CMI is an independent, non-profit, multi-disciplinary research institute specialised in development studies.



Social Sustainability in Development

Cited by World Bank on 15 Mar 2023

The World Bank is a United Nations international financial institution that provides loans to

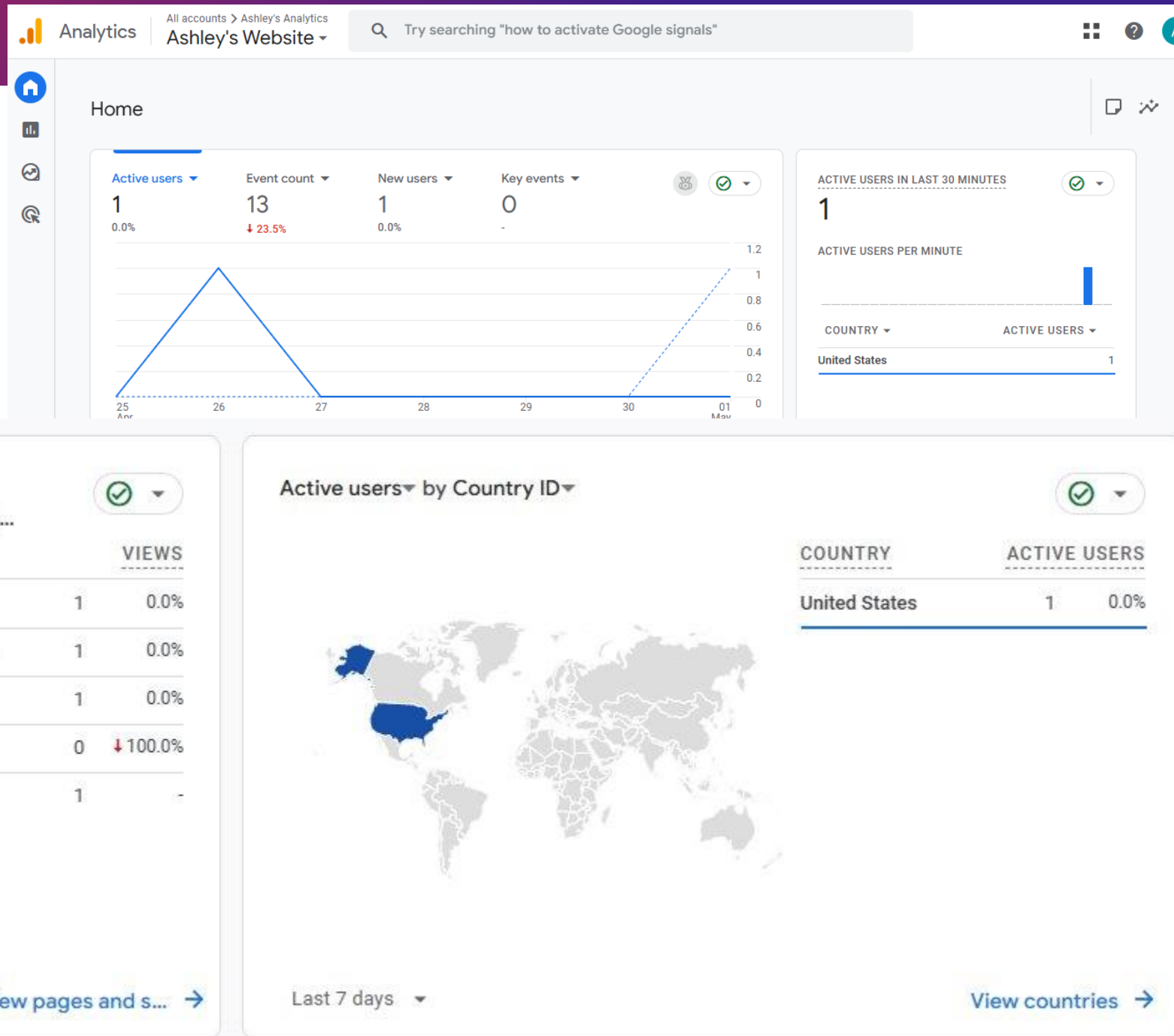


What Are Human Services, and How Do State Governments Structure Them? | Urban Institute

Cited by Urban Institute on 18 Jan 2023

Online resource metrics

- Views
- Downloads
- Referral traffic
- Location
- Contextual data





AURA – aura.american.edu

Preliminary Estimates of the Macroeconomic Costs of Cutting Federal Funding for Scientific Research

[Cite](#)[Download \(325.95 kB\)](#)[Share](#)[Embed](#)[+ Collect](#)[...](#)[Edit as a](#)

Report posted on 2025-04-30, 09:44 authored by [Ignacio Gonzalez Garcia](#), [Juan Montecino](#), [Vasudeva Ramaswamy](#)

Federal agencies such as NIH and NSF are critical sources of funding for basic and applied scientific research. Recently, many of these agencies have seen their research operations frozen or downsized. This brief describes a new analysis of the macroeconomic costs of cutting federal funding for scientific R&D. The brief finds that budget

...tive effects on GDP, investm
...P by an amount comparable
...half would making the avera
...olled by the historical trend in
...ut in R&D would decrease re
...6 percent annually.

[american] Statistical events top 25 items

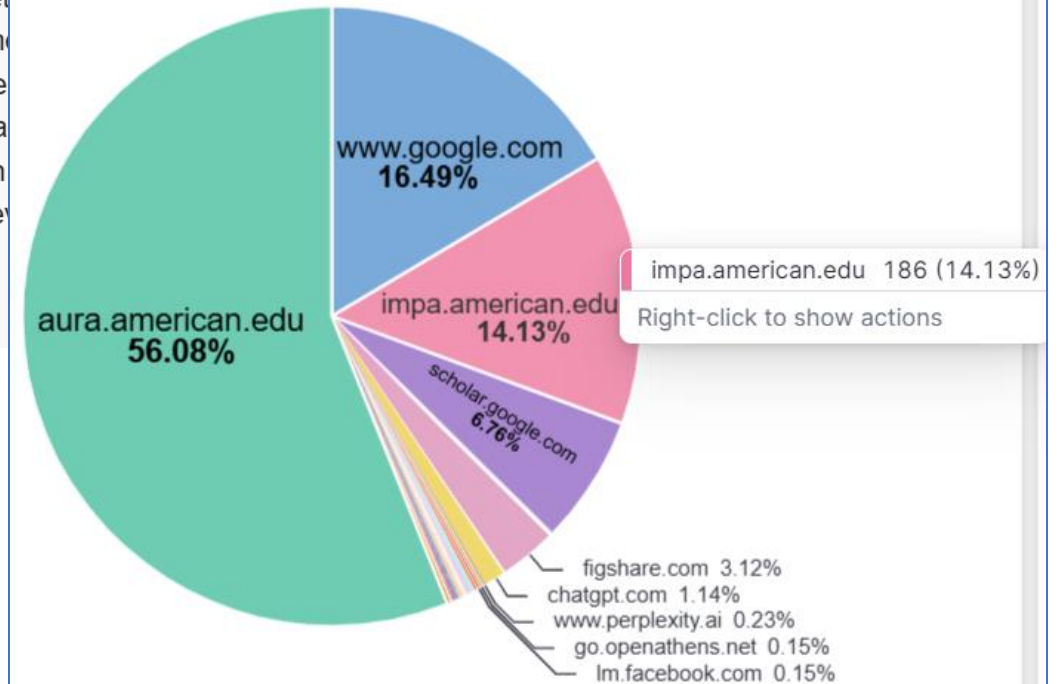
DOI		Count
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10.57912/28848452	view	254
10.57912/28848452	download	132
10.17606/fzq8-hs03	view	50
10.17606/fzq8-hs03	download	8
10.57912/23865708.v1	view	23
10.57912/23888868.v1	download	22
10.57912/23888868.v1	view	1

USAGE METRICS [↗](#)

1,906
views

384
downloads

0
citations



Other dissemination platforms with metrics

AU library-hosted platforms

- AURA (AU repository)
- EdSpace / WordPress (websites)
- Omeka (exhibit curation)
- StoryMaps (geospatial research stories)
- Kaltura (videos)

External platforms

- Social media
- YouTube
- Podcasts
- The Conversation

Contact Ashley Rocco, Digital
Research and Inquiry Lab director, for
more info on non-AURA library platforms
roccamo@american.edu

Questions to consider for new outputs

- What metrics are available?
- How easy is it to harvest and customize needed metrics?
- How do these metrics support your theory of change?

Indicators

- Quantitative or qualitative factors or variables that provide a simple and reliable means to reflect the changes connected to an intervention.
- Not the same thing as the desired change, but an indicator of that change.

Components of an Indicator

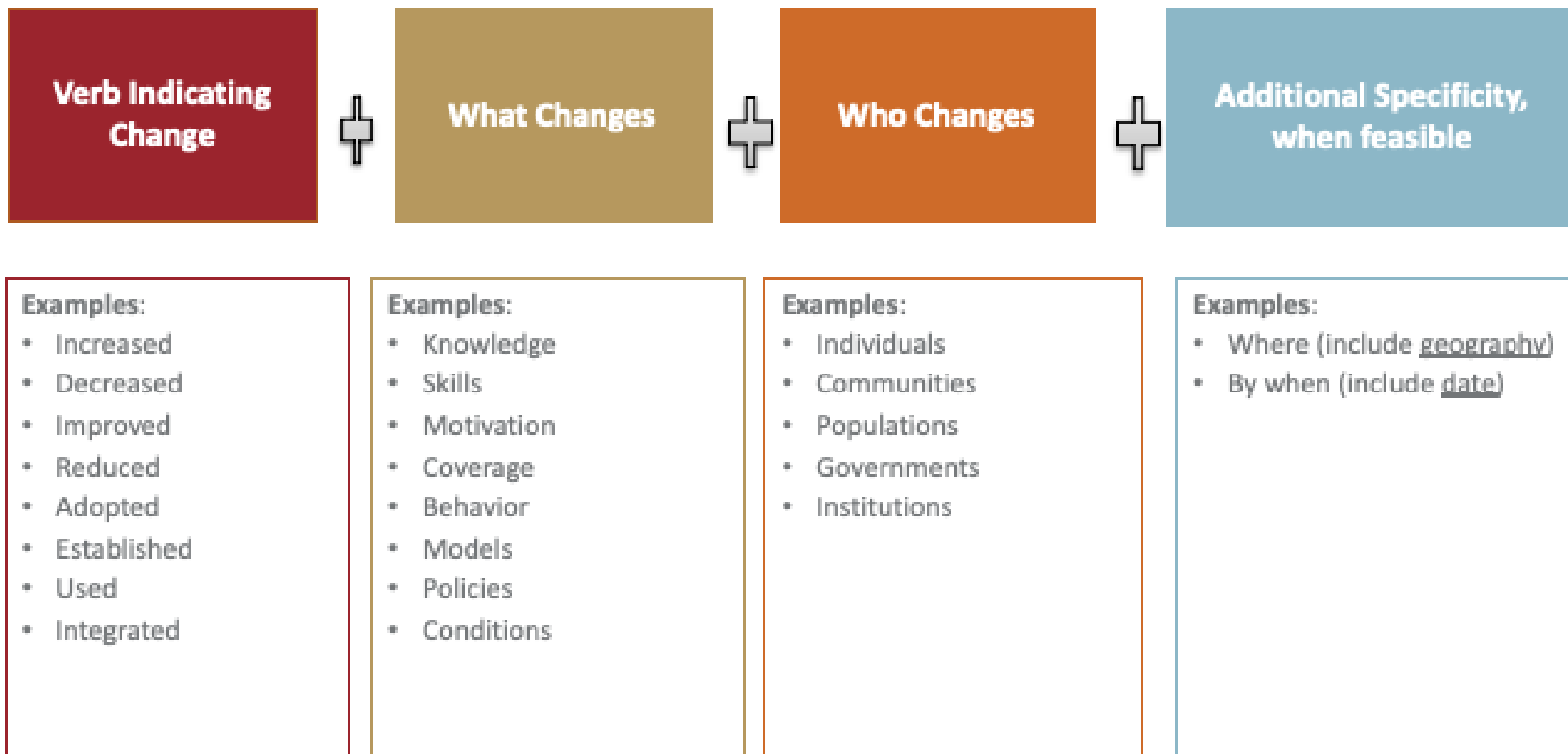
- What is going to be measured/change?
- Unit of measurement to be used to describe the change
- Pre-program status/state, or baseline
- Size, magnitude, or dimension of intended change
- Quality or standard of the change to be achieved
- Target population(s)
- Timeframe

Indicator Example

Examples of Indicator Components

	Example 1	Example 2
<i>Indicator Components</i>	Indicator: Increase the percentage of participants from the southern districts reporting an improvement in their relationship with the other(s) to the point where they now enter each other's homes from 20% in 2005 to 70% by 2008.	Indicator: Increase the number of men and women participating in at least two inter-community activities from 75 men and women/year in 2005 to 450 men and women/year for all ten program communities before the end of 2007
<i>What is to be measured – what is going to change</i>	Participants reporting an improvement in their relationship with the other(s)	The number of men and women participating in at least two inter-community activities
<i>The unit of measurement to be used to describe the change</i>	Percentage of participants	Number of women and men
<i>Pre-program status/state, also known as the baseline (where possible)</i>	From 20% of the participants in 2005	From 75 men and women/year in 2005
<i>The size, magnitude or dimension of the intended change</i>	To 70% of the participants in 2008	To 450 men and women/year before the end of 2007
<i>The quality or standard of the change to be achieved</i>	Improved to the point where they enter each others' homes	At least two inter-community activities
<i>Target population(s)</i>	People in the southern district	Men and women from all 10 program communities
<i>The timeframe</i>	Between 1 January 2005 and 1 January 2008	Between 2005 and the end of 2007

Simplifying Indicators: Results



Indicator Checklist

- **Targeted**
 - Element of change: What is changing?
 - Target group: Who is involved in the change?
 - Location: Where is the change located?
 - Timeframe: When is the change supposed to happen?
- **Measurable and specific**
 - Specific unit(s) of measurement to be used: What will be measured, counted, weighed, or sized?
 - Reference to a baseline/benchmark for comparison: What was the measurement at the starting point?
 - Qualities are defined: Words like “effective, appropriate, successful” are clearly defined.
 - Specific - measures only the concept that you aim to measure.
- **Valid - a good measure of the thing you want to measure**
 - Construct validity - an indicator captures the essence of the concept one is seeking to measure.
 - Criterion validity - a good predictor of an outcome.
- **Reliable - consistency of the findings across units regardless of who measures the indicator.**
 - Quality of information is credible; Assumptions are minimal, or at least clearly stated; Connection between the indicator and what you are trying to show is direct; Everyone collecting the information will find the same thing.
- **Feasible - information is feasible to collect (cost-benefit assessment).**
 - Means of verification is viable and doable; Information can be obtained.
- **Utility in decision-making - it can be used to make decisions about the project.**
 - Information is linked to key decisions; The information has major importance in the decision.

Activity:

Map Indicators/Measures onto Theory of Change

- Focus on the If... Then... Because components
- Will the indicator change in different stages of the project, or will it remain the same?
- How will you integrate the indicator/measure into your learning and decision-making process?



Session III

Moving Forward

Session Goal: Participants present a poster of their project theory of change and identify resources needed for success.

- Poster Presentation
- TRAC Resources
- Closing out

Please reach out!

Website



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Newsletter



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