How to measure the success of your Digital Champion project

Why do it?

Impact measurement can seem like an extra and unnecessary hurdle when you're trying to set your project up. But it needn't be a huge amount of work and done right, it can really contribute to your project's success. Good impact measurement helps you:

- Get super clear on what you're trying to achieve and how.
- Improve what you're doing and help you make better decisions about next steps.
- Build trust with your stakeholders through transparency and accountability.
- Help you find advocates and further funding.

If it's not doing this, you need to rethink it!

Setting up a framework

Define what you want to achieve and lay out your goals and objectives. These should be SMART (Specific, Measurable, Achievable, Relevant, and Time-bound).

Draw up a Logic Model - this a structured framework that visually maps how your project's resources, activities, and outputs are expected to lead to the desired outcomes and long-term impact (you can find examples/ templates online and we've included an example at the end of the document). This will help you establish what you're aiming to achieve and how you track your progress towards it.

What to measure

Be realistic about what's feasible and useful. Only measure what's genuinely helpful and be clear that there are some things you can't measure. If you're a small organisation with limited resources, it's better to pick a few vital things and measure those, than try and capture everything.

Collect a mix of data. Quantitative data is numerical and measures figures, like number of Champions. Qualitative data is descriptive and explores qualities, like opinions and experiences. Get both.

Track Behavioural Changes: Look for signs of increased confidence, independent internet use, or participation in online activities.

Do a baseline assessment. This establishes on participants' digital skills, internet access, or other relevant factors when they start on the project. Make sure you're gathering this data from the start. Don't skip this step!

How to measure

Use a mix of methods and leverage technology – tools like online surveys, apps and data dashboards can help you gather and report on data.

Don't over-ask! It's great to get regular feedback and weave it into your interactions, but don't bombard people with lengthy surveys all the time. This is when discipline about *what* you're measuring is useful because you focus on what you need to know.

Train staff and volunteers to gather information and if you can make it enjoyable! People could write feedback on feedback wall or a leaf-cut out and hang it on a cardboard tree. Or pick an emoji that sums up how they feel about a training session. There are lots of imaginative suggestions online.

What to do with your data

Protect it. Make sure you're following data protection regulations.

Look for trends, patterns and common themes that keep coming up.

Be cautious about small samples. If you're only had a few respondents, that might not be representative.

Benchmark Results. Compare to previous phases or similar projects while you build up a bank of responses over time so you can track and compare like-for-like results.

Remember the bigger picture will impact your project. This might be something big like the pandemic or something small like a change in library hours that affects drop-in attendance.

Don't ignore negatives. These can be hard to accept but extremely helpful. The point is to use your data to learn and to improve what you're doing.

Respond. If you can and it's appropriate, engage with your respondents and tell them what you're doing as a result of what they've told you. If they wanted earlier sessions or more help with specific skills, learn from this and make sure they know this has been heard. This creates a great feedback loop.

Assess what your doing – improve the project – but improve the impact measurement too! Is it telling your useful things in useful ways? If not, tweak it!

Extras: Components of a logic model for a Digital Champion programme

Logic models (also called theories of change or logical frameworks) help you evaluate your Digital Champion programme by:

- giving you a picture of how the programme is intended to work
- identifying your programme's main components, and how they relate to one another
- showing the planning and execution of your programme, as well as its intended effects.

There are lots of templates for logic models and examples free online. Pick one that suits your project. Below are some typical components of a logic model for a Digital Champion programme that you might want to bear in mind.

Planning and execution	Examples
Inputs i.e. resources	• Funding, staff, volunteers, resources such as the Digital Champions Network
Activities i.e. programme events	• Recruitment, training and support of Digital Champions • Engagement and support of beneficiaries
Outputs i.e. products of programme events	• XX number of Digital Champions recruited • XX number of Digital Champions trained • XX number of Beneficiaries recruited/engaged • XX number of Beneficiaries supported

Intended effects	Examples
Short term outcomes i.e. immediate effects in weeks or months Need to be SMART	• Digital Champions improve their digital skills and /or support skills • Beneficiaries improve their digital knowledge and skills, change their beliefs about digital technology, or increase their motivation to engage with digital technology • Organisation/s recognises the importance of digital skills support for staff, volunteers and beneficiaries

Intermediate outcomes i.e. intended effects occurring over months or years
Need to be SMART
	• Digital champions' wellbeing enhanced by helping others
	• Beneficiaries' wellbeing improved in one or more areas:
	   ○ Education or training
	   ○ Employment
	   ○ Money
	   ○ Health
	   ○ Socialising
	   ○ Leisure etc
	• Organisation/s embeds digital skills support into everyday service delivery

Long-term impacts i.e. years or decades	• Greater digital inclusion, reduced digital exclusion, reduced social exclusion

Three key evaluation questions for Digital Champion programme beneficiaries

If you do nothing else, try and ask at least a sample of your beneficiaries these questions:

Q1. What's changed for you (if anything) since you received Digital Champion support?

Q2. How much of this change is down to the support of the Digital Champion, and not some other factor like help from family or friends? [none, some, about half, most, all]

Q3. Do you think this change might have happened even if you had not got any support from Digital Champions?

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Sara Dunn Associates: Research and communications consultancy (saradunn-associates.net)