



Workshop 3

Evaluating a Digital Champion programme



Introducing...

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***Why* are you evaluating**

To demonstrate impact?

To understand what works and why?

***Who* is the audience for the evaluation**

Internal/External?

Expert/general public?

1. Outcomes for two groups:


- **Digital Champions**
- **Beneficiaries**

2. Outcomes at two levels:

- **Digital skills**
- **Quality of life**

3. Different delivery models:

- **One to one/group**
- **One-off / series**
- **Digital specific / part of something else**

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- 1. *Plan* for evaluation and allocate *resource* (5%)**
 - 2. Begin with a *logic model***
 - 3. Ensure your *outcomes* are SMART**
 - 4. Include views from a *range of stakeholders***
 - 5. Consider *sampling* approaches**
 - 6. Include three 'killer' *impact* questions**
 - 7. Keep it *simple* – and paper is fine!**
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Thank you

Any questions?

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