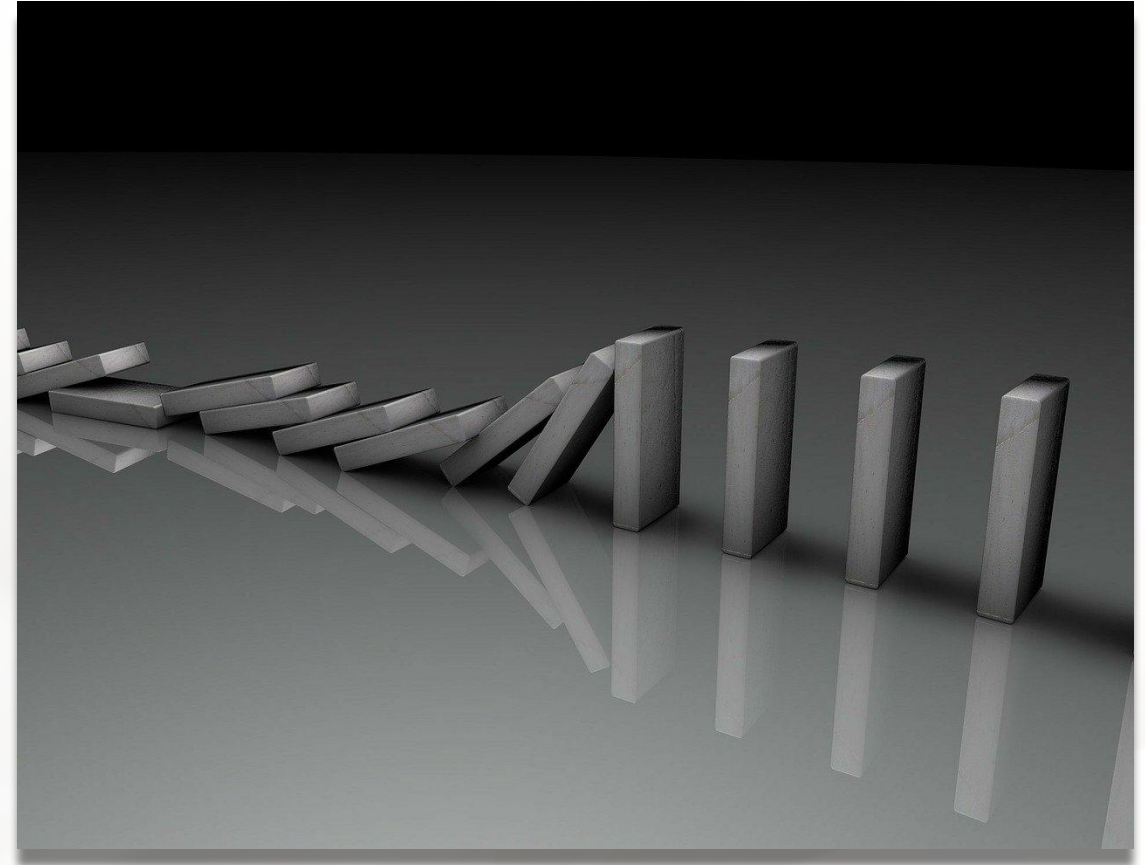




# **EPICS in IEEE Project Impact Training and Best Practices**

# What is Impact?

- Impact is our ability to measure the benefit a project has on the participants and the community
- EPICS in IEEE hopes to achieve positive:
  - student impact
  - community impact
- Impact can refer to direct impact or indirect impact, and may not always be measurable directly after a project is deployed into the community



# Why We Track Impact

- We want to know how many people were positively impacted by our project, and to what extent they were impacted
- Impact tracking provides accountability for EPICS in IEEE at an organizational level
- With limited resources, it is important that we allocate them responsibly
- Donors like to see the return-on-investment of their donations, and are more likely to repeat donations if we can show positive impact

<b>Impact Assessment*</b> Does the project have reasonable impact numbers and an assessment plan?	The project proposal includes realistic short-term and long-term impact numbers, and there is an achievable plan to collect impact data during and after the project.	The project proposal includes somewhat-realistic short-term and long-term impact numbers, and there is a plan to collect impact data during and after the project.	The project proposal's numbers for short-term and long-term impact do not seem appropriate for the project scope. The assessment plan to collect data is weak.	The project proposal has unrealistic project impact numbers and an unrealistic or not-included assessment plan.
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# Impact Assessment-Rubric

Does the project have reasonable impact numbers and an assessment plan?

## 4 - Exceeds Expectations

The project proposal includes realistic short-term and long-term impact numbers, and there is an achievable plan to collect impact data during and after the project.

## 3- Meets Expectations

The project proposal includes somewhat-realistic short-term and long-term impact numbers, and there is a plan to collect impact data during and after the project.

## 2 - Approaches Expectations

The project proposal's numbers for short-term and long-term impact do not seem appropriate for the project scope. The assessment plan to collect data is weak.

## 1 - Does not meet Expectations

The project proposal has unrealistic project impact numbers and an unrealistic or not-included assessment plan.

# Estimating your Project Impact- Student Impact

Reporting on student impact is a part of the EPICS in IEEE reporting process. We ask that you keep track of

- How many students meaningfully engaged in the project
- How many of the student participants were female?
- Contact information for at least a few students

*We hope that EPICS in IEEE will result in student impact for technical and professional skill development. Long term impact might include success in obtaining internships or employment because of their project involvements, or continued interest in humanitarian initiatives.*



# Estimating your Project Impact- Community impact

How to come to a realistic number of people impacted from your project

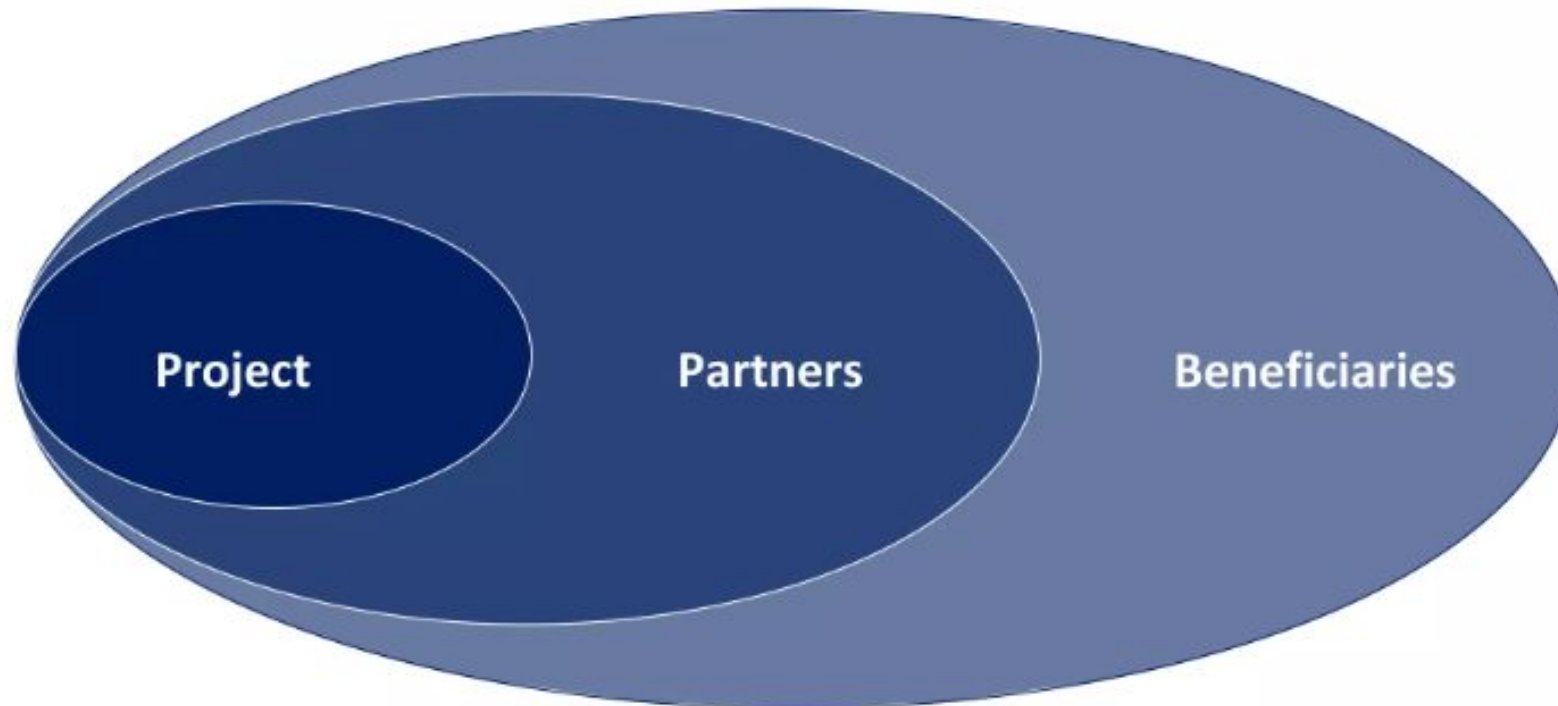
- In general, EPICS in IEEE prefers that you report direct-impact (those individuals who are directly engaging with the solution to receive a positive benefit).
- Many projects are physical in nature and require stakeholders to directly engage with them to positively impact. In this case, impact numbers should track how many people will realistically use the solution in the specified time frame.
- Avoid citing statistics on overall populations which specific characteristics as your project's impact. Unless your project has scaled to full community deployment, it likely will not positively impact everyone during the initial phase of the project.

Total number of people impacted/benefactors of the proposed project in the short term (1 year)\*

Total number of people impacted/benefactors of the proposed project in the long-term (3+ years)\*



# There is a limit to our influence

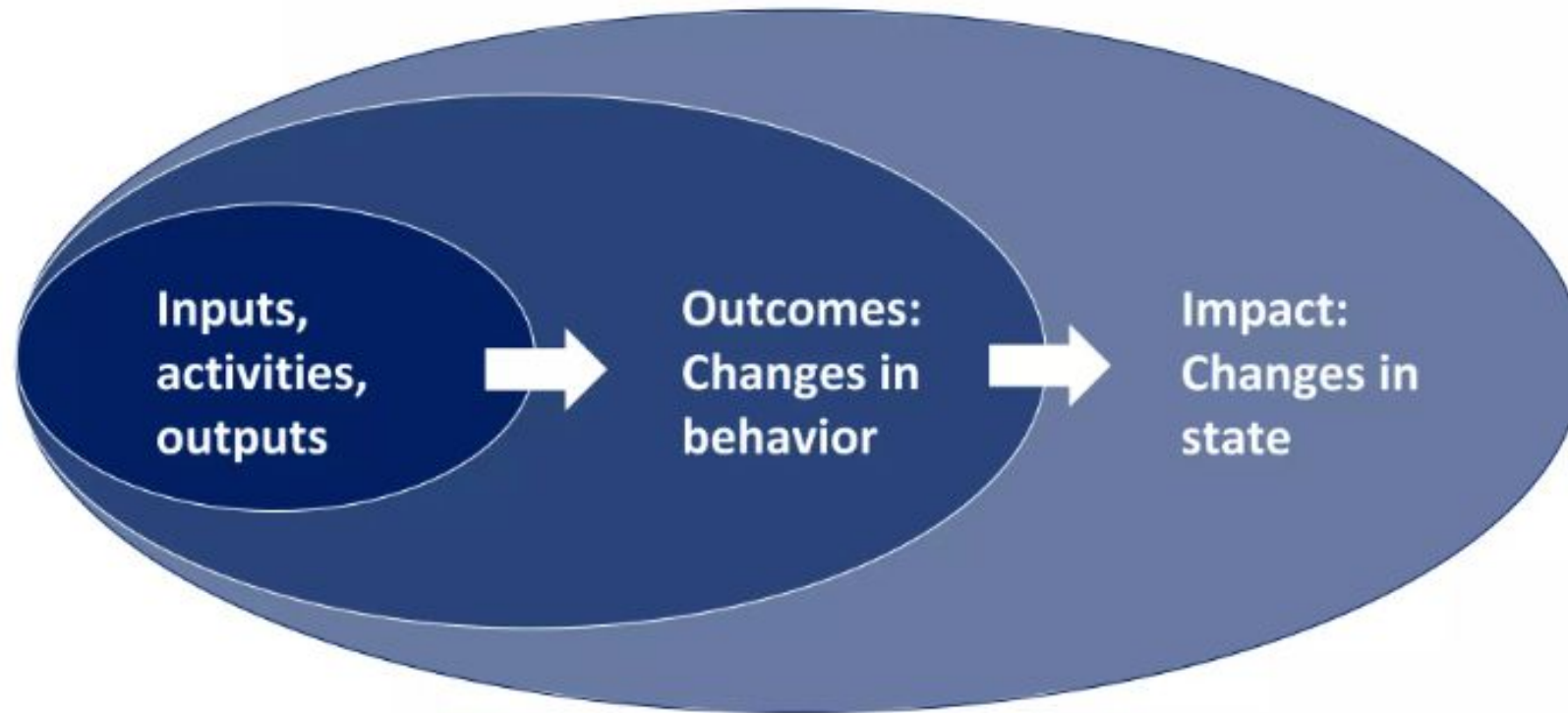


Used with permission, Simon Hearn, ODI, 2010 [4]. Not for use outside of this class.





# There is a limit to our influence



Sphere of control



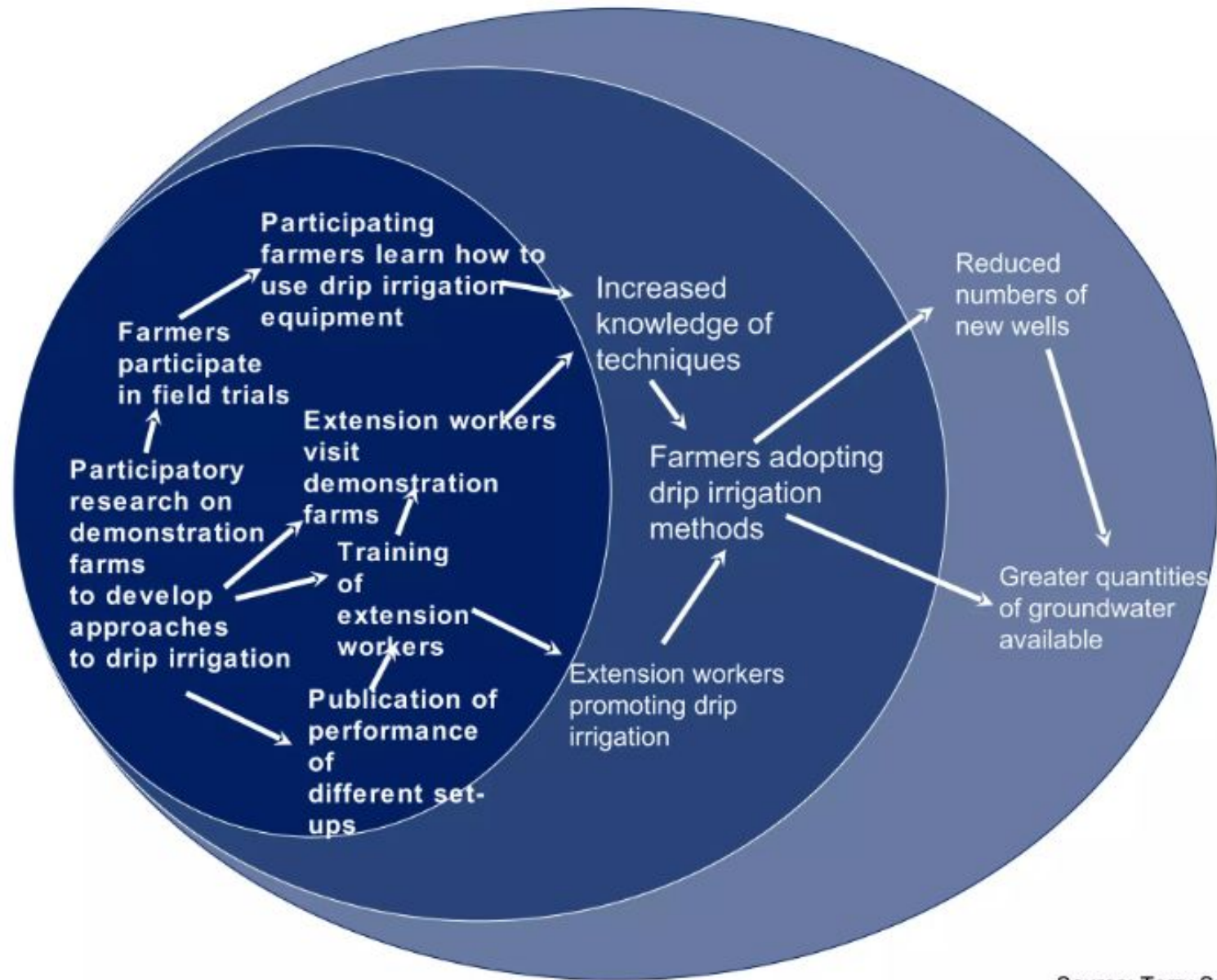
Sphere of influence



Sphere of interest

**OutcomeMapping**  
LEARNING COMMUNITY





Source: Terry Smutylo

# Measuring your Impact- Make a plan before the project begins!

As a part of the initial proposal process, you will have to describe your project impact and a plan for your impact assessment.

Proposal text: Describe how you will assess if the project was a success. Estimate the number of people that will benefit from the project. Where applicable, provide geographic areas, gender, age group, etc.



# Challenges when Measuring your Impact

- If you don't collect baseline data, it can be challenging to know the impact and change your project has had within a community.
- Community-based metrics will change over time. It can be challenging to know which specific reason to attribute the change to- your project, or other factors outside of your control.
- Generally, surveys sent via email or outside of events will have low participation rates.
- If you don't plan strategically, you may miss your chance to collect feedback and measure stakeholder impact with surveys or interviews. Assessment should be done during the project, not started after the project deployment.



## Tips for Measuring your Impact

- Collect appropriate baseline data to be able to measure project impact through changes in the community
  - Determine if you need to conduct any surveys or collect any quantitative data before you begin your project
  - Your community partner may already have data, otherwise they can possibly help you collect this data.
- Collect a variety of data
  - Survey data
  - Any possible quantitative data such as number of times used, number of gallons saved, reliability of solution, etc.
  - Community partner and direct stakeholder interviews
- Plan early and often to collect data! Surveys distributed in person or at events are more likely to yield high response rates.

# Reporting your Impact- Know What to Expect!

- **For the Proposal:**
  - Estimated number of people impacted at 1 and 3 years
  - Description of estimated impact (describe direct and/or indirect impact)
  - Assessment impact
- **If funded, at the final report:**
  - Updates on the 1- and 3-year impact numbers based on the projects' deployment
  - Provide feedback from the students involved
  - Provide surveys from community partners or end users of your solution
  - Connect with us for video stories and blog posts about your project
- **If funded, at the 1- and 3-year follow-up survey:**
  - Information on if project is still active and in use
  - Updated impact numbers so far and projected
  - Qualitative data including student impact stories or community impact stories

## Additional Resources

- SIGHT Resources (includes category for impact measurement)
  - <https://sight.ieee.org/resources/>

