Module: Measuring the Impact of startup programs

Course Facts:

Duration: 30 Hours (Contact: 8 Hours / 22 Hours Self Study)
Target Group: University Staff
Language: English, Spanish, Croatian, Dutch, German

Course Description

Measuring and managing the impact of digital, green and entrepreneurship courses is of paramount importance for delivering skills necessary to build sustainable and digital ventures. Just by understanding the outcomes of a given startup-support program measures can be taken to improve the quality and effectiveness of delivery.

Learning Outcomes

-   Appreciate the central importance of impact measurement
-   Identify and explain key concepts and principles of rigorous social impact measurement
-   Set clear objectives for the impact of digital, green and entrepreneurship courses and activities
-   Develop a theory of change and logic model for a specific course or program
-   Design a measurement plan to assess the impact of a course or program
-   Collect and analyze data of the program outcomes/impacts
-   Use the evidence of success as a tool for reflection and review of the digital, green and entrepreneurial activities and for the reflection of the strategy of the institution.
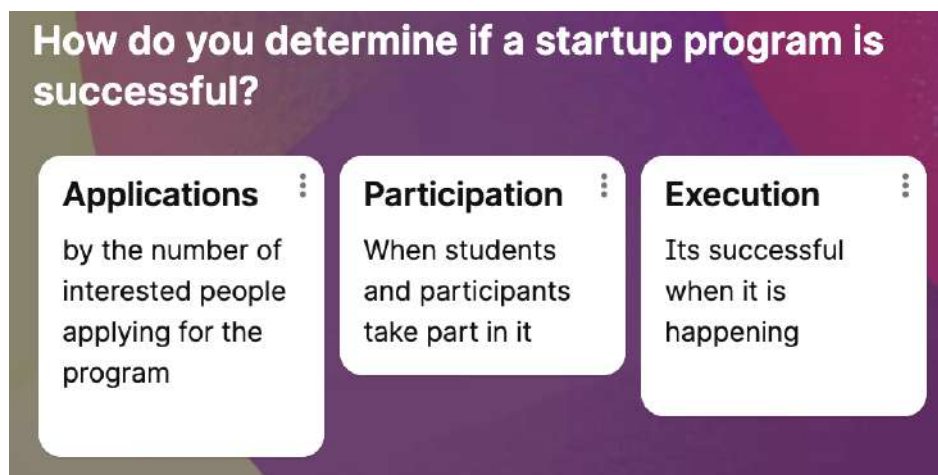
Curriculum:

Unit 1: Introduction to Impact Measurement

Pre-Unit activities for the participants // - 3:30h

- <u>Session preparation: Activity</u>

    - Question: How do you define impact?
      → Please fill in your answer: <u>Padlet Link</u>
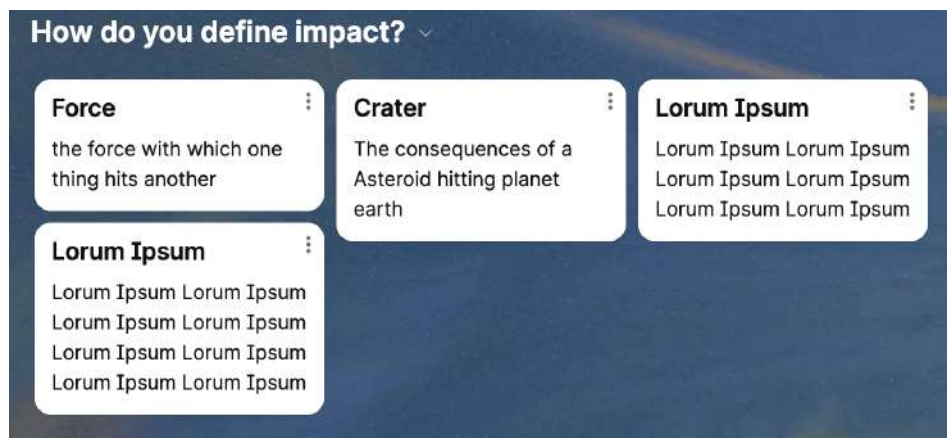
    - Questions: How do you determine if a startup program is successful?
      → Please fill in your answer: <u>Padlet Link</u>

    - Do you have experience with impact measurement?
      → Menti Link: <u>Voting Link</u>

Multiple Choice

◯ I have no prior experience with impact measurement

◯ I have a basic understand of impact measurement

◯ I have been involved in an impact measurement project

Submit

- Session preparation: Questions & Notes
    - There are various perspectives on the effectiveness and usefulness of evaluating impact in general and evaluation support programs in particular.
    - Please make notes on your personal experiences / perspectives on how useful you think impact evaluation is? What are the benefits? How much time and resources should be investing in evaluating a program?

- The Theory of Change (impact staircase) is an important tool in the field of impact management and measurement. It provides a framework that captures the inputs, activities and the corresponding outputs of a particular program and draws a relationship to the intended consequences - a) outcomes - the direct effect on the target group b) outputs

- Session preparation: Readings

    - Please read 2.1 what is impact? & 2.3 Why measure and manage the impact of start-up programs?
        - https://www.borderstep.de/wp-content/uploads/2021/10/Borderstep-Impact-Guide_EN_web.pdf
    - Please read: Assessing the impact of accelerators
        - https://www.nesta.org.uk/blog/assessing-the-impact-of-accelerators-what-can-you-learn-from-academia-and-think-tanks/

- Supplementary Reading: the Social Impact Navigator:
    - https://www.phineo.org/uploads/Downloads/PHINEO_Social_Impact_Navigator.pdf

Content of the in person session // - 2h

- Discussion round on the experiences so far by the group of participants
- Input from the Lecturer
    - What is Impact?
    - Common fallacies
    - Consequences of poor practice
    - Types of impact and the importance of measuring impact in the context of digital, green and entrepreneurship programs
    - The Theory of Change or Impact Staircase

Unit 2: Devising an impact evaluation plan

Pre-Unit activities for the participants // 2h

- Session preparation: Activity
    - Watch the video from John Olives Last-Week-Tonight on Carbon Offsets: https://www.youtube.com/watch?v=6p8zAbFKpW0


- Session preparation: Readings
    - Please read 3.1.1 Setting Impact Objectives & 3.1.2 Developing an impact philosophy
        - https://www.borderstep.de/wp-content/uploads/2021/10/Borderstep-Impact-Guide_EN_web.pdf

Content of the in person session // 2h
- Setting impact objectives specific to digital, green and entrepreneurship courses
- Logic models specific to digital, green and entrepreneurship courses
- Impact Measurement Philosophy
- Impact Measurement Frameworks
    - Quantitative & Qualitative Research
    - Pre & Post Evaluation

> Exercise (Homework): Developing a Logic Model for a startup program. // 5h
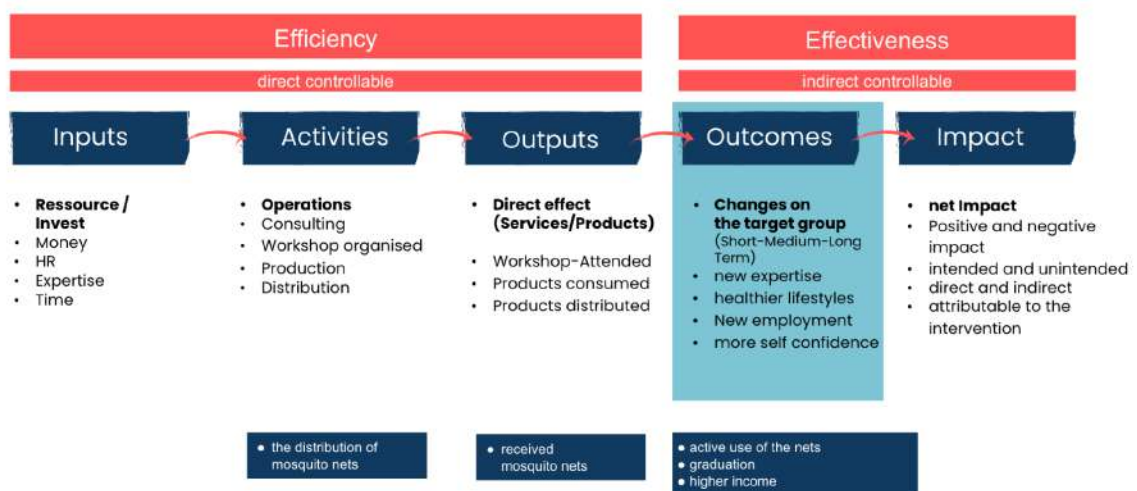

Template for the participants to use:

https://docs.google.com/presentation/d/1CTYnQiCqFPhkcE5gi_3kMAfZtvuz8-YFQN7Dntt3p2Q/edit?usp=sharing

Participants will present their theory of change receive feedback from their peers and instructor.

Unit 3: Data Collection Methods

Pre-Unit activities for the participants // 2:30h

- Session preparation activity:
    - Quiz (output vs outcomes) on the last session. (if the platform has a Quiz option, we can discard Menti)
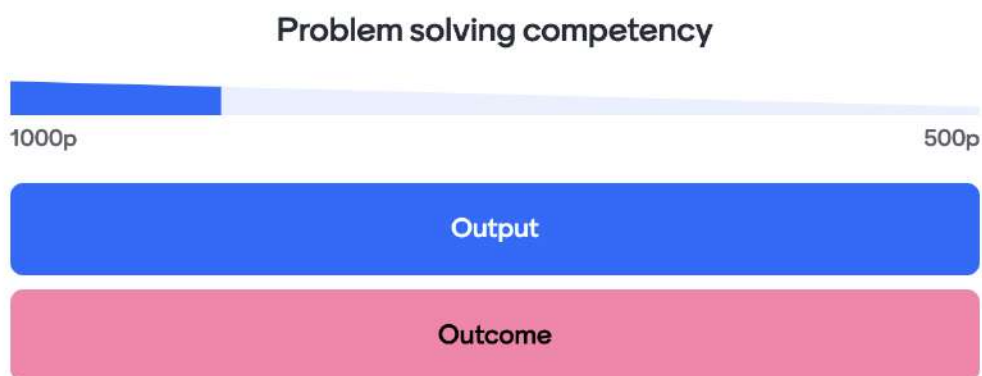
- Session preparation: Readings
    - Please read 3.2.2 Selecting suitable indicator & 3.2.3 How to collect and evaluate data
        - https://www.borderstep.de/wp-content/uploads/2021/10/Borderstep-Impact-Guide_EN_web.pdf

Content of the in person session // 2h
- Definition of suitable indicators
- Quantitative data collection methods specific to digital, green and entrepreneurship courses.
- Qualitative data collection methods specific to digital, green and entrepreneurship courses.
- Experimental, quasi-experimental, non-experimental designs
- Key considerations, common pitfalls and sources of bias

› Exercise: Developing an evaluation strategy // 6h

Please consider the following approach:
- Description of the program you are about to evaluate
- Identification of the purpose of the evaluation
- Definition of the evaluation framework and why this framework was chooses (The impact philosophy pre-post test, consideration of counterfactuals, quantitative & qualitative data collection.
- Description of the evaluation design, including a data collection plan
- Use the logic model that you have created to determine how and when you will gather data on the output and outcomes.Think about which indicator and collection methods are suited best for capturing the outputs/outcomes.
- Overall assessment of the strengths and limitations

Participants will present their theory of change and their impact measurement plans and receive feedback from their peers and instructor.

Unit 4: Analyzing & Using the Data (Holistic Management)

Pre-Unit activities for the participants // 3h

- Session preparation: Readings
    - Please read 3.3 Improving and Communicating your Impact
        - https://www.borderstep.de/wp-content/uploads/2021/10/Borderstep-Impact-Guide_EN_web.pdf
    - Please read Part 3: Improving & Communicating

Content of the in person session // 2h
- Discussion of the case study
- Analyzing & interpreting data specific to digital, green and entrepreneurship courses
- Using results to improve courses and wider startup-up support strategies. Communicating the results to relevant shareholders.