



SCHOOL OF COMMUNICATION
MASTERS IN STOC PROGRAM

COURSE OUTLINE

LECTURE ROOM: ONLINE

COURSE CODE: COM 686X

COURSE TITLE: PROGRAM MONITORING & EVALUATION

Lecturer: Leah Jerop Komen, PhD Office: Research Directorate

Consultation Hours: 4-4.45PM Mondays

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CLASS VENUE: VIRTUAL TIME: 5:30PM – 8:30PM Day: MONDAYS

Purpose: The purpose of the course is to give you basic theoretical and practical skills and strategies for monitoring and evaluation of development communication projects

Learning Objectives

By the end of this course the learner should be able to:

1. Demonstrate strategies for monitoring and evaluating development programs.
2. Comprehend the framework, rationale and basic concepts essential to planning, designing and conducting an evaluation of development communication projects.
3. Develop a comprehensive monitoring & evaluation plan
4. Understand knowledge of historical contexts and critiques of monitoring and evaluation efforts
5. Develop and implement an M & E system
6. Determine the relevant stakeholders involved in a monitoring and evaluation of projects

Content

Now more than ever, funding organizations seek more accountability for the funds they provide for development projects. Development organizations also understand they are more likely to receive future funding if they can deliver on their promise and show results. Today, employees with special skills in M& E are on demand. This course is designed to help you gain the knowledge and skills in the area of monitoring and evaluation. The course seeks to provides you with a hands-on experiential learning necessary to conduct a successful and effective project planning, monitoring and Evaluation

Prerequisite: COM 684

Week/Dates	Topic	Intended Learning Outcomes	Activities
31/8/20	<ol style="list-style-type: none">1. Introduction to M&E basic concepts and terms2. Difference between M& E3. Why M & E	<ol style="list-style-type: none">1. Evidence of an understanding of basic concepts of M&E, and the rationale for M& E in project management2. Students to understand what is expected of them	<ol style="list-style-type: none">1. Students introduce themselves in class2. Presentation of the course outline to students3. Students ask questions and clarifications on the course outline4. Lecture and classroom discussions <p>Reading Task: Reading:</p>

		<p>in the class</p> <ol style="list-style-type: none"> 3. Appreciate the overall goal of the course and how it might relate to their everyday life 4. Understand the assignments due in the semester in the course 	UNDP Handbook pages 1-16
7/9/20	Project Cycle	1. Explain all stages of a project cycle	Task: Think of a project and design the M& E plan
14/9/20	12 Components of an M& E systems	1. Internalize the tenets of M& E system	
21/9/20	Frame works and approaches to M&E(Conceptual, logical and results based model & Positivist/constructivists TORS)	<p>Appreciate the importance of the Frameworks</p> <ol style="list-style-type: none"> 1.conceptual 2. Logical 3.Result based model 4.Problem Tree 5. TORs 	Task: Design a framework for one of the Big 4 Kenya's development agenda
28/9/20	Conceptualization of communication projects(approaches to project formulation, factors influencing project formulations and modes of stakeholder analysis)	<p>Comprehend the approaches for</p> <ol style="list-style-type: none"> 1. Project formulation 2. Modes of stakeholder analysis 	Critique Paper: Due
5/10/2020	Programme/project proposals-steps Background, problem analysis, logical and	1. Steps to project proposal writing	TASK: Group work, determine what methods you will use to collect, analyse and present your data stakeholder analysis, objectives, justification, strategies of major activities, and local fundraising strategies
12/10/20	Theory of change & M/E		1.Presentation
19/10/20			<i>Guest lecturer</i>

	Projects and Risk management-Uncertainty and risk, sources of risk, risk assessment, risk identification, response to risk and risk mitigation		
26/10/20	Performance indicators		Outline the basics of M&E and Key performance indicators and how to create them. Get to the chat rooms and let us engage from there
2/11/20	Setting Target (factors, approaches and useful information to target setting)	Read the article posted on your e-portal. Also use the class whatsapp wall	Given the resources and context, outline what can be realistically achieved in your choice big 4 agenda
9/11/20	Data Dissemination and Utilization- feedback mechanism	Examine the 3 items posted on your e-portal, and listen to the short video on outcome based monitoring	Record a 2 minute reflection on what your understanding of the said items are and post them on the class whatsapp wall
16/11/20	Practical considerations to monitoring & Evaluation Conceptualization, development, realization and termination	12 components of an M&E notes revisions	Be ready to distinguish each of the components using any of your chosen big 4 project
23/11/20			
30/11/20	Ethics in program M&E Panel presentation	Send all your pre-recorded 25 minutes on the portal	This will be peer-reviewed but the course facilitator shall grade
7/12/20	Panel presentation	Send all your pre-recorded 25 minutes on the portal	This will be peer-reviewed but the course facilitator shall grade
14/12/20	/class wrap up/survey	Kindly take the survey	A link will be sent on your portal to review the course. Thanks

Readings

<http://web.undp.org/evaluation/handbook/documents/english/pme-handbook.pdf>

https://www.fsnnetwork.org/sites/default/files/adra_me_manual.pdf

<http://www.mnestudies.com/monitoring/characteristics-good-monitoring-evaluation-system>

Further Reading

1. Chamber R *Participatory Workshops: A source Book of 21 sets of ideas and Activities* Earthscan
2. Lockyer, K and Gordon, J (2005) *Project Management and Project Network Techniques* (7th ed) Prentice Hall: England.
3. Mulwa F W & Nguluu, S.N (2003) *Participatory Monitoring and Evaluation: A Strategy for Organization Strengthening*; Nairobi : PREMESE
4. Mwita N (2001) *Starting a Community Based Development Programme: A practical Guide for Community Development Workers*; PREMESE Olivex Publishers.
5. UNICEF (1998) *‘Special issue on evaluation and practice in an International Agency: Examples from UNICEF in Evaluation and Program Planning Vol 21 No 4*: Aberdeen: Pergamon.
6. UNRD (2000) *Project Planning Implementation and Evaluation: A training Manual*; Nairobi United Centre for Regional Development.

Course Procedures

Attendance

Punctual attendance is expected at all class sessions. If you participate in University sponsored activities (e.g., intercollegiate sports), you must inform your instructor before you are absent. Daystar University policy regarding attendance will be followed. Students are responsible for all missed work. Failure to meet the **25% threshold will result to an F grade**. Asking for permission to be away is accepted as a kind gesture, however, that does not make one present, in other words threshold must be met at all times.

Makeup Tests/assignments

Should you fail to make for any assignment or group work you must notify the facilitator a week before submission date, failure to which it shall be deemed you absconded it. Hence failure in the specific assignment shall be the outcome

ACADEMIC INTEGRITY

Honesty and originality are expected in all the work. Proper citation and documentation of others' work is required on all oral and written assignments. Plagiarism, cheating, or unethical behavior of any kind will not be tolerated

COURSE PROJECT(s)

Group & Individual assignments

At the beginning of every class period, there will be presentation on a particular subject matter assigned by the course facilitator; each group member is to participate in the presentation. Participants are invited to make their presentations as creatively as they can eg use debates, small group discussion, posters, power point, round table discussion e.t.c. (These will account for **10 %**) of your grade point. **A critique paper** on any area of program monitoring and evaluation process. You Are required to critically examine tenet(s) of monitoring and evaluation making your own analysis of whether or not you think that concept is well understood and applied in any project or monitoring agenda, and why you think so. All tenets of a great Masters level paper will be put into consideration. Times Roman, Font 12, double spaced and with competent literature and critical discussions not more than 5 pages long. This will account for another **20%** of your grade point.

Final project

You will be required to identify one of the big 4 Kenya national agenda (Affordable healthcare, Manufacturing, Affordable housing, Food security) and go ahead to make contacts with the project manager or their representative(s). You shall monitor this project for 2 months and conduct and evaluation at the end of the semester- be sure to use an M& E work plan to guide you throughout the semester. Towards the end of the semester you shall write a project monitoring and evaluation report on the big 4 agenda of your choice, to be submitted at the end of semester as will be allocated on the exam timetable (See below an outline of an M& E workplan)

Outline of M&E Work Plan

- ✚ Introduction
- ✚ Context
- ✚ Overview of Program Goals and Objectives
- ✚ Logical Framework Monitoring
- ✚ Monitoring Matrix
- ✚ Description of Data Sources (Forms), Data Flow, and Quality
- ✚ Data Analysis, Plan Dissemination and Use of Results Evaluation
- ✚ Evaluation Matrix
- ✚ Description of Data Source (Methodology)
- ✚ Data Flow and Quality
- ✚ Data Analysis Plan
- ✚ Dissemination and Use of Results Timeline
- ✚ Staffing and Technical Assistance Needs

- ✚ Budget
- ✚ Appendices (sample tools and questionnaires)

Assessment

Rubric for group assignments

Grading Group Number: _____

	Below Expectation	Satisfactory	Exemplary
Organization	No apparent organization. Evidence is not used to support assertions. (0 – 3)	The presentation has a focus and provides some evidence which supports conclusions. (4 –7)	The presentation is carefully organized and provides convincing evidence to support conclusions. (8 – 10)
Content	The content is inaccurate or overly general. As a listener I learnt hardly anything or suspect I'm being misled. (0-5)	The content is generally accurate, but incomplete. I learnt some isolated facts, but gained only a few new insights about the topic. (6-10)	The content is accurate and complete. I gained new insights about the topic. (11 – 15)
Delivery	The speaker appears anxious and uncomfortable, and reads notes, rather than speaks. I felt I was largely ignored. (0-5)	The speaker is generally relaxed and comfortable, but too often relies on notes. I was sometimes ignored or misunderstood. (6 –10)	The speaker is relaxed and comfortable, speaks without undue reliance on notes, and interacts effectively with listeners. (11-15)

Summary of your grade point

Grading

Grading will be as follows:

Assignment	Points awarded
Panel discussions	25
Weekly class assignment	15
Critique paper	20
Final project	40
Total	100

