

# **The Peacebuilding Evaluation Consortium,**

## **Learning and Doing with DME for Peace**

**Two years of sharing knowledge and  
best practice.**

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## **Acronyms**

AFP - Alliance for Peacebuilding

Carnegie – Carnegie Corporation of New York

CDA – CDA Collaborative Learning

CoP – Community of Practice

DM&E – Design, Monitoring, and Evaluation

NPE – Network for Peacebuilding Evaluation

OFG – Online Field Guide

PEC – Peacebuilding Evaluation Consortium

SFCG - Search for Common Ground

# 1. Executive Summary

This review is the result of a desire to reflect on and learn from the ongoing activities of the DME for Peace project, a knowledge sharing platform focused on best practices for Peacebuilding M&E, and was carried out as a part of the Peacebuilding Evaluation Consortium (PEC) grant from the Carnegie Corporation of New York (Carnegie). Between March 1, 2013 and March 31, 2015, the DME for Peace project of Search for Common Ground (SFCG) implemented activities as a part of the PEC, led by the grant prime Alliance for Peacebuilding (AFP). **This review examines the period from March 1, 2013 to December 31, 2014; this period covers the entirety of the grant barring the final quarter which was ongoing during the time of this Review.**

The overall goal of the PEC is to expand the current understanding of evaluation practices in the peacebuilding community and facilitate field-wide change by developing methodological rigor in peacebuilding evaluation, promoting shared learning and transparency, and encouraging the use of evidence to inform policy. DME for Peace and its associated activities focused on the PEC outcome of *Improving the Culture of Evaluation and Shared Learning*. To develop a field-wide culture of transparency, open inquiry, and shared learning from both successes and failures for the improvement of peacebuilding practices and impact, DME for Peace continued to develop as a hub for practitioners, evaluators and academics to share best and emerging practices on how to design, monitor and evaluate peacebuilding programs. The objective of the Review was to examine the *effectiveness* and *relevance* of DME for Peace project activities in increasing shared knowledge of Peacebuilding M&E.

## Key Findings:

During the review reporting period, March 1, 2013 to December 31, 2014:

- DME for Peace had **55,098 unique users**, and 86,910 use-sessions, of which 32,540 (37.4%) were sessions by returning users.
- **43%** of DME for Peace users came from the **Global South**<sup>1</sup>.
- 1460 new members were added to DME for Peace.
- Active engagement in the form of contributions to the website was significantly more likely to come from users who self-identified as Intermediate and Advanced in Peacebuilding M&E than from Beginners.

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<sup>1</sup> Global South was defined as all countries outside of the top-user countries of the United States, United Kingdom, Canada, Germany, Belgium, Australia, and the Netherlands.

- The major draw to and perceived value of DME for Peace is first and foremost as a **resource library**, and secondarily as a training and discussion platform in the form of the *Thursday Talks*.
- Users and *Thursday Talk* attendees report that the activities of DME for Peace are effective in improving users' knowledge of Peacebuilding M&E.
- Communications efforts, including rebranding, have succeeded in raising the perceived profile of DME for Peace, but the project continues to face challenges translating visibility into active user engagement in the form of contributions.

## 2. Program Background

Originally created through support from the United Kingdom's Department for International Development (DFID), DME for Peace (then the Learning Portal for Design, Monitoring & Evaluation in Peacebuilding) is an online platform that provides practitioners, evaluators and academics with an interactive space to share best and emerging practices on how to design, monitor and evaluate peacebuilding programs. DME for Peace also houses the [Network for Peacebuilding Evaluation](#) (NPE) Community of Practice (CoP); the UNICEF [Education for Peacebuilding M&E](#) CoP; and the architecture for a CDA Learning Community CoP.

DME for Peace is currently in partnership with the Peacebuilding Evaluation Consortium. The Consortium's overall **outcome** for the DME for Peace project was to "improve the culture of evaluation and shared learning." Within that, the four sub-outcomes were: the creation of a vibrant community of practice with access to a range of materials to improve implementation; improved quality of M&E as a result of sharing practices and knowledge between practitioners and organizations; new insight yielded on current evaluation trends and dynamics; improved practices and methodologies for the specific communities of practice<sup>2</sup>.

To contribute to these outcomes, the project had the following **outputs** over the course of the grant: 3,500 registered users, 500 documents uploaded to the site, 33% of traffic originating from the 'Global South', 2 'communities of practice, 2 DME for Peace Reviews, 3 webinars on users' interests. These outputs were to support the dynamic accumulation of knowledge from key stakeholders, and were pursued through the following **activities**:

1. *Communities of Practice (CoPs)*;

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<sup>2</sup> A community of practice is a sub-community of DME for Peace dedicated to a specific focus within DME. These communities are housed on DME for Peace as separate sections of the website.

2. *NPE M&E Thursday Talks Webinars*: A bimonthly speaker series of reflective discussions between academics, funders, implementers, and evaluation specialists within the field;
3. *Addition of new and relevant resources*;
4. *DME for Peace Blog and Newsletter*;
5. *NPE Listserv and Newsletter*.

### Targets and Final Tallies for DME for Peace

	Mid-term Assessment/Baseline May 2012	Target	Total <sup>3</sup>
# of Members	1061	3500	<b>4500</b>
% of Users from Global South	19%	33%	<b>43%</b>
Communities of Practice	0	2	<b>2</b>
Resources Uploaded	355	500	<b>726</b>
Webinars	0	3	<b>25</b>

SFCG and the PEC understand that it might not be possible to measure the impact of the project within the duration of its implementation thus far. Therefore this review will focus on, the effectiveness in learning and knowledge of Peacebuilding M&E reported by members as a result of participation in project activities, and the reported level of member satisfaction with the activities of DME for Peace and the NPE.

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<sup>3</sup> Total as of December 31, 2014, the most recent reporting numbers at the time of review.

### 3. Methodology

This review was based on six sources of information:

1. **DME for Peace Mid-term Assessment:** In May of 2012, a former DME for Peace Project Manager – Jonathan White - conducted a mid-term assessment as a reporting requirement for a grant from the United States Institute of Peace. That mid-term assessment serves as a baseline for this Review. The mid-term assessment from 2012 was based on Google Analytics and an online survey.
2. **Quarterly Reports made by SFCG to AFP:** Narrative quarterly reports were submitted by SFCG to AFP for the duration of the grant period. Each report contained updates on ongoing activities, community of practice development, outreach efforts, and Google Analytics measuring the number of unique individuals visiting DME for Peace, page views, visitor-to-member conversion rates, origin of traffic, bounce rate, and documents uploaded.
3. **Google Analytics Data:** Google Analytics is a service offered by Google that generates detailed statistics about a website's traffic and traffic sources and measures audience demographics and behavior. DME for Peace used the service to report on the indicators listed above in bullet 2 of this section.
4. **Salsa/Cosm Data:** Salsa is an online engagement software that DME for Peace uses to manage and track outreach emails and listservs.
5. **Focus Group Discussions:** In the Spring of 2014, a former DME for Peace Project Manager – Maryam Jillani – led a series of internal focus group discussions within Search for Common Ground to examine the usability and functionality of the website. The focus group feedback was used to inform decisions on a site redesign, as well as recommendations for this review.
6. **Online Survey:** An online survey was designed by the DME for Peace Project Manager, Ella Duncan, in consultation with SFCG's Senior Manager of Design, Monitoring, and Evaluation, Vanessa Corlazzoli, and the Carnegie Grant Prime, Melanie Kawano-Chiu of AFP. Due to the lack of baseline and monitoring data on the changing knowledge of peacebuilding M&E of DME for Peace participants, the survey was intended to be comprehensive and to capture participants' self-assessment of how their participation with the DME for Peace platform had improved their knowledge and behaviors. The survey was open from February 11, 2015 to March 2, 2015, was sent to the DME for Peace member listserv of 3,500 individuals, the African Evaluators Association Listserv, the Middle East and North Africa Evaluators Network Listserv, American Evaluation Association (AEA) Discussion Listserv, and was open to the community at large as well; the email survey announcement directly to DME for Peace members was opened 2,052 times, and of those opens 228 individuals participated in the survey. To view a copy of the survey please refer to Annex 1.

## 4. Findings and Analysis

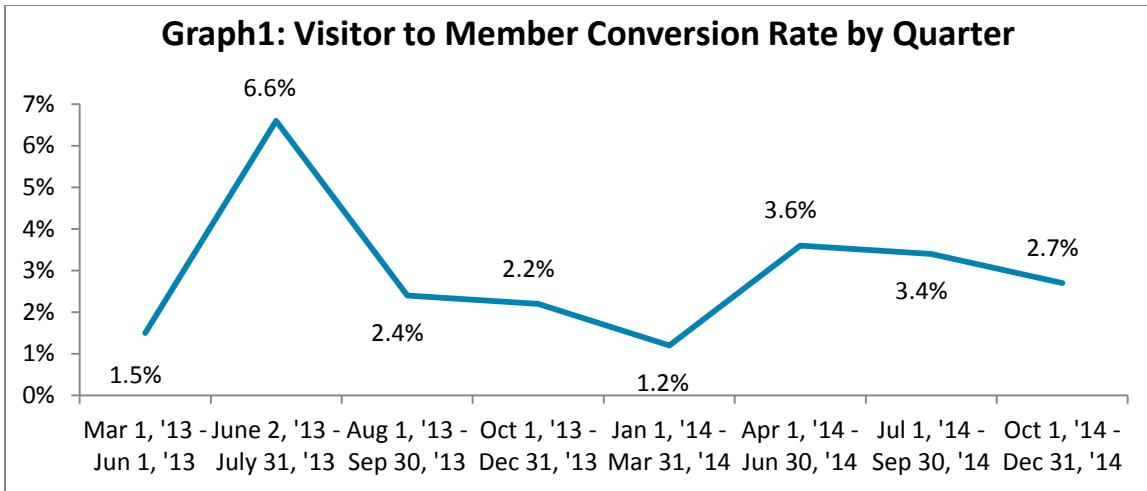
### Users: Who makes up the DME for Peace usership?

DME for Peace, as of December 31, 2014, had a dedicated, registered membership of approximately 4,500 individuals, with a significantly larger reach of passive users who do not have signed up as members but do access the resources provided by DME for Peace. During the review reporting period from March 1, 2013 to December 31, 2014 DME for Peace had 55,098 unique users, and 86,910 sessions, of which 32,540 (37.4%) were sessions by returning users. As a benchmark to gauge our membership, we look to the [Gender and Evaluation online community](#) which has been active since 1999, pursues a similar function to DME for Peace as a knowledge sharing space around a specific field of evolution practice. At the time of the writing of this review, Gender and Evaluation's online community had 1,422 registered members.

Over the two years of the duration of the grant, a total of 1460 members were added to DME for Peace, while a much larger number of unique individuals visited the site. Graph 1 displays the visitor to member conversion rate over time, and demonstrates the significant opportunity to increase user engagement by turning visitors to members. This will be discussed further in the recommendations section of this review. It should be noted that the spike in member conversion from June 2, 2013 to July 31, 2013 concurrently had the highest number of resources uploaded for any reported quarter (the majority of which came from users other than the Content Manager), and the single largest expansion of members by absolute numbers (as opposed to by ratio), yet the number of unique visits to the site was not exceptional in any way. This spike in activity is attributed to a significant push in outreach activities that accompanied the reinvigoration of the site accompanying the beginning of the PEC grant.

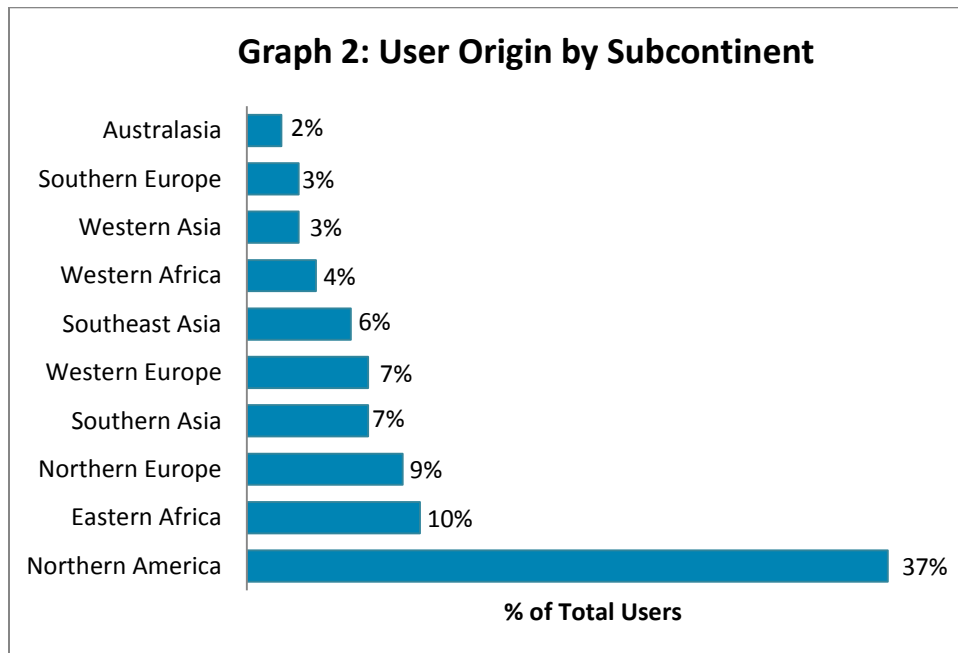
It is consistent with DME for Peace structure that spikes in user conversion activity accompany spikes in resource uploading activity by users other than the DME for Peace Content Manager. DME for Peace is an open source website, which means that any visitor may access the resources of the site without signing in, but to contribute a resource or a comment, visitors must log-in as a user. **To increase visitor to user conversion rates DME for Peace must create ways to incentivize active contributions in the forms of uploaded documents and comments,** the only site activities that require user registration/log-in.





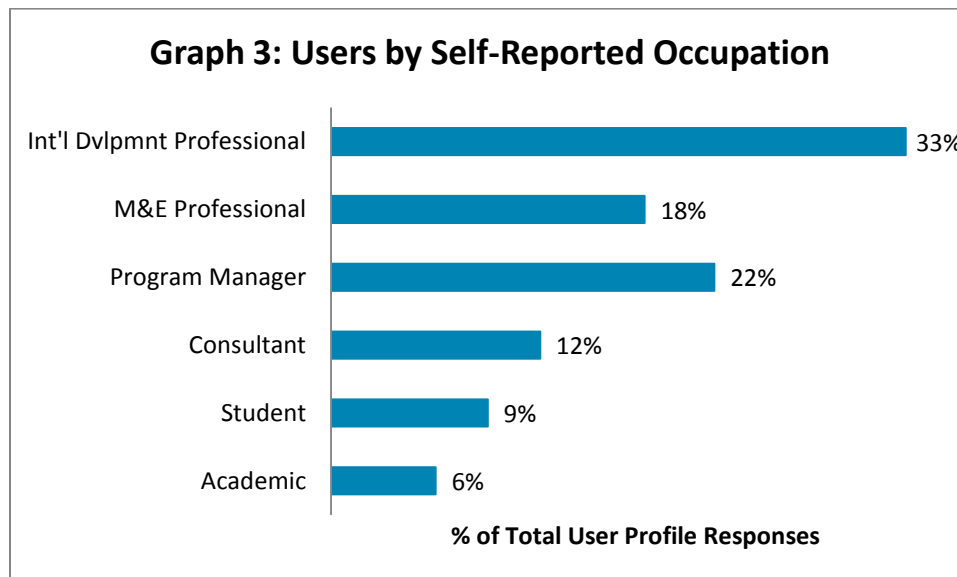
## Global South

An output of the grant was to engage with the Global South, with a goal set of 33% of traffic originating from the Global South by March 2015. For the purposes of reporting on the myriad of users who access DME for Peace – users originating from 202 different countries have been identified over the course of the grant – the Global South was defined as all countries outside of the top-user countries of the United States, United Kingdom, Canada, Germany, Belgium, Australia, and the Netherlands. **The usership of the Global South, as defined by this project, averaged at 43%.**



## Users by Occupation

In May of 2014, DME for Peace conducted an analysis of its then 3704 registered members. Of those 3704, 409 had submitted some level of personal information to the “personal profile” option of DME for Peace; personal profiles are not a requirement for membership, but have been promoted and are an encouraged part of the sign-up process. Of those 409, users were grouped according to their occupation based on their reported job title and organization. Graph 3 visualizes these responses, with M&E Professional encompassing job titles such as M&E Specialist, M&E Associate, and M&E Advisor. These user responses on occupation indicate that DME for Peace is successful in not only reaching M&E professionals, but the wider development community as well. This is an important accomplishment because successful implementation of M&E practice requires not only M&E specialists, but also the day to day engagement of all levels of an organization. From this perspective, the levels of development professionals and program managers represented in this population sample indicates DME for Peace is fulfilling an important need of communicating the value and application of M&E best practice to a wide variety of users.

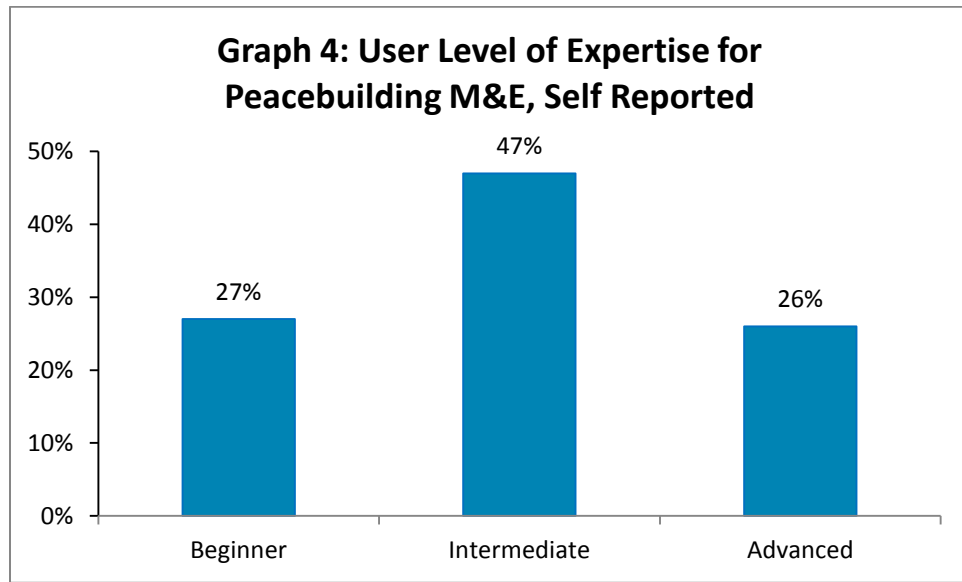


## Users by Expertise Level

Through the responses to the **survey**<sup>4</sup> associated with this review, sent out to the DME for Peace membership directly and open to non-members as well, we were able to gain greater

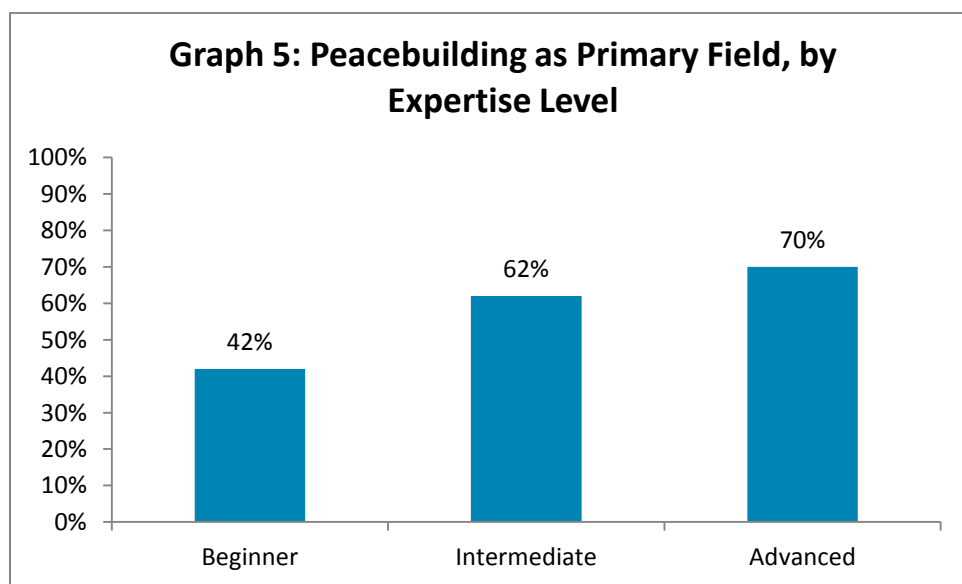
<sup>4</sup> See Annex 2

insight into the personas of individuals who make up the DME for Peace community. The largest group of respondents self-reported as *Intermediate* in their knowledge of Peacebuilding M&E.

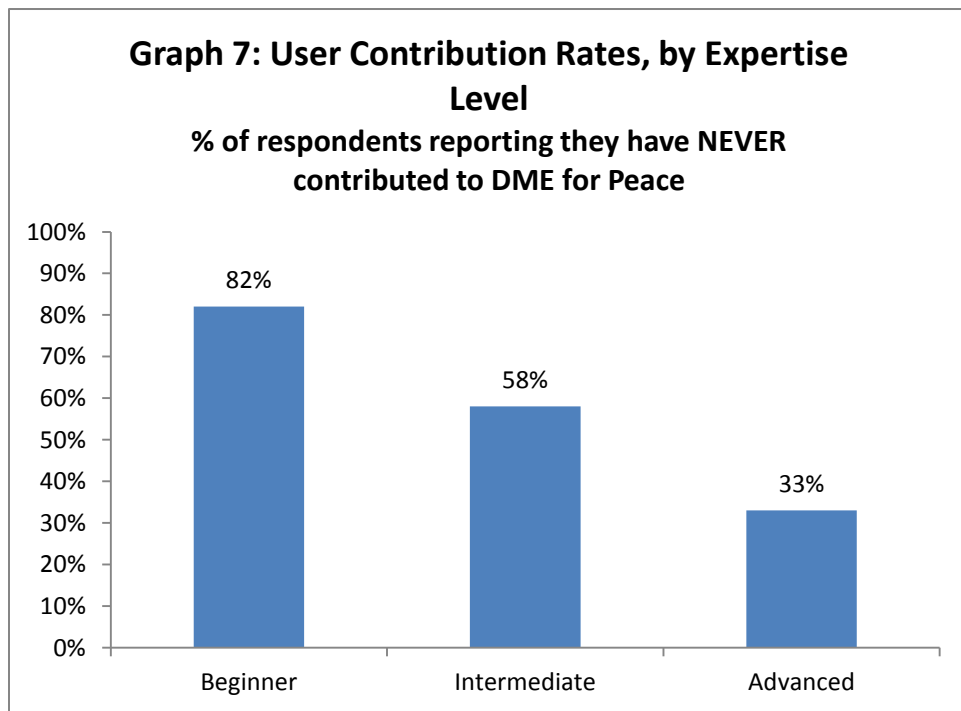
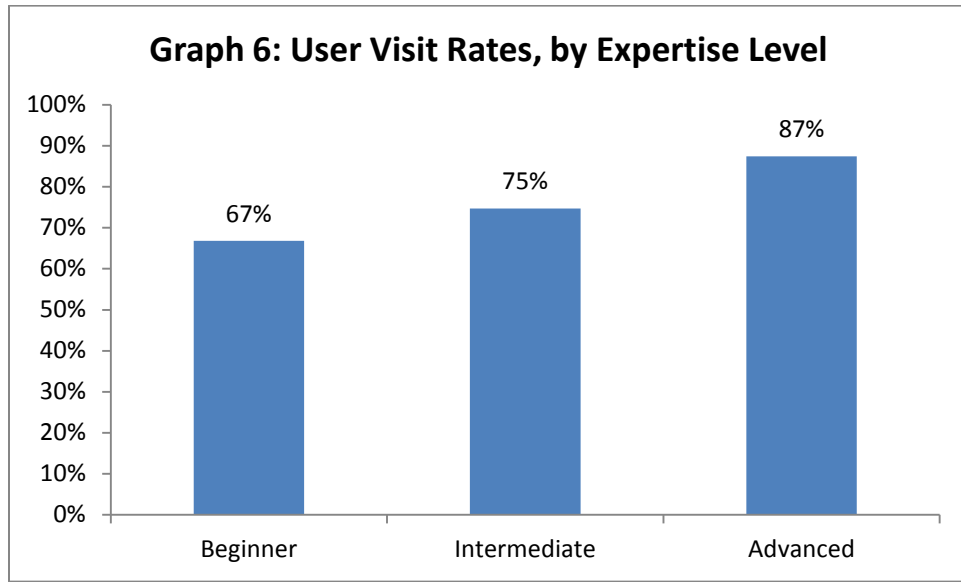


Within each level of expertise, the largest group of respondents reported Monitoring and Evaluation as their primary area of work (*Beginner*: 54%, *Intermediate*: 45%, *Advanced*: 42%), followed by Program Manager (*Beginner*: 14%, *Intermediate*: 24%, *Advanced*: 29%).

Interestingly, divisions in responses began to emerge between the levels of expertise around the question of, “What is your primary field?” A significantly smaller percentage of *Beginners* reported working primarily in the peacebuilding field than the *Advanced* group.



Depending on their level of expertise, users also reported different levels of engagement with DME for Peace. Beginners report that they visit the site less frequently, and are much more likely to report that they have never contributed to the site, than those with more expertise. A contribution is defined as adding a resource, adding an opportunity, or commenting on a discussion.



These two findings (Graph 6 and 7) strongly suggest that the site is not as engaging and interesting for peacebuilding M&E Beginners as it is to Intermediate and Advanced users. This has been recognized by the DME for Peace content management team, and is being addressed in the next phase of DME for Peace through two major initiatives. First, with a DM&E for beginners video series that will provide brief introductions to common tools and methodologies of DM&E; secondly, the release of the Peacebuilding Evaluation interactive Field Guide, another project of the PEC that is being drafted by CDA Collaborative Learning and will be housed on DME for Peace beginning Summer of 2015. Both of these projects will serve to guide users through accessing, interpreting, and applying the resources available on DME for Peace.

The lower contribution rate from Beginners may also reflect a perceived necessary threshold of expertise to actively engage with the website. This threshold may exist for posting informative documents, but is detrimental to the community purpose of improving knowledge when applied to posting comments. In comparison, a review of similarly purposed LinkedIn groups shows that within LinkedIn forums Beginners ask introductory level questions, which tells us Beginners are interested in reaching out for guidance and resources, but that they do not come to DME for Peace to publicly request that guidance. This may be addressed through communications and engagement efforts to Beginner level users and lowering the perceived expertise level threshold for comment contributions.

## Site Content: What resonates? What's useful?

The ultimate goal of DME for Peace is not only provide a space for resource exchange, but to improve the learning and knowledge of community members on topics of peacebuilding M&E. To this end, we will examine whether DME for Peace community members report that the site content is: useful to improve their knowledge of peacebuilding M&E, whether the content is interesting and engaging, to what extent respondents have applied learning from the site in their work.

### Improved Knowledge of Peacebuilding M&E

The survey respondent data shows that users across all three levels of expertise report that the resources available on DME for Peace have improved their knowledge of Peacebuilding M&E. This is represented in Chart 8 below.

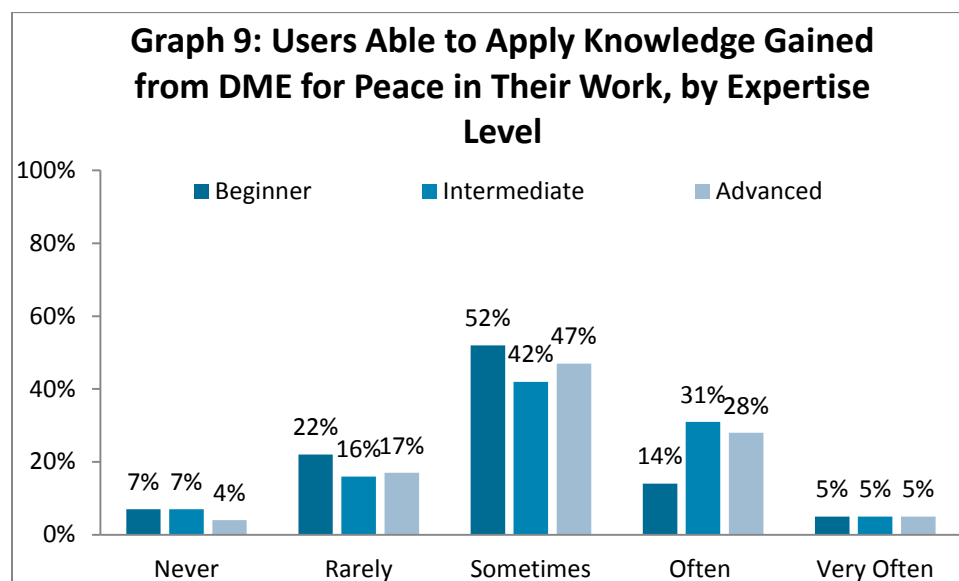
**Chart 8**

**% of Survey Respondents Reporting Improved Knowledge of Peacebuilding M&E by Level of Expertise**

	No Improvement	Slight Improvement	Some Improvement	Much Improvement	Extreme Improvement
<b>Beginner</b>	2%	17%	40%	38%	3%
<b>Intermediate</b>	2%	20%	34%	41%	4%
<b>Advanced</b>	3%	14%	40%	41%	2%

## Putting It into Practice: Application of Improved Knowledge

The next step to knowledge is application, and as in all peacebuilding projects, we aim to not only improve users' knowledge but this to be knowledge that users can put into practice. To address this question of, "To what extent have users put knowledge gained from DME for Peace resources into practice?" we must rely on our survey respondents<sup>5</sup>. The survey responses (visualized below) show a heavy trend towards the application of knowledge gained from DME for Peace (71% of Beginners, 78% of Intermediates, and 80% of Advanced reported applying knowledge gained from DME for Peace *sometimes, often, or very often*). These responses give us confidence in saying that the activities of the project are effectively increasing users learning and knowledge of DM&E and that users are able to apply what they have learned.



## Site Use by Function

To better understand exactly what is useful about the site, survey respondents were asked which functions of the site they believed were most useful for improving their knowledge of peacebuilding M&E. Survey respondents were able to choose from: *Learn*<sup>6</sup>, *Discuss*<sup>7</sup>,

<sup>5</sup> The managers of this review acknowledge the inherent flaw in asking for self-reported changes in knowledge, it is very difficult to attribute where knowledge comes from, as all individuals – DME for Peace users included – are multifaceted and involved with many different influencing forces at any given time.

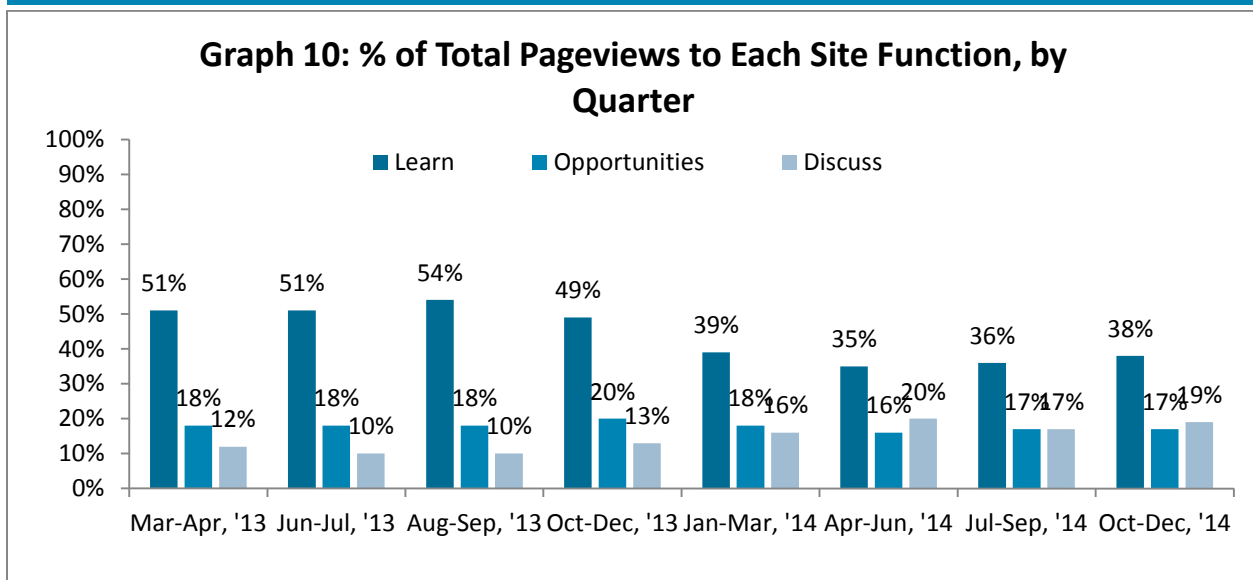
<sup>6</sup> The Learn function contains: static resources (evaluation reports, topic guides, etc), the DME for Peace blog, and multimedia.

<sup>7</sup> The Discuss function contains: the M&E *Thursday Talk* Webinar discussion pages and recordings, and discussion pages on key issues.

*Opportunities*<sup>8</sup>, *Webinars/Thursday Talks*. Each level of expertise listed *Learn* as the most useful function of the site. This is also reflected in Graph 10 below which shows the pageviews to each function section of the site as a percentage of the total pageviews for that quarter. This is an important comparison because it demonstrates that not only in concept for the self-selecting survey respondents, but in practice for the entire usership of DME for Peace, the site's main utilized value is as a resource library.

There is still a large discrepancy between the survey reported value of *Opportunities* as the most valuable function and the pageviews percentage, with pageviews showing much higher use than the survey reported. This may be explained by the survey's structure, which required respondents to choose a **most** valuable function. Future surveys may instead utilize a ranking option for the site functions, to get a better sense of the nuance of function utility.

Graph 10 does not include data on pageviews to the User function (site login and member sign up) or Communities of Practice, which accounts for the gap between the pageviews reported in the chart below and the total pageviews.



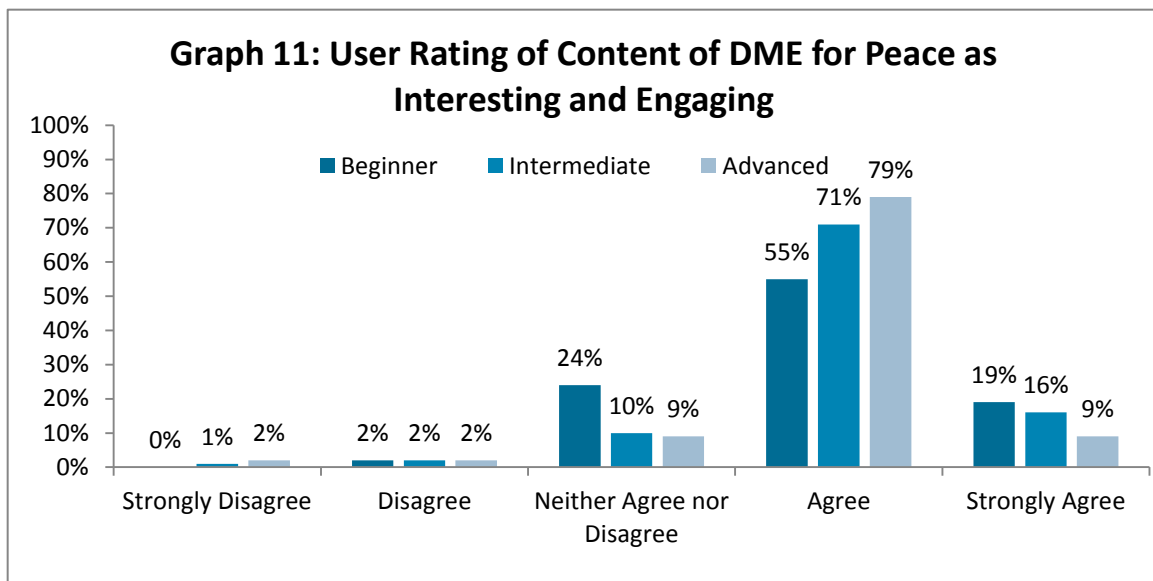
It is worth noting that **the increase in the percentage of pageviews to Discuss coincides with the introduction of the NPE M&E Thursday Talk Webinars**, which are housed under Discuss. The M&E Thursday Talk Webinars are discussed in much greater detail in the NPE section of this review.

### Is the Content Interesting?

When Survey Respondents were asked if they found the content of DME for Peace to be interesting and engaging, clear divisions in answers arose along levels of expertise; Beginners

<sup>8</sup> The Opportunities function contains: events, jobs, funding opportunities, and a consultants roster.

were less likely to report the content of DME for Peace as interesting and engaging (Graph 9). When this finding is taken together with the data on the reported improvement of knowledge of Peacebuilding M&E in Chart 1, we see that users across levels of expertise believe the resources of DME for Peace to be useful to improve their knowledge, but that this does not translate into *interest* on the part of Beginners. Furthermore, the focus group discussions led in Spring of 2014 found that while Beginner users did not report the site as difficult to navigate, but they did report a gap in introductory materials to DM&E topics. **The compounded implication of these three findings is that the resources provided on DME for Peace are perceived as valuable by all users, but that without introductory guidance and context for Beginner users, the resources aren't engaging by themselves.** This may reflect the widely held bias against M&E in the peacebuilding field - that M&E is imposed judgment rather than opportunity to learn and grow at the project, program, and organizational level.



To dig into which types of resources are most popular with users, this review has identified the top five most popular resources on the site, and examined them based on pageviews type of resource, and author. This review has also identified the top five blogs based on pageviews, theme, and author.

The top five resources and top five blogs all share that they are “How To”; whether they are manuals or examples of application in the field, **the most accessed resources are demonstrations of how to apply M&E in peacebuilding.**

**Chart 12: Most Accessed Resources**

Top 5 Resources				
Title	Pageviews	Type	Date Posted	Author



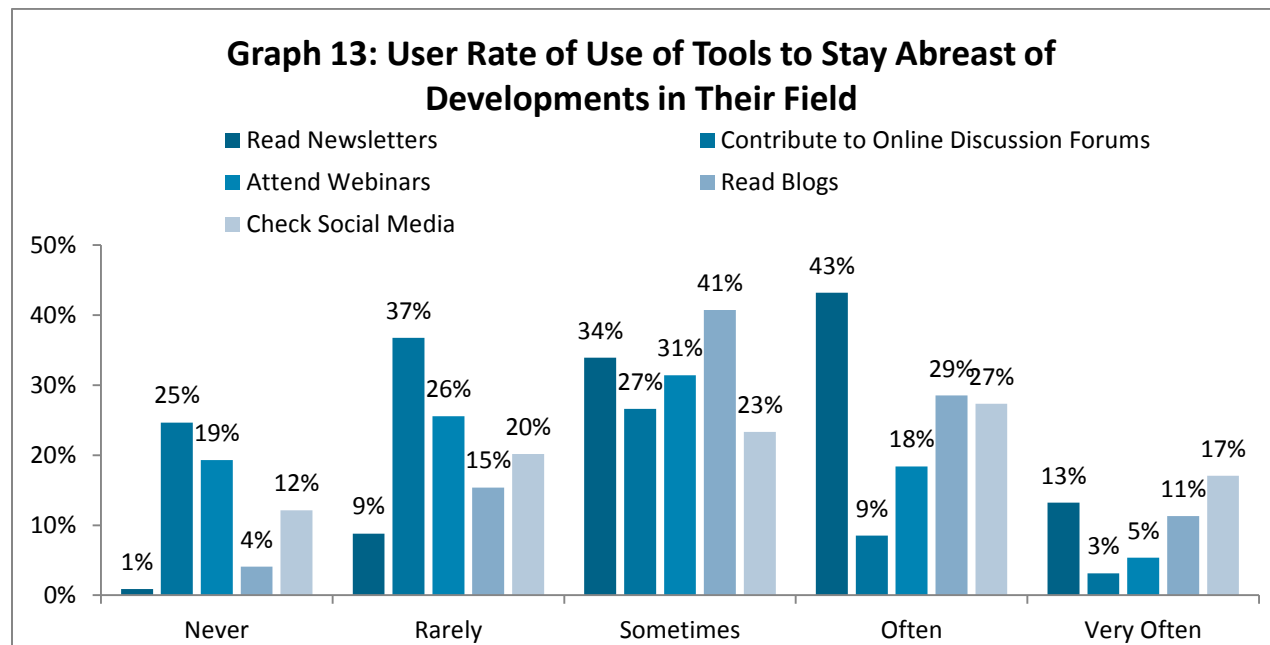
<a href="#">Training Modules for Design, Monitoring and Evaluation for Peacebuilding</a>	3253	How-to/Manual	1/3/2013	Search for Common Ground
<a href="#">Ten steps to a results-based monitoring and evaluation system</a>	1528	How-to/Manual	2/14/2012	The World Bank
<a href="#">How to design a Results-Oriented M&amp;E Strategy for Development Programmes</a>	614	How-to/Manual	10/24/2012	UN World Food Program
<a href="#">Designing for Results: Integrating Monitoring and Evaluation in Conflict Transformation Activities</a>	497	How-to/Manual	11/10/2011	Cheyenne Church and Mark Rogers
<a href="#">Gender Analysis Tools</a>	490	Tools & Templates	5/3/2012	Canadian International Development Agency

<b>Top 5 Blogs</b>				
<b>Title</b>	<b>Pageviews</b>	<b>Theme</b>	<b>Date Posted</b>	<b>Author</b>
<a href="#">Free Online Courses in M&amp;E this Winter!</a>	534	Tools, Methodology	11/19/2014	Institutional Learning Team, SFCG
<a href="#">Youth Empowerment and Conflict Transformation through Sports</a>	279	Tools, Cross-cutting	7/18/2014	Ann Marie Fitzhenry, SIT Graduate Institute
<a href="#">Evaluating the Impact of Participatory Media for Conflict Transformation</a>	272	Methodology	9/15/2014	Valentina Bau, Macquarie University
<a href="#">Getting Data Visualization Right</a>	262	Tools	8/11/2014	Ella Duncan, Search for Common Ground

<a href="#">Notes from the Field: Outcome Mapping - Case Study in Tanzania</a>	221	Methodology	5/1/2014	Adrienne Lemon, SFCG
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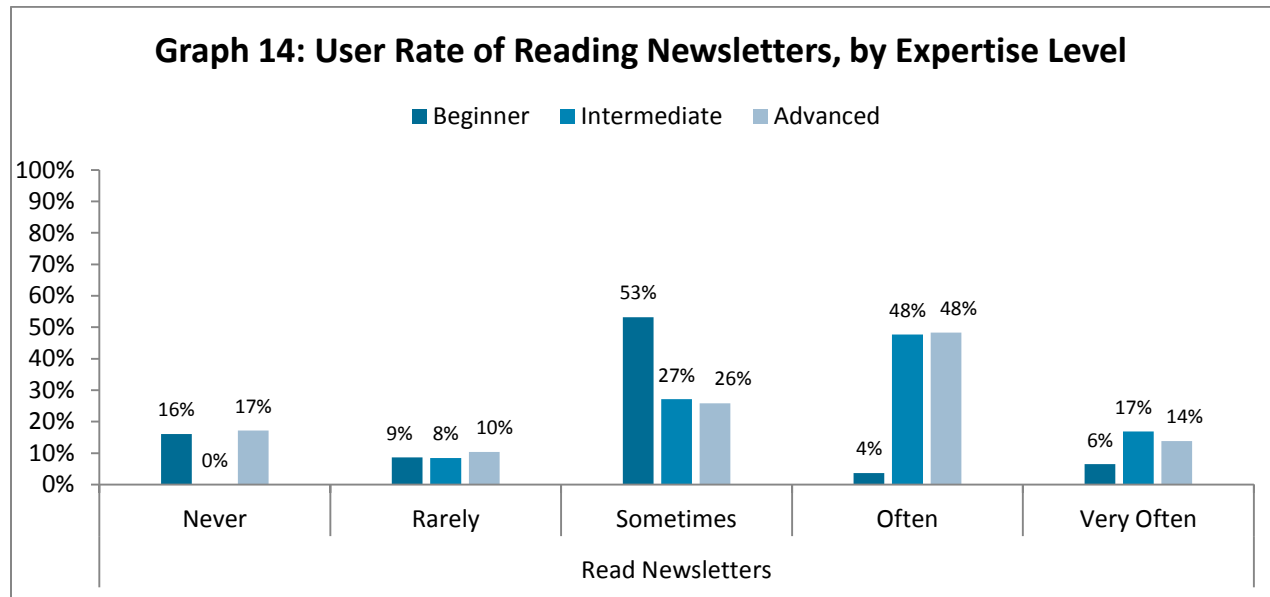
## Communications: Which methods of communications do DME for Peace users respond to?

Since its creation, DME for Peace has used a variety of tools to raise its visibility, attract new users, offer engagement opportunities, resources, and access to a larger network to practitioners, evaluators, and academics. These communication tools include newsletters as well as social media networks such as Twitter and Facebook.

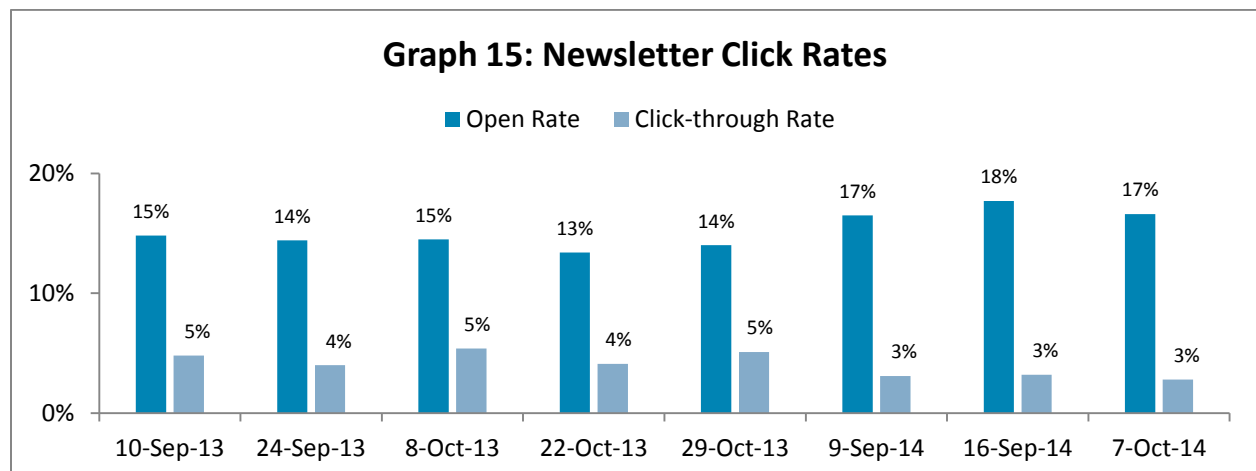


To identify which communication tools our users find most useful, we posed the question in our survey. The above chart shows the various tools our survey respondents use to stay up to date with developments and tools in their field. Newsletters, blogs and social media were among the top choices by respondents. The tools that require more work to engage, like writing in a discussion forum as compared to scrolling through Twitter, are the tools that users were less likely to use often; this demonstrates that higher thresholds of work for interaction can become a barrier to user engagement. To combat this resistance, engagement strategies should make contribution and engagement as simple and streamlined as possible for visitors and users.

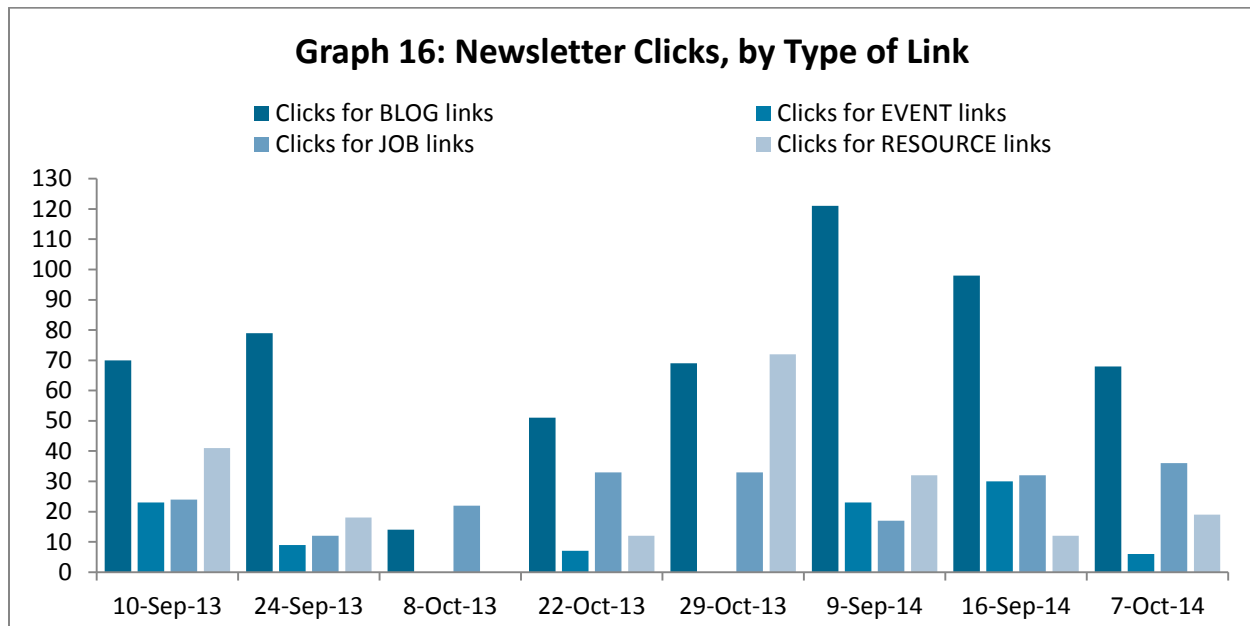
Newsletters were “sometimes” to “often” used by over 90% of our survey respondents. Within that however, our intermediate and advanced users were statistically more likely to answer “often” than beginners, and our beginner users were statistically more likely to answer “sometimes” than intermediate or advanced respondents. This is crucial information to understand how to connect to our audience as we consider customizing content and communication tools to foster greater engagement.



To evaluate the effectiveness of our own newsletters, we compared our open- and click-rates to the education and training industry’s averages. The chart below shows that over time our newsletter open rate has increased, but our click-through rate, meaning whether a user clicks on a link in the newsletter, has decreased. So users are opening our newsletter, but not necessarily engaging with any of the information or resources within it. This implies that our newsletter content needs to be more interesting and engaging in order to translate our users’ interest into participation in the DME for Peace community.

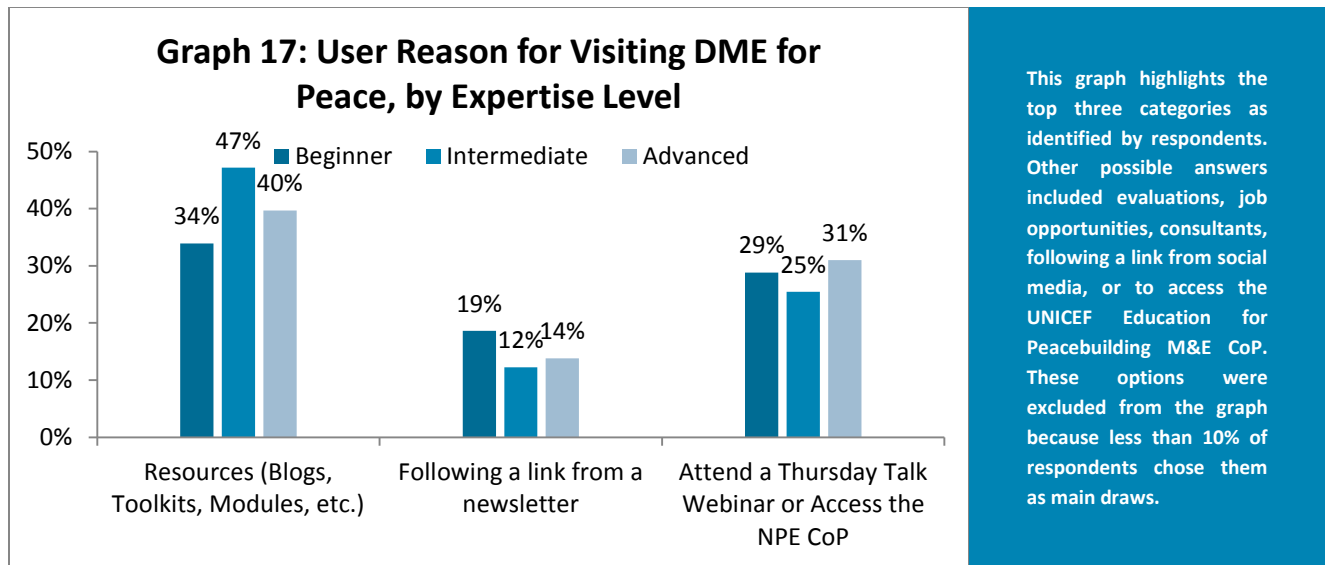


When compared to the larger field of education and training for open and click-through rates, DME for Peace’s newsletter falls below average. According to a March 2, 2015 study by Mailchimp<sup>9</sup>, the Education and training industry overall has an average open rate of 23.2% and a click-through rate of 3.1%, and the Non Profit industry has an average open rate of 25.9% and an open rate of 3.0%. As DME for Peace is a non-profit project dedicated to resources and training, those are appropriate points of comparison. Putting it in this context shows us that there is room to improve our open rates, and that our click-through rates are average. As newsletter content is customized for our users, data should be collected and monitored to determine what styles, formats, or themes resonate with our users and increase our open and click-through rates.



The above chart shows what users clicked on within newsletters. It is important to note that the resource click rates for the October 8, 2013 newsletter were excluded from the chart for the purposes of data visualization because there were 2,769 total resource clicks, an outstanding record for DME for Peace. “Pillars of Peace: Understanding the Key Attitudes and Institutions that Underpin Peaceful Societies” by the Institute for Economics & Peace and “A New Deal: Development and Security in a Changing World” by Jeremy Allouche and Jeremy Lind were the two resources that led to this dramatic increase in clicks.

<sup>9</sup> Mail Chimp is an email marketing service provider, with 7 million users that collectively send over 10 billion emails through the service each month. The referenced article is available here: <http://mailchimp.com/resources/research/email-marketing-benchmarks/>.



This interest in resources (blogs, toolkits, modules, etc.) on DME for Peace is further supported by the self-reported data in the DME for Peace survey. As shown above, respondents from all three levels of expertise identified the resources as the biggest draw to DME for Peace, followed by the NPE, and then that they were simply following a link from a newsletter.

This provides valuable insight into how DME for Peace has successfully marketed itself as a resource library and discussion page. Many users visit DME for Peace because they know that they will be able to find a specific resource on the portal. Additionally, the *Thursday Talks* are a continued draw since they offer interactive ways to learn about DM&E beyond reading reports and guidance notes. The *Thursday Talks* can also be seen as easier to engage with since they are multimedia presentations around tools, methodologies, and examples instead of long reports. The third finding, that many users access DME for Peace because they are following a link is useful because it reinforces the already stated idea that our newsletter can be a critical part of engaging new and existing users in participation in the DME for Peace community.

## Social Media

Since 2012, DME for Peace has used Facebook and Twitter to promote its resources, webinars, events, and job opportunities as well as engage with other practitioners, evaluators, academics, and INGOs around the globe. One of our most successful engagements has been through Twitter.

### Twitter

Since March 1, 2013, @DMEforPeace has gained 957 followers, building its total following to 2644 followers. Through Twitter, we have been able to reach millions of individuals around the globe. From March 1, 2013 to December 31, 2014, Sumall reports that @DMEforPeace's mention reach was 2.79 million. This means that a tweet we sent out was then retweeted and

seen by up to 2.79 million people. In the same time period, Sumall reports that tweets mentioning @DMEforPeace were seen by up to 1.36 million people.

While these numbers indicate high visibility, they not necessarily translate to increased engagement on DME for Peace. For example, on March 19, 2015, the NPE hosted a Thursday Talk on developmental evaluation and the UNICEF Peacebuilding, Education, and Advocacy program. This webinar was promoted through Twitter and Facebook and was one of our highest viewed promotions. On Facebook it reached over 300 people in just a few hours compared to our average of 69. While many people viewed the promotion and clicked on the link, it did not create an above average turnout for the Thursday Talk. The Thursday Talk attendance was actually slightly below our average attendance of 48 with only 46 attendees. While this example occurred outside the reporting period, it was an especially good example of how increased visibility does not always translate to increased engagement with DME for Peace. Feedback gathered in emails and the Thursday Talk survey and the DME for Peace survey tells us however that people are increased visibility does change people's perceptions of DME for Peace and the value of its activities (including the *Thursday Talks*) even when they do not participate in said activities.

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*"I always read the topics for the Webinars, and I think they look very interesting and imagine them to be very useful to the community. I just have not be[en] able to attend one myself. I look forward to doing so in the future."*

*– Comment from Survey Respondent*

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Learning from our experience, DME for Peace recognizes the need to create strategies to translate the wide visibility Twitter provides into greater engagement with DME for Peace and recommends that this be prioritized in communications and content management strategy going forward.

## **Facebook**

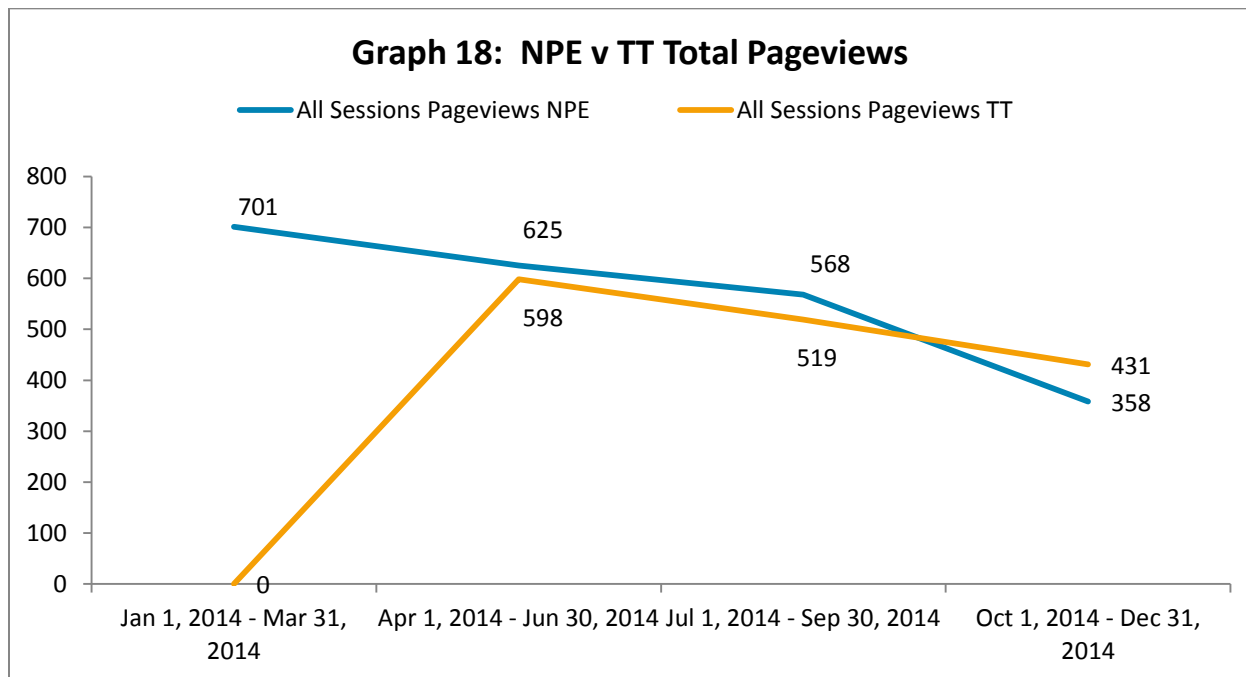
From March 1, 2014 to December 31, 2014, DME for Peace gained 288 fans for its Facebook page. This brings our total number of fans to 390. While a promising tool to raise visibility, Facebook has not been a tool that DME for Peace has prioritized. During the reporting period, Twitter overall led to greater visibility than Facebook, and because of staffing limitations, Twitter was prioritized over expanding our Facebook presence. Facebook however remains a tool that can help to foster new methods of engagement and raise the visibility of DME for Peace. DME for Peace staff will continue to evaluate its effectiveness and employ creative strategies to maximize its potential and its reach to new audiences.

## **LinkedIn**

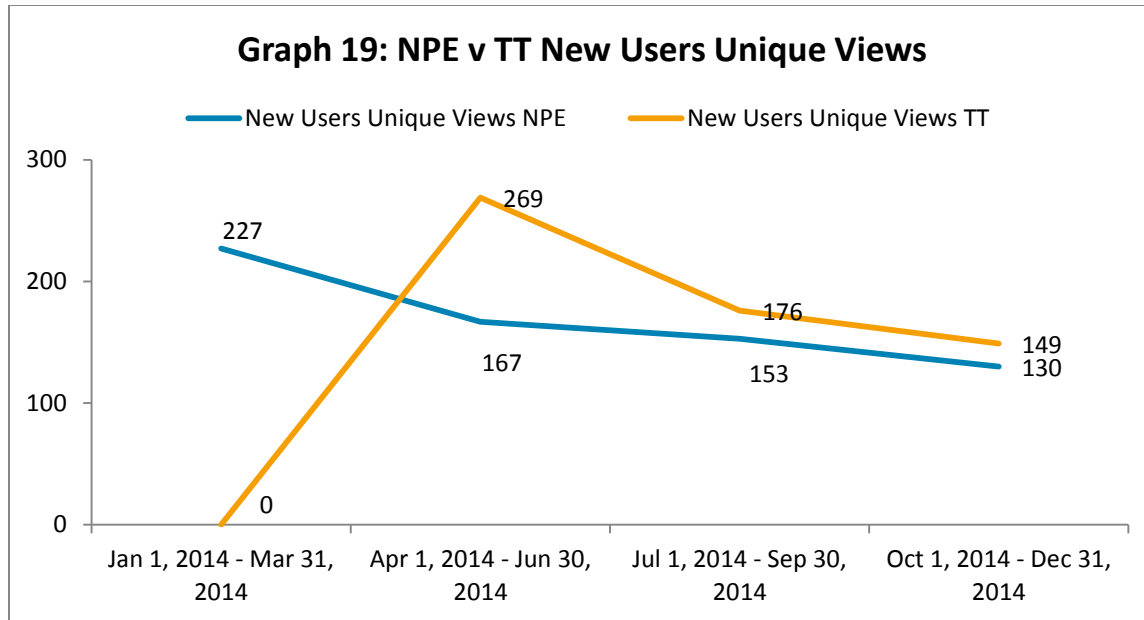
LinkedIn is a network that DME for Peace has not used extensively. DME for Peace has used LinkedIn to promote resources, events, and jobs in the past and LinkedIn should be reassessed to determine if LinkedIn can be used to expand the current DME for Peace community.

## Network for Peacebuilding and the *M&E Thursday Talks*

In April 2014, DME for Peace launched the Network for Peacebuilding Evaluation (NPE) Community of Practice (CoP). After less than one year in existence, over 1,681 users have visited the NPE landing page generating 2,252 page views on that single page. The NPE also has a dedicated listserv of 133 people. On March 20, 2014, the NPE hosted the first *M&E Thursday Talk* webinar (TT), and on April 17, 2014, the *Thursday Talk* section of the NPE CoP was launched. Since the launch, over 1,548 individuals have visited the *Thursday Talk* landing page and now the TT landing page gains more views than the NPE landing page. The charts below show the pageviews from each quarter for each page.



In the beginning, there was significant growth in traffic on the landing pages, but this traffic has since started to decrease. This appears to indicate a downward trend of traffic to the NPE and the TT, but this downward trend could be explained by the fact that users engaging with the TT pages are often connected to them with direct links through social media or newsletters. Further evidence is needed to conclusively explain this trend. The chart below shows the trend of page views by unique new users. This means that each page view was by a specific individual who had never visited the page before.

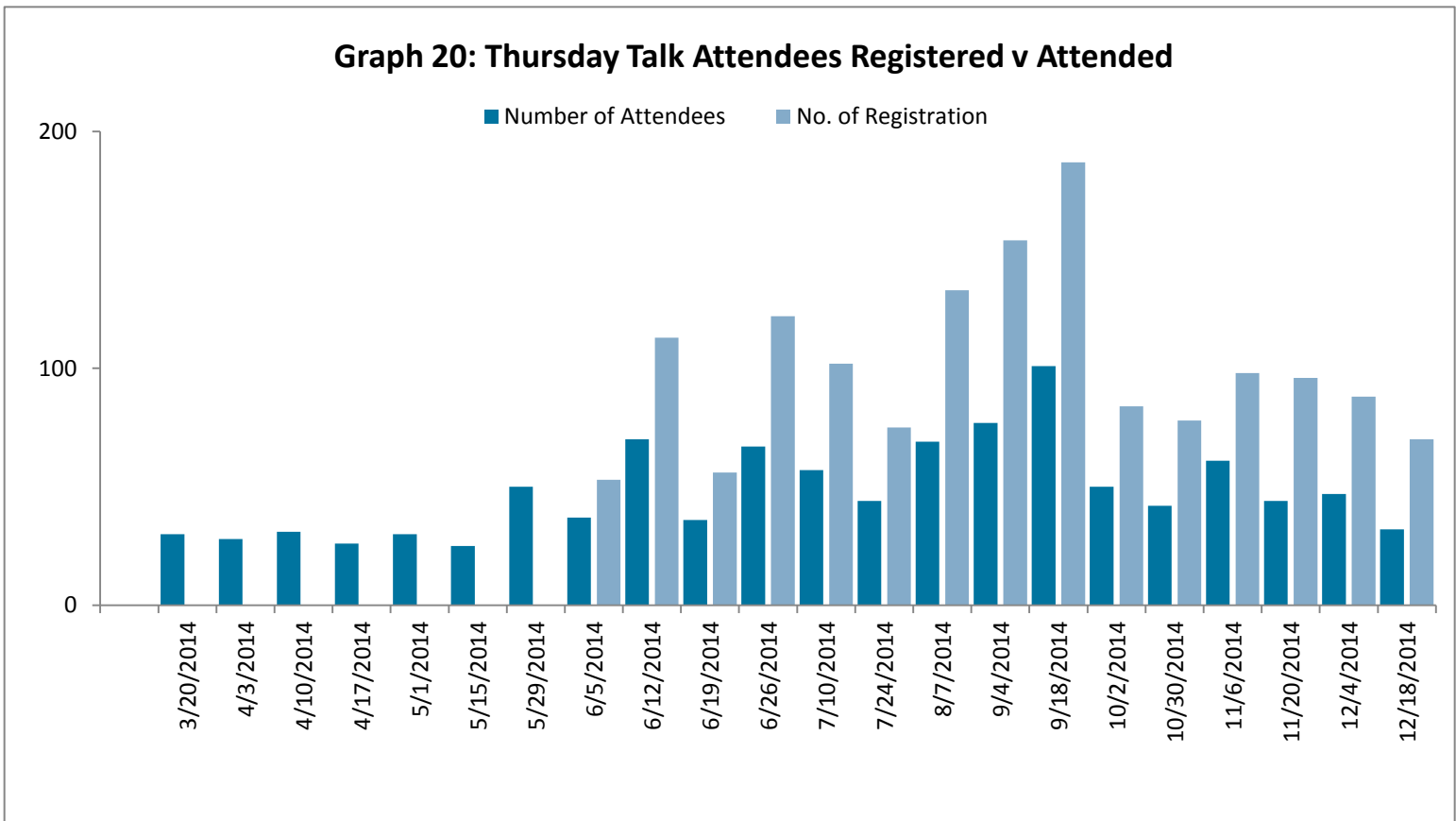


Again, this chart seems to indicate a downward trend of engagement with the NPE and the TTs, but these charts only capture the engagement of users with the landing pages. Thursday Talk promotions through newsletters or social media networks are done with direct links to the TT discussion page for that particular talk. This drives traffic directly to these pages instead of passing through either landing page. While the unique visitor traffic on the NPE and TT landing pages may be 1,681 and 1,548 respectively, this does not necessarily reflect the true engagement of users with the NPE CoP.



**M&E Thursday Talks**

From March 20, 2014 to December 31, 2014, the NPE hosted 25 *M&E Thursday Talks* in which practitioners, academics, experts, and donors discussed a variety of topics ranging from theories of change to identifying gaps of knowledge in the field. These talks seek to bridge the gap between academic research and peacebuilding practice. When possible, the webinars were recorded and posted on the NPE CoP as permanent resources. It is important to note that attendees were first surveyed following an *M&E Thursday Talk* on June 5, 2014, and so this data was not captured for the first 12 Talks. Additionally, attendance was not recorded for three of the *M&E Thursday Talks*.

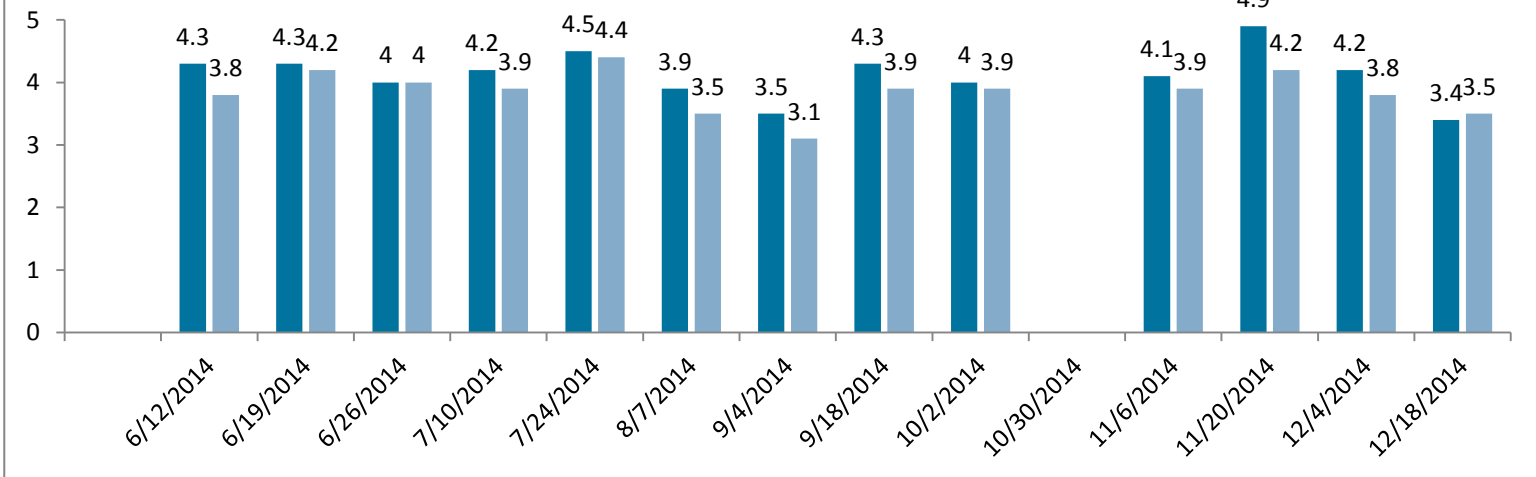


Our most attended talk, with an attendance of 101, was *Narrative Data Strategies* with Reina Neufeldt. Average registration for each TT is 101 and average attendance of each is 48 people.

The self-reported data from both the webinars and the DME for Peace survey show that users are satisfied with the *M&E Thursday Talks*. Additionally, in **surveys conducted immediately following each *M&E Thursday Talk*, on a scale from one to five**, five being extremely satisfied, with an average score of 4.12, most attendees were very satisfied with the webinars. When asked if attendees learned something during the webinar that they could apply in their own work, with an average score of 3.85, most attendees agreed that they did.

**Graph 21: M&E Thursday Talk Average Survey Scores  
(scale from 1 to 5; 5 being "extremely satisfied")**

■ To what extent are you satisfied with today's webinar?  
■ To what extent did you learn something new that you can apply in your work?



A random sampling of four *M&E Thursday Talks* was done to analyze the TT attendees and determine if our attendees were a mix of new and returning attendees or if it was skewed in one direction. The results were not conclusive because of the limited sampling, but tracking the diversity of our attendees is a recommendation going forward. Collecting returning/new TT attendees will help us better understand our audience and how we may need to adapt our outreach strategy to reach and engage new or continued attendees.

In analyzing the comments that were submitted through the post-webinar surveys, there were certain themes that emerged. *M&E Thursday Talks* that were highly rated by attendees included feedback highlighting **“practical examples and interesting content,”**<sup>10</sup> **“micro and macro level suggestions which are implementable,”**<sup>11</sup> and **“step-by-step to describe the work that we do.”**<sup>12</sup> These are all centered around the theme of providing examples in addition to explanations of tools and methodologies. *M&E Thursday Talks* that were not highly rated included feedback such as **“provided good principles but few details,”**<sup>13</sup> and **“terrible presentation by someone who is obviously knowledgeable.”**<sup>14</sup> These talks were more theoretical and the knowledge was not always effectively communicated to the audience.

<sup>10</sup> Comment from November 6, 2014 TT

<sup>11</sup> Comment from September 24, 2014 TT

<sup>12</sup> Comment from September 9, 2014 TT

<sup>13</sup> Comment from September 4, 2014 TT

<sup>14</sup> Comment from December 18, 2014 TT

From this we can learn that our attendees are more interested in discussions around methodology and tools that are grounded in evidence and examples and less interested in theoretical discussions. The feedback also underscores the need to ensure that our speakers are not only experts in the field, but are effective and engaging in communicating their expertise. Simply having the credentials is not enough. Using these insights gained from our users' feedback, we recommend creating a more rigorous criterion to screen speakers to ensure that they are engaging and that their presentations include practical examples.

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## 5. Recommendations

The findings of this review speak well of DME for Peace achieving its goal of engaging a “global community of practitioners, evaluators and academics to share best and emerging practices on how to design, monitor and evaluate peacebuilding programs”.<sup>15</sup> That said, DME for Peace has significant room for growth and improved levels of active engagement. The recommendations have been built from the ongoing experience and reflection of the primary implementers and this study. The main areas of recommendations are around (1) diversifying users and user contributions, (2) enhancing content to be more in line with the needs and interests of the community, and (3) improving communication strategies.

### USERS

DME for Peace continues to experience a low conversion rate from visitors to registered members (averaging at 3.1%). While a low conversion rate is not uncommon -a benchmarking study of online marketing in 2012 found that the average website traffic conversion rate for non-profits is 2.04%<sup>16</sup>- DME for Peace should work to **increase our visitor to user conversion**, as this will expand the direct reach of DME for Peace through user emails. Low conversion rates also imply less active levels of engagement from the majority of DME for Peace participants, since only users can upload documents and post comments. Content strategies, discussed below, should include incentive options to encourage active contributions in the forms of uploaded documents and comments, as they are the only site activities that require user registration/log-in. While there have been calls to action in the past to encourage new and returning visitors to register as members, there have not been incentives beyond the ability to post resources and comments.

To increase conversion rates of visitors to registered users DME for Peace will integrate an incentive strategy into the Online Field Guide (OFG) activity planned to be launched in the

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<sup>15</sup> From the DME for Peace homepage and PEC proposal.

<sup>16</sup> [https://www.blackbaud.com/files/resources/downloads/Nonprofit\\_Online\\_Marketing\\_Benchmark\\_Study.pdf](https://www.blackbaud.com/files/resources/downloads/Nonprofit_Online_Marketing_Benchmark_Study.pdf)

summer of 2015. The OFG - a PEC activity led by CDA- will identify and compile the key resources available for Peacebuilding M&E practitioners, and will “live” on DME for Peace. Users will be able to comment on the OFG, to give feedback on which resources are most useful, and to suggest resources for the expansion of the OFG. By promoting the opportunity to influence a living document that is vetted by leaders in the field (CDA and other PEC members), DME for Peace will incentivize comments on the OFG; commenting requires registration, and will thus help increase conversion rates.

Additionally, DME for Peace should incentivize increased registration through a “Viral Growth Challenge”. Existing users will be asked to reach out into their personal networks and encourage said networks to register for DME for Peace. This will differ from past attempts to grow DME for Peace through personal networks in that there will be a mechanism to recognize existing users who successfully recruit new users. For example, if two or more new users join DME for Peace and both name Jacob Shingleheimer-Schmidt as their “referrer”, then Jacob will be publicly recognized as a champion of DME for Peace on the website. DME for Peace should reach out to the PEC and other partners to solicit the donation of an M&E related prize that recognized DME for Peace champions could be entered into a raffle to win - such as a pass to a course, an event, or a copy of a new publication.

Concurrently with efforts to expand DME for Peace registered users, DME for Peace should engage in a campaign to **encourage users to complete their personal profiles**, as this will enable a more detailed analysis and understanding of the community and audience. To date, supplying information for the personal profiles has not been a requirement of registering as a member of DME for Peace, which partially accounts for how only approximately 10% of registered users provide any personal and/or professional information. To increase the completion of member personal profiles, DME for Peace can either: make completion of a portion or all of the data fields in the profiles a requirement for registration, or incentivize profile completion through recognition of members who do complete profiles. For example, members with completed information will be recognized in a special forum or in communications – dependent on any member’s agreement and permission to be featured. After the initial push to complete user profiles, an analysis of the profiles should be used for the creation of “personas” of DME for Peace user groups, which will enable more specifically targeted communications efforts. These personas should be revisited annually, and incentives to complete personal profiles should become a regular feature of DME for Peace.

Over the life of the project, repeated and substantial efforts have been made to reach out to the Global South. In 2013, an outreach tracker for the Global South, including International Organizations, Education Organizations, Evaluation Databases, and Global South CSOs was

created. The Global South Outreach Tracker should continue to be updated, maintained, and utilized, but in addition, more interactive and engaging activities should be pursued. To this end, DME for Peace will be an integral part of the upcoming PEC African Evaluators Summit, led by SFCG. In the lead-up to the summit, DME for Peace users will be asked for input on conference topics, which will provide African users of the DME for Peace platform an opportunity to share what they see are the pressing issues of DM&E in their own contexts. The opportunity to effect and inform the discussions of an international conference that is being held with the goal of deeper engagement with African Evaluators will hopefully **inspire greater interest and active engagement from Global South users**, as well as spotlight DME for Peace as an inclusive space. Follow-up to the conference will include reflective blogs and shared lessons learned all featured on DME for Peace, so that again the website becomes the hub of shared learning and experience for Global South and Global North practitioners who take part and/or are interested in the summit.

Further activities to spur active engagement from the Global South will be incorporation of DME for Peace into the PEC Mentorship Program, which will match established evaluators with newcomers to the field, with special focus on the Global South. Global South mentors and mentees will be recruited through SFCG, Mercy Corps, and DME for Peace's networks. The Terms of Reference for each mentor relationship will include commitments to DME for Peace in the form of public contributions. DME for Peace and its community will benefit from these contributions as it will raise the profile of DME for Peace as a convener, and again demonstrate that DME for Peace is an inclusive space for all levels of practitioners – thus working to overcome the perceived “expertise barrier” to contribution identified during this review's analysis.

## CONTENT

To **become a more welcoming and useful space for newcomers to the field**, DME for Peace will focus on collecting introductory guidances for specific resources, and give more clear navigation direction on how newcomers should approach the site's resources. To do this, the PEC Online Field Guide (OFG), a compilation of the key resources available for Peacebuilding M&E practitioners, will be clearly featured on the home-page of DME for Peace, and will be promoted as the “first stop” for newcomers to the field and to the site. This will be the first time DME for Peace has specifically marked a resource or set of resources as *for newcomers*. The OFG will be promoted for use alongside an “M&E for Newcomers” video series, a PEC activity led by SFCG, that will build from the lessons and successes of the M&E *Thursday Talk* Webinars as well as take from the strategies of other online courses, and will provide 20 minute introductions to key topics in peacebuilding M&E. The creation, housing, and promotion of these videos by DME for Peace will address a gap identified during project implementation and

reinforced by the findings of this review -that while Beginners/Newcomers recognize the value of the platform's resources they do not engage actively with DME for Peace. Special focus will be given to highlighting "How To" resources and practical examples, which this review has identified as the largest draw of users to DME for Peace, as well as the most appreciated and utilized types of resources.

Additional effort must be directed to **increasing the diversity of blog contributions** to DME for Peace. For DME for Peace to be an innovative rather than reactive space, the DME for Peace team should solicit blogs to showcase topics, success stories, and practical examples of DM&E application that are relevant to our audience. Pieces should be timelier to current events, should aim to spur new discussion as well as respond to existing questions, and should feature new connections between the peacebuilding and broader development fields.

## **COMMUNICATIONS**

To increase the effectiveness of the project's communications strategies, the DME for Peace team needs to improve their monitoring of data coming from different communications channels. A monitoring system that tracks how DME for Peace and NPE newsletters perform in terms of click rates should be created and include types of content (human interest profile, "How To" guide as a featured resource, job opportunities, multimedia, etc), times of dissemination, and – as much as possible- networks that pick up and promote different issues. This data should be triangulated and compared to changes in engagement levels with promoted resources and events; if a resource is promoted through the DME for Peace newsletter, how do its pageviews change as compared to a similar resource that is not featured? These same monitoring systems should be applied to DME for Peace's social media outlets, Twitter and Facebook, to determine which types of content are best suited to each medium, and whether social media presence is only increasing visibility, or whether it is in fact changing audience interaction with resources and participation in the DME for Peace platform. This data and analysis should then be looped back to inform content creation and dissemination strategies.

## **NETWORK FOR PEACEBUILDING EVALUATION**

The NPE has hosted one year of *M&E Thursday Talks*, but we do not fully understand if we are reaching the same individuals for every talk, or if our users' satisfaction and ability to apply what they learn during the *M&E Thursday Talks* varies based on M&E expertise level. This lack of information prevents us from adapting the *M&E Thursday Talks* to our users' interests, and from understanding how to adapt our marketing strategy to reach new users.

In the future, systematic data collection and analysis should be done after each *Thursday Talk* to understand who the attendees are, how satisfied they were with the talk, to what extent

they learned something they can implement in their own work, and whether these answers vary based on self-reported expertise level. This information can, and has been collected in the surveys of the *M&E Thursday Talks*, since February 2015. This will give us a better understanding of the reach of the *M&E Thursday Talks* to a diverse or similar audience each week, and how to effectively meet the needs and interests of our audience and improve the quality of the *M&E Thursday Talks*.

There are immediate steps that can be taken to improve the quality of the *M&E Thursday Talks'* presentations. Speakers will be provided with tips on how to communicate well in an online forum, and with clear timelines for when speaker presentations must be prepared. The combination of these two additions will enable to the NPE Coordinator to provide feedback to speakers on their presentations before each *M&E Thursday Talk*, and will provide an added element of quality control.

## Annex 1: TOR

### Terms of Reference Review of DME for Peace Search for Common Ground and the Peacebuilding Evaluation Consortium

#### 1. Context

##### About Search for Common Ground and the Peacebuilding Evaluation Consortium

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SFCG is an international non-profit working in over 30 countries around the world with the goal of ending violent conflict by focusing on commonalities rather than differences. We work with all sides of a conflict, providing the tools needed to work together and find solutions.

The Peacebuilding Evaluation Consortium (PEC), made possible with support from the Carnegie Corporation of New York, aims to expand the current understanding of evaluation practices in the peacebuilding community and facilitate field-wide change by developing methodological rigor in peacebuilding evaluation, promoting shared learning and transparency, and encouraging the use of evidence to inform policy. The core partners of the PEC are Search for Common Ground, Alliance for Peacebuilding, Mercy Corps, CDA Collaborative Learning, and the United States Institute of Peace.

##### About the project

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DME for Peace is an online platform that provides practitioners, evaluators and academics with an interactive space to share best and emerging practices on how to design, monitor and evaluate peacebuilding programs.

DME for Peace also houses the Network for Peacebuilding Evaluation (NPE) Community of Practice (CoP), which aims to bridge the work of researchers in academic settings, professional evaluators, and peacebuilding practitioners in the field. Their goal is to build upon the advances of the peacebuilding evaluation field to facilitate 1- research in field, and 2 - the creation and the use of appropriate, innovative and effective tools.



### Strategic Objectives:

- Improved quality of DM&E as a result of sharing practices and knowledge between practitioners and organizations.
- DME for Peace users have access to vibrant online community and a range of materials to improve implementation.
- An expansion in the range and quality of learning options in DM&E for peacebuilding.
- DME for Peace and NPE users develop connections that scale the dialogue on peacebuilding evaluation beyond the United States.

### Project activities include:

- **Communities of Practice:** DME for Peace is home to 1- the NPE CoP; 2- a UNICEF funded CoP for Peacebuilding Education; and 3- a CDA Learning Community.
- **NPE Thursday Talks:** A bimonthly speaker series of reflective discussions between academics, funders, implementers, and evaluation specialists within the field.
- **Addition of New and Relevant Resources:** The expansion of the resources available on DME for Peace, including toolkits, manuals, evaluations.
- **DME for Peace Blog and Newsletter:** Bimonthly blog to share lessons learned, highlight DME for Peace activities and resources, and highlight the activities of partners and users.
- **NPE Listserv and Newsletter:** Vehicles to facilitate conversations around and bring attention to the happenings in the field of peacebuilding evaluation.

### Target Groups:

- Academics pursuing research in peacebuilding.
- Implementers in peacebuilding.
- Evaluators in peacebuilding.
- Donors/funders of peacebuilding activities.
- All of the above based in and from the Global South.

## 2. Review Overview

### Objectives of the review

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This Terms of Reference (TOR) defines the work necessary for a review of DME for Peace and the NPE CoP. It provides a brief outline of the project, specifies the scope of the review, and outlines the review method.

Goal of Review: To use this review to shape future activities of DME for Peace and to improve current activities.

SFCG and the PEC would like to determine whether the project has led to an increase in shared knowledge and best practices, and to what extent the project objectives were achieved. The review will have the following objectives:

1. To assess the effectiveness of the NPE and DME for Peace activities (i.e., the extent to which the project stated objectives have been achieved).

SFCG and the PEC understand that it might not be possible to assess ‘impact’ meaning ‘peace writ large’ of the project within the duration of its implementation thus far. Therefore the review will focus on 1 - the changes in learning and knowledge of DM&E reported by members as a result of participation in project activities, 2- the percentage of members who report satisfaction with DME for Peace, and 3 - the percentage of members who report satisfaction with the NPE CoP.

Where possible the evaluative report will disaggregate based on members that participate in DME for Peace generally and NPE specific activities.

## Key questions

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Effectiveness:

*The review will consider the indicators in the M&E plan but will also need to pay attention to the following questions:*

- What were the major factors influencing the achievement or non-achievement of the objective to improve the knowledge and learning of DME for Peace users as a result of their participation in the platform?
- To what extent have DME for Peace users increased their learning and knowledge of DM&E as a result of their participation in the platform?
- To what extent have users put knowledge gained from DME for Peace resources into practice?
- Are DME for Peace users responsive to the methods of communication utilized by the project activities? If so, which ones have been most effective?

Relevance:

- Are objectives of the project meeting the needs of DME for Peace users?

## Audience

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The primary audience of this review is SFCG and the PEC, and the result will be used for internal improvement of DME for Peace and the NPE CoP.

The secondary audience is the DME for Peace usership and interested members of the wider peacebuilding community.

## Methodology

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The evaluation methodology used will include, but is not limited to: online surveys, review of Google analytics data, and review of quarterly reports made from SFCG to Alliance for Peacebuilding. The online surveys will be disseminated to all of the DME for Peace membership listserv (which includes the NPE); total reach of the of DME for Peace listserv is at approximately 3,500, and the review aims to receive between 7 to 15% completed surveys to analyze.

Survey targets will include (the groups below overlap):

- DME for Peace members
- NPE members
- NPE *Thursday Talk* attendees

## 3. Review Implementation

### Review Manager:

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Vanessa Corlazzoli, Senior Manager of Design, Monitoring and Evaluation, Institutional Learning Team

### Location and timeline

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The work period will be from February 9, 2014 – March 31, 2015. Work will be based in Washington, DC, with all data collection performed from that location.

### Deliverables and deadlines

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**Review Outcome:** written final report.

The review should be conducted in 2 months. A draft should be provided on March 20, 2015. SFCG and the PEC will provide feedback by March 27, 2015. A final version of the report is expected by April 3, 2015.

Detailed below are all expected activities and deliverables with associated deadlines:

1. Develop a detailed evaluation work plan and methodology
2. Develop survey questions
3. Conduct data collection, clean and analyze data gathered
4. Prepare and deliver draft review report
5. Prepare final review report

## Timeline:

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Tasks	Estimated Time Required
Develop a detailed evaluation work plan and methodology	5 work-days
Develop survey questions	2 work-days
Conduct data collection, clean and analyze data gathered	10 work-days
Prepare and deliver draft review report	10 work-days
Prepare final review report	5 work-days

## Ethical Requirements

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The review will be an internal one and will be performed by Ella Duncan, Project Manager of DME for Peace.

*E. Duncan is required to respect the following Ethical Principles:*

- *Comprehensive and systematic inquiry: E. Duncan should make the most of the existing information and full range of stakeholders available at the time of the review. Consultant should conduct systematic, data-based inquiries. She should communicate her methods and approaches accurately and in sufficient detail to allow others to understand, interpret and critique her work. She should make clear the limitations of the review and its results.*
- *Competence: E. Duncan and V. Corlazzoli should possess the abilities and skills and experience appropriate to undertake the tasks proposed and should practice within the limits of her professional training and competence.*
- *Honesty and integrity: E. Duncan should be transparent with the contractor/constituent about: any conflict of interest, any change made in the negotiated project plan and the reasons why those changes were made, any risk that certain procedures or activities produce misleading review information.*
- *Respect for people: E. Duncan respect the security, dignity and self-worth of respondents, program participants. E. Duncan has the responsibility to be sensitive to and respect differences amongst participants in culture, religion, gender, disability, age and ethnicity.*

*In addition, performer of the review will respect SFCG's evaluations standards, to be found in SFCG's evaluation guidelines:*

*<https://www.sfcg.org/wp-content/uploads/2014/07/SFCG-External-Evaluation-Guidelines-FINAL.pdf>*

## Annex 2: Usership Survey, February 2015

Thank you for taking the time to participate in this brief survey (5 minutes at most!). DME for Peace is distributing this survey to members like you!

This information will be used to enhance and improve the content of DME for Peace. We encourage you to share this invitation with other colleagues you think would be interested.

All participants will remain anonymous, and personal information will be used for analysis.

1. How would you rate your knowledge of Peacebuilding M&E? (Please choose one)  
\*mandatory\*
  - Beginner,
  - Intermediate
  - Advanced
2. What is your primary area of work?
  - a. Monitoring and Evaluation
  - b. Program Manager
  - c. Donor/Funder
  - d. Policy and Advocacy
  - e. Academic Research
  - f. Student
  - g. Other (please specify)
3. What is your primary field?
  - a. Peacebuilding
  - b. Education
  - c. Public Health
  - d. Media
  - e. Government
  - f. Agriculture
  - g. Humanitarian Sector
  - h. Other (please specify)
4. To what extent do you use each of the following tools to keep up to date with developments in your field? (for each, a scale of: Never, Rarely, Sometimes, Often, Very Often)
  - a. Read Newsletters
  - b. Contribute to online discussion forums
  - c. Attend webinars
  - d. Read blogs
  - e. Check Social Media
5. How often do you visit DME for Peace?
  - a. Daily
  - b. At least once a month
  - c. Once every 2-3 months

- d. Less than once every 2-3 months
6. Why do you visit DME for Peace? Please choose the strongest “draw” to DME for Peace
    - a. Looking for specific resources (blogs, toolkits, modules, etc)
    - b. Looking for evaluations
    - c. Searching for job opportunities
    - d. Searching for a consultant to fill an opportunity
    - e. Following a link from a newsletter
    - f. Following a link from social media (Twitter or Facebook)
    - g. To attend an M&E *Thursday Talk* Webinar
    - h. To access the Network for Peacebuilding Evaluation Community of Practice
    - i. To access the UNICEF Education for Peacebuilding M&E Community of Practice
  7. How often do you contribute to DME for Peace? A “contribution” may be adding a resource, adding an opportunity, or commenting on a discussion.
    - a. Contribute multiple times monthly
    - b. Contribute once per month
    - c. Contribute once every few months
    - d. Have contributed in the past, but not regularly
    - e. Never contribute to DME for Peace.
  8. To what extent have the resources available on DME for Peace improved your knowledge of Peacebuilding M&E?
    - a. No improvement
    - b. Slight improvement
    - c. Some improvement
    - d. Much improvement
    - e. Extreme improvement
  9. To what extent have you applied learning from DME for Peace in your work?
    - a. Never
    - b. Rarely
    - c. Sometimes
    - d. Often
    - e. Very often
  10. Of the following functions of DME for Peace, which is the MOST useful for improving your knowledge of Peacebuilding M&E?
    - a. Learn: Resources
    - b. Discuss: Blog posts and discussion topics
    - c. Opportunities: Events, jobs, funding
    - d. Webinars/Thursday Talks
  11. Of the following functions of DME for Peace, which is the LEAST useful for improving your knowledge of Peacebuilding M&E?
    - a. Learn: Resources
    - b. Discuss: Blog posts and discussion topics
    - c. Opportunities: Events, jobs, funding
    - d. Webinars/Thursday Talks

12. Please indicate to what extent you agree or disagree with the following statement:  
Content on the DME for Peace site is interesting and engaging.
- a. Strongly disagree
  - b. Disagree
  - c. Neither agree nor disagree
  - d. Agree
  - e. Strongly agree
13. Have you attended the M&E Thursday Talk webinars?
- a. Yes
  - b. No
14. If YES to Question 13, then please indicate to what extent you agree or disagree with the following statement: You are satisfied with the level of expertise the Thursday Talks are pitched at.
- a. Strongly disagree
  - b. Disagree
  - c. Neither agree nor disagree
  - d. Agree
  - e. Strongly agree
15. Thank you for your answers! Please use this space for any additional comments.
16. What is the name of the organization you work for? (Optional)
17. What is your email address? (Optional)