EVALUATION BRIEF GUIDANCE

IOM CENTRAL EVALUATION

JUNE 2018

BACKGROUND
This Guidance is part of a common set of guidance notes issued by the Office of the Inspector General (OIG) that operationalizes the OIG 2018–2020 Strategy for the management of evaluation and monitoring functions and supports the implementation of the IOM Evaluation Policy (September 2018[1]). The OIG guidance notes are technical documents that set IOM standards and provide explanations on the processes and methodologies used for conducting monitoring and evaluation (M&E) work in IOM.

DEVELOPING AN EVALUATION BRIEF
An 'evaluation brief' is used to promote the findings, conclusions and recommendations of an evaluation to all relevant stakeholders within and outside of IOM. This type of brief is different from an 'evaluation learning brief' which is a separate document designed to describe lessons learned from conducting the evaluation that could be useful for future evaluation processes.

After finalizing an evaluation report, IOM promotes the use of a separate summary document called an 'evaluation brief' that can be used to easily share information and results from evaluations and be more accessible to our staff, donors, partners, and other stakeholders. This brief should be included as a specific deliverable in the evaluation Terms of Reference (TOR). Plans for sharing the evaluation products, including the audience and format of communication products, should also be made clear from the start and included in the TOR.

Distribution of the evaluation report and evaluation brief needs to be discussed between the project manager, commissioner, donor and government, especially for external distribution. For internal distribution, the following people need to be included:

- Chief of Mission;
- Other Chiefs of Mission who may benefit from the information;
- Regional Monitoring and Evaluation Officers;
- Regional Directors;
- Relevant RTSs;
- OIG/Evaluation;
- ODG RBM; and,
- Director(s) and HQ staff of related thematic areas.

At a minimum, each evaluation carried out by IOM, whether internally or externally, should have an accompanying evaluation brief. Additional communication products can be developed to promote learning, such as videos, PowerPoints, infographics, etc. All planned products for sharing the evaluation results should be included in the list of deliverables in the TOR and should be developed by the evaluator, rather than later by the Project Manager or others. Taking these steps can help prevent bias such as the exclusion of negative findings, since the creation of such products entails decision-making on the content to be included.

A clear plan from the start about how to share the evaluation report will improve transparency during the evaluation process. If a communication plan has not been specified, the evaluator should refer stakeholders to the Project Manager for requesting a copy of the report. The plan for sharing the evaluation report and related communication products will inform the data collection and data

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[1] https://www.iom.int/sites/default/files/about-iom/evaluation/oig_evaluation_and_monitoring_strategy_2018-2020.pdf

analysis stages, and then feed into the reporting stage. The communication plan will guide the evaluator when describing the scope of the evaluation and expectations during the data collection process, including responding to stakeholder requests to receive a copy of the final evaluation report.

For internal evaluations carried out by IOM staff, it is recommended to always use the Publisher template provided as an Annex to this guidance note. For external evaluations, the Project Manager can still share the template attached as a suggestion to the evaluator. Though an external evaluator may choose to use a different format, the TOR should clearly specify the content and length of the learning brief in line with the following points:

- Identify the audience for the learning brief at the start of the document;
- Project information: project title, countries covered, project type and code, project duration, project period, donor(s), and budget;
- Evaluation background: evaluation purpose, evaluation team, evaluation timeframe, type of evaluation[2], and methodology;
- Evaluation results: Key findings and conclusions including lessons learned and best practices (optional, if they were identified and part of the original ToR), and key recommendations, if any; and,
- Length: Two-page maximum:
  a. Page one: Summary of evaluation design and project background.
  b. Page two: Key findings, conclusions and recommendations.

Annex:
Evaluation Brief Template [Click here to download template]

Note: Although the evaluation brief template is designed for projects, it can be adapted to other types of evaluations such as programme, thematic, or sectoral. For instance, the title sections "Project Summary" and "Project Information" can be changed to "Programme Summary" and "Programme Information".

Figure 1: Template for Evaluation Brief

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[2] Identify whether the evaluation is: a) internal or external, b) independent or self-evaluation, and c) mid-term or final.