



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 2018¹). 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

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 evaluation², 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".



EVALUATION BRIEF [Date]

[TITLE OF THE EVALUATION, E.G. FINAL EVALUATION OF THE PROJECT "COMPARATIVE ASSESSMENT OF COUNTER TRAFFICKING EFFORTS IN COUNTRIES IN THE SOUTH CAUCASUS"]

This evaluation brief presents a summary of the key findings, conclusions, and recommendations, as developed by the evaluators for use by key stakeholders, including internally by IOM staff and externally by project partners. More details can be found in the full evaluation report.

Evaluation type: Internal, independent final evaluation
Evaluators: Sarah Harris, Regional V&E Officer, IOM Regional Office in Yerevan
Field visit dates: 25-28 November 2017
Final report date: 16 January 2018
Commissioned by: IOM Mission in Ukraine
Managed by: IOM, Yerevan Office, Project Manager

Evaluation purpose: [Describe the intended use and users, e.g., "To support IOM and the donor in assessing progress, to ensure accountability, in determining what is working and what is not, to inform future phases, and, to identify knowledge, best practices, and lessons learned."]
Evaluation criteria: (e.g., "Relevance, effectiveness, efficiency, impact, and sustainability.")
Evaluation methodology: (e.g., "Document review, semi-structured interviews, and direct observations.")

PROJECT SUMMARY

Provide here a summary of the project, background, objectives, methodology, findings, conclusions, and recommendations that follow in the next section. Content can include listing the need the project is designed to address, the intended results, changes to project implementation period, such as: revised extensions, main project partners, etc. Optionally, you can choose to bold certain words or phrases.

For example:
 This regional counter-trafficking (CT) project was designed with dual intentions:
 First, it was intended that assessment reports would be useful and used by IOM and other stakeholders in the three countries. Rapid assessment of the CT landscape resulting in evidence-based recommendations was identified as a useful approach for supporting CT efforts in the region.
 Though the intention was to create one assessment report with a comparative analysis, it was later decided to produce three separate reports due to geographical issues in the region, which had some implications in terms of the stated aims to support regional analysis and cross-border initiatives.

Project information

Geographic coverage: (e.g., Armenia, Georgia and Belarus)
Project title: (e.g., Counter-trafficking)
Project code: (e.g., CT 0001)
Partner number: (e.g., 01)
Project period: (e.g., 15 January 2017 to 15 January 2018)
Donor: (e.g., Government of Norway)
Budget: (e.g., USD 200,000)

At the same time, the project's secondary objective was to develop an assessment tool that could be replicated globally, based on experience of piloting in the South Caucasus. To this end, a Counter-Trafficking Response Needs Assessment Tool (CT-RNAT) was developed as a standardized rapid assessment tool with instructions for its local adaptation and application, to support the global replication of the methodology.

International Organization for Migration (IOM) Mission in Yerevan
 DOCUMENT, CONFIDENTIAL

Figure 1: Template for Evaluation Brief

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