

# EVALUATION 2016

Notes from inaugural business meeting  
on October 27<sup>th</sup>, 2016 in Atlanta



## Social Impact Measurement (SIM) Topical Interest Group

### Overview and Context

- The first business meeting for the Social Impact Measurement TIG was held on Thursday 27<sup>th</sup> October at 7.30pm at the AEA conference in Atlanta. About 35 people were present, many of whom had attended the Impact Convergence conference earlier in the week.
- The discussion started with an introduction from the co-founders of the TIG, Veronica Olazabal and Karim Harji, to discuss the motivations and rationale for founding the TIG.
- After initial introductions of all members who attended, and a brief overview of the TIG objectives from Veronica and Karim, an open discussion among the full group discussed how the TIG could deliver value to its members, and included specific suggestions and strategies.
- The notes below capture many of these ideas (with the caveat that it is not intended to be a comprehensive record), as well as specific recommendations and next steps.

### Responsibilities of the TIG

1. Anchor a specific stream in AEA annual conferences, in order to intake and vet submissions for panels and papers. AEA has a streamlined process and system in place for this. Deadlines for next year's conference will be confirmed and communicated to TIG members.
2. Have an annual meeting at each AEA conference, which will take place at a designated time slot. The timing for next year's meeting will be communicated closer to the date.
3. Have a website presence to act as a resource for TIG members. This can take many forms, and an initial web presence for this TIG will be set up shortly (has not been configured yet).

### Potential Strategies for Membership Engagement

1. Intake and review of AEA conference proposals – typically the intake period will be from early January through to mid-March, with a review period through to June. Timelines and process steps will be sent to TIG members when they are available.
2. TIG website – this could initially be set up with some background content on the topic, including samples of blogs, articles, publications and webinars that members have already produced (e.g. the Coffee Break webinars, AEA365 articles, knowledge briefs, etc.).
3. Presence on AEA365 is important for the TIG, and members will be encouraged to contribute articles. We will explore how the TIG can host a week on this topic. Samples of existing AEA365 posts will be posted online so that members can plan for content and format.
4. There were some ideas around communicating in between AEA conferences. A LinkedIn group was proposed to allow members to keep in touch and potentially share resources. An alternative (or complementary) approach is a quarterly newsletter that would compile updates from the TIG website, as well as relevant events, recourses, etc.

## Potential Areas for Content and Issues

- The private sector thematic working group at the EES (led by Fredrik Korfker) has been working on similar issues as this TIG will, and there could be an opportunity for a formal collaborative arrangement with them. They have four subgroups that are working on specific themes and have also developed a set of papers (print copies were made available).
- Members provided suggestions of relevant content and issues that could be further explored:
  - Understanding what evaluation means in market contexts
  - The role of the TIG in advocacy and influencing the field
  - Generating and strengthening the evidence base
  - Identifying and/or creating for real life examples (of evaluation)
  - Compendium of resources for those that are new to this area
  - Analysis of the skills that evaluators need in this area
  - Assessing the nature of multi-disciplinary approaches and tools
  - Look at this space as trans-disciplinary – beyond just the evaluation community
  - How to engage with universities and training institutions
  - Finding and connecting with other related networks
  - Articulating different methods and approaches, how they are applied (contextually)
  - A meta-survey of methods to understand their application and norms
  - Technical guidance on additionality, attribution, monetization
  - What is different around these issues from traditional evaluation?

## Action Items and Next Steps

### 1. Build foundation for the TIG

- a. Draft roles and responsibilities of chairs and co-chairs – Veronica
- b. Set up governance processes to nominate leadership after Y1 – Veronica and Karim
- c. Set up TIG website including background and initial set of resources – Karim
- d. Set up list of TIG members – Veronica

### 2. Share background resources and relevant articles on TIG website

- a. Lead development of common glossary of terms (from ImpCon) – Social Value US
- b. List of tools and approaches being used – Jane Reisman, with support from others
- c. Solicit specific contributions from Sara Vaca (data visualization resources) and Donna (Impact Convergence blog post, DCED)

### 3. Explore how TIG can be more visible to AEA Community

- a. Timelines and process for AEA conference session review – Veronica
- b. Explore possibility of Special Edition of New Directions – Veronica
- c. Curate an AEA365 week – Leah

### 4. Consider formal and informal partnerships

- a. Initially with EES Private Sector Working Group, Social Value US, and the GIIN
- b. Invite suggestions from all members around other groups or networks

## Social Impact Measurement (SIM) Topical Interest Group Members

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