

Office for
Students



COVID reflections from Uni Connect Evaluation

Beth Isaac

Senior Evaluation Officer

Directorate for Access, Inclusion & Skills

Partnership evaluation - short term response (June 2020)

- Recognise evaluation is responding to rapidly planned activities alongside other challenges
- Evaluate from the start – tracking and data collection
- Evaluate activity where feasible, valid and ethical
- Adapt existing monitoring and evaluation for new online activities – not radically different outcomes
- Rapid evaluation feedback important for brand new activities in a different and dynamic context

Office for
Students



August 2020 Evaluator network meeting After action review

What happened (plan vs. reality)...

- Necessarily reactive rush to align evaluation with adapted outreach delivery
- Steep learning curve in online data collection and integrating evaluation with various systems & learning platforms
- Difficult to collect individual learner data from online attendance but easier to collect basic monitoring data (e.g. numbers attended, website hits, downloads).
- Online evaluation learner surveys:
 - Often no/lower responses online, especially when shared via teachers/ schools
 - Incentives didn't work well
 - Responses improved when linked to more intensive activities
 - Responses more likely to be from non-target non-WP learners
 - Better responses to more research focused surveys

What went well...

- Overcoming difficulties obtaining learner tracking data by building in info requests at sign up via online consent forms
- Teachers and staff generally keen to be involved in qualitative evaluation
- Once technical issues overcome, online events/evaluation were relatively easier to run
- Some positive experiences embedding evaluation in the adapted delivery - a collaborative response (though some found it more difficult)
- Speed of online survey response returns

Where to improve...

- Preparation for faster movement between f2f and online delivery with evaluation embedded.
- Reaching our target (and WP) learners with online delivery
- Using technology that supports individual learner monitoring data collections for registrations and attendance
- Improve response rates for important online evaluation surveys
- Embedding evaluation within online resources so it is integrated with delivery (learning from provider teaching best practice)
- Exploit benefits of integrating online tools/technology (e.g. phone apps, QR codes, gamifying evaluation with polling software such as [mentimeter](#)/[vevox](#)/kahoot/zoom polls, linking with social media, etc.)

Thank you!

Over to Linc Higher

Beth Isaac

Senior Evaluation Officer

Directorate for Access, Inclusion & Skills

Office for
Students

