



Evaluating Impact in Conservation

What I'll
cover

Who am I?

Evaluation Framework

Examples

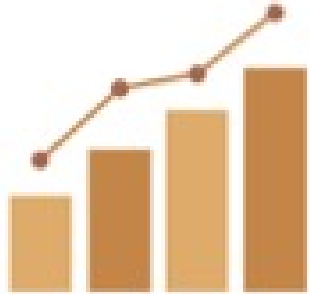
Lessons Learned

Tolu Olorode

- Manager of Data and Impact
- Joined Openlands in June 2017
- From Chicago suburbs
- Completed graduate degrees at University of Michigan
- Worked for University of Michigan medical school evaluating impact on Michigan's expanded Medicaid program



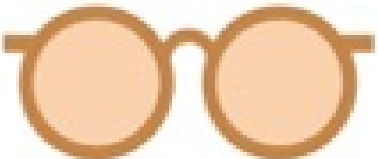
PROVIDES OUTCOME
DATA FOR FUNDERS,
CONTINUOUS QUALITY
IMPROVEMENT, AND
COST-BENEFIT ANALYSIS



Goals



IMPROVES AND
UNIFIES EXTERNAL
COMMUNICATION



CLARIFIES INTENDED
IMPACT ACROSS
PROGRAMS



Framework components

Engage

“shared connections to nature”

Drive

“innovation”

Challenge

“commitment to sustain”

Enrich

“A rich diversity of habitats”

Intended Impact

Places in our region inspire people to enjoy, advocate for, and protect nature.

Strategy Areas

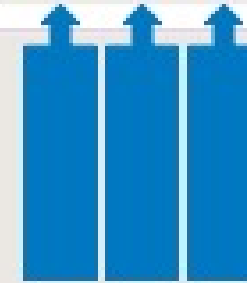
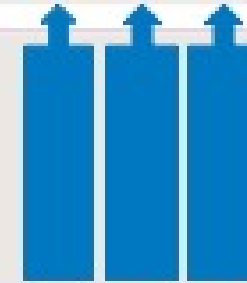
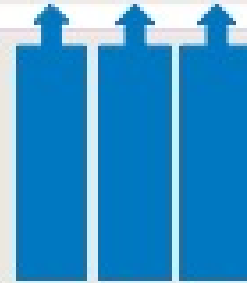
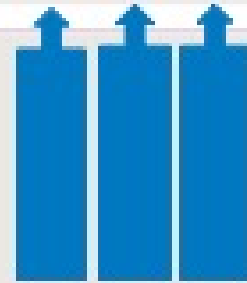
Engage

Drive

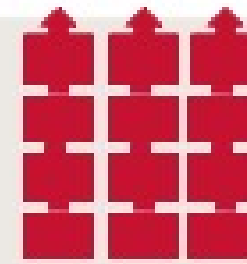
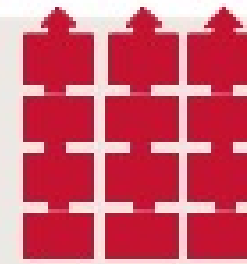
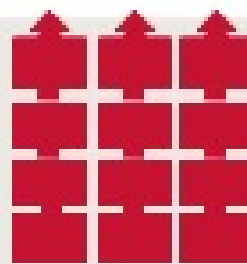
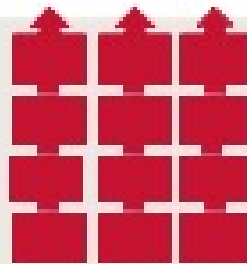
Challenge

Enrich

Outcomes



Indicators



Evaluation in action

- Process
 - Program Components
 - One on one meetings based on indicators chosen
 - “Where’s the data”
 - “What does it look like”
 - Analyze—with a lot of back and forth clarification(!)
 - Review findings with program staff
 - Talk about next steps with program staff (depending on what was found)
 - Rinse and repeat



Openlands' Paddling Program

Engage

719

Drive

.16%

Challenge

1

Lessons Learned

- Some indicators work well for some programs and not others
 - Ensure that the tool/framework actually works before making any programmatic recommendations
- It's hard to talk about impact when there aren't existing/clear 'baselines' or 'goals' to meet
- Definitions vary by program, work area
- Some data is more robust than others

Thinking about implementing evaluation?

- Here's what you should keep in mind:
 - Have a clear indication of what success looks like
 - Decide how you know when you've been successful
 - Test your measurements on vastly different program areas to find the gaps
 - Don't be afraid to refine your metrics
 - Be prepared to defend your impacts
 - Tell a compelling story with the data

OPENLANDS

connects people to nature
where they live.



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