



## Concept Note of The 33<sup>rd</sup> Monitoring and Evaluation Learning Forum

### “How to conduct internal Baseline study”

20<sup>th</sup> September 2024, 8:00 am – 5:00 pm

Hybrid platform at Tonle Bassac2

103 participants (31 female)



## I. Introduction

The Cooperation Committee for Cambodia (CCC) is the largest membership-based organization for civil society organizations in Cambodia, with around 186 Foreign (FNGO) and Domestic non-

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governmental organizations (DNGO) as members, and around 300 local organizations as partners and beneficiaries. CCC is currently implementing Phase V of its Governance Hub Program (GHP 2024-2028), an initiative intended to foster inclusive partnerships to promote good governance, a strong enabling environment, and ensure the sustainability of civil society organizations (CSOs) in Cambodia.

In the first M&E learning forum in 2024, CCC provided the topic on how to conduct evaluation process for project/program team which is the core part of project management which require staff to understand the process for analyze the result of their implementation. With the suggestion from the NGOs participants/M&E practitioners on the next topic proposed, CCC's team and M&E working group discussed together deeply to shape the topic with practical tools and methodologies to share with NGO participants in the learning forum for all kinds of NGOs and all levels of program or project staff in the organization which they can apply for their project/program. At the end of meeting, the members of the M&E working group who have great experience with different concept of local and foreign NGOs on developing and using the simple and practical M&E tools will be the resource person to share with NGOs participants for the whole day on 20<sup>th</sup> September 2024 for the topic of **“How to conduct internal Baseline study”** which will be organized as hybrid platform in Phnom Penh.

## II. Objectives of the Learning Forum

### Participant shared experiences and learn related to:

- Why and how to conduct the baseline process and discuss on its questionnaires
- Understand on the training tools on questionnaires
- Deeply understand on the data collection process during the baseline

Opening Remarks by **Mr. Chea Vibol**, Head of Communications and Membership Development on this forum: He would like to say thanks to all participants, especially the M&E working group members who always support CCC in organizing this forum to our members. Here I would like to take this opportunity to inform you about the....



**Mr. Be Borey**, M&E and reporting specialist from CCC presented about the Steps for conducting the Baseline study as below:

- Term of Reference or Concept Note is a foundational document that outlines the **scope and purpose of the baseline study**. It sets clear **expectations for the study**, including **what is to be achieved**, **how** it will be conducted, and **who** will be involved.

### Key Elements of TOR:

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- **Objectives:** The objective might be to establish the initial conditions of students' academic performance, teacher qualifications, school infrastructure, or community involvement in education.
- **Scope:** Specify the geographical area, target population (e.g., primary school students, teachers, parents), and the key indicators to be measured (e.g., literacy rates, student-teacher ratios, attendance rates).
- **Methodology:** Define the methods to be used, such as surveys, interviews, focus group discussions, and observations. For instance, in an education project, surveys might be used to assess student literacy levels, while interviews could be conducted with teachers to evaluate their qualifications.
- **Timeline:** Outline the schedule for each phase of the baseline study, from data collection to report writing. For example, data collection might take place over two months at the beginning of the school year.
- **Resources:** Identify the human, financial, and technical resources required. For an education project, this might include enumerators to conduct surveys, tablets for data collection, and software for data analysis.
- **Deliverables:** Clearly state the expected outputs, such as the baseline report, data sets, and any presentations to stakeholders.

### Review Project Documents:

Why do we need to review the documents?

- ✓ Ensure the study is aligned with project goals and objectives
- ✓ Identify what the data needs to be collected
- ✓ How it should be analyzed.

## Log-frame (Logical Framework)

The log frame is a key document that outlines the project's goals, outcomes, outputs, and activities, along with indicators for each.

Ex. The log frame might include indicators like the percentage of students reading at grade level, the number of teachers trained, or the reduction in dropout rates. Reviewing the log frame helps in identifying which indicators need to be measured during the baseline study.

Logical Framework (Logframe) Example

	PROJECT SUMMARY	INDICATORS	MEANS OF VERIFICATION	RISKS / ASSUMPTIONS
<b>Goal</b>	10% increase in the number of Grades 5-6 primary students continuing on to high school within 3 years.	Percentage of Grades 5-6 primary students continuing on to high school.	Comparison of primary and high school enrolment records.	N/A
<b>Outcome</b>	Improve reading proficiency among children in Grades 5-6 by 20% within 3 years.	Reading proficiency among children in Grades 5-6	Six monthly reading proficiency tests using the national assessment tool.	Improved reading proficiency provides self confidence required to stay in school.
<b>Outputs</b>	1. 500 Grade 5-6 students with low reading proficiency complete a reading summer camp.	Number of students completing a reading summer camp.	Summer camp attendance records.	Children apply what they learnt in the summer camp.
	2. 500 parents of children in Grade 5-6 with low reading proficiency help their children read at home.	Number of parents helping their children to read at home.	Survey of parents conducted at the end of each summer camp.	Children are interested in reading with their parents.
<b>Activities</b>	1. Run five reading summer camps, each with 100 Grades 5-6 students who have low reading proficiency.	Number of summer camps run.	Summer camp records.	Parents of children with low reading proficiency are interested in them attending the camps.
	2. Distribute 500 "Reading at Home" kits to parents of children attending summer camps.	Number of kits distributed.	Kit distribution records.	Parents are interested and able to use the kits at home.

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## M&E Plan

- The Monitoring and Evaluation (M&E) plan outlines how the project’s progress will be tracked. It details the indicators, data collection methods, and frequency of monitoring.
- For Instance, The M&E plan might specify that literacy assessments will be conducted annually, and teacher training sessions will be evaluated through pre- and post-tests.
- Example: Reviewing the M&E plan might reveal that student attendance is a key indicator. The baseline study would then need to collect data on current attendance rates to serve as a reference point for future monitoring.

PMP								
OBJECTIVES STATEMENTS	INDICATORS	DATA COLLECTION			MEANS OF ANALYSIS		USE OF INFORMATION	
		METHOD	FREQUENCY	PERSON RESPONSIBLE	RESPONDENTS	TYPE OF ANALYSIS		COMPARISON GROUPS
STRATEGIC OBJECTIVE 1								
STRATEGIC OBJECTIVE 2								
INTERMEDIATE RESULT 1.1								
INTERMEDIATE RESULT 2.1								
OUTPUT 1.1.1								
OUTPUT 1.1.2								
KEY ASSUMPTIONS								
ASSUMPTION 1								
ASSUMPTION 2								

### M&E Reports

- If previous M&E reports are available, they can provide valuable insights into past data collection efforts, challenges encountered, and lessons learned.
- Example: A previous M&E report might indicate that survey questions on student attendance were unclear, leading to inconsistent data. This insight could be used to refine the survey tool for the baseline study.
- Past reports might highlight issues like low response rates from parents or logistical challenges in remote areas.

### M&E Guidelines

- These guidelines provide best practices, ethical considerations, and standard methodologies for conducting M&E activities.

EX. The guidelines recommend disaggregating data by gender; the baseline study would ensure that literacy levels are measured separately for boys and girls...

### How to Develop the Questionnaire

- Developing effective questionnaires is a critical step in collecting reliable and relevant data for the baseline study.
- After reviewing the project documents, there certain steps that we can follow to develop the questionnaires

#### These are some processes:

- Define the Objectives of the Questionnaire

- Identify Key Indicators, its definitions, and develop key information/data need for the indicators
- Design the Questionnaire Structure
- Question Types (Closed-ended questions, open-ended questions, Likert scale questions,...)
- Piloting the questionnaire
- Content Forms

Source: <https://www.fao.org/4/w3241e/w3241e05.htm>

### Practice developing the Questions

- Review the log-frame and M&E Plan
- In M&E Plan, you are required to create the Data/Information need for each indicators
- Then, use all the Data/information need to form the Questionnaire for Baseline study

### Training to the data collection team

- Project/Program Manager/lead is responsible for orientation to the data collection team on:
  - project background
  - situation in the target areas
  - child safeguarding
  - provide support/ response related to technical knowledge
- Specifically, Training may be included:
  - guidelines how to collect data
  - ethical considerations in data collection
  - sampling methods of respondents
  - data collection tools (questionnaires) must be in Khmer
  - develop quality control mechanisms/ protocol to the data collection team
  - roles play, field practices, reflection/ feedback for improvement should be used.

### Data Collection Process

#### Preparation for data collection

- Develop and submit detailed schedule of data collection and arrangement with respondents to the organization.
- support coordination/ arrangement of interviews with key persons

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- allocate staff to provide support and conduct quality control to the data collection team
- Prepare mission letters (internal or with/ from relevant ministries/local authority)
- Clearly define the roles and responsibilities of each team member to ensure a coordinated and efficient data collection process

### Data collection days

- Collect data
- Team Leader provides overall support, and conducts quality control
- If any schedule is changed, the need to inform the focal person of the organization.
- conduct quality control to the data collection
  - Daily Review
  - Spot check
  - Data Validation/data cleaning

### Question:

- How long for data collection? => It is based on the method we use to collect that data.
- Sharing on how prepare a short meeting with community for around 1h with no expense. => Please try to convince them with no budget support, start it again and again to make it a habit then they will accept this.

## V. Detailed Agenda

Date/Time	Content	Responsible by:
8:00AM – 8:30AM	Registration	CCC
8:30AM – 8:40AM	Open Remarks	CCC
8:40AM -10:00AM	<b>Sharing on:</b> <ul style="list-style-type: none"> <li>- Baseline study process               <ol style="list-style-type: none"> <li>1. Develop ToR/Concept note</li> <li>2. Project documents review (Proposal, log-frame, M&amp;E plan, M&amp;E report, M&amp;E guideline ...)</li> </ol> </li> </ul>	<b>Mr. Be Borey</b> M&E and reporting specialist from CCC
10:00 AM- 10:15 AM	<b>Break</b>	<b>All</b>
10:15 AM- 12:00 PM	<b>Continue to share on:</b> <ul style="list-style-type: none"> <li>3- How to develop questionnaires for data collection (including questionnaire piloting, consent form).</li> </ul> **Small groups discussion	<b>Mr. Be Borey</b> M&E and reporting specialist from CCC

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12:00 PM- 1:30 PM	<b>Lunch</b>	<b>All</b>
1:30 PM-3:00 PM	<u>Continue to share on:</u>  4- Training tools on questionnaires to data collection team	<b>Mr. Heng Kun</b> MEAL Advisor Terre des Hommes Netherlands and M&E working group member
3:00 PM - 3:15 PM	<b>Break</b>	<b>All</b>
3:15 PM- 4:30PM	5- Data collection process (field work schedule, mission letter, quality assurance process and team members' role)	<b>Mr. Heng Kun</b> MEAL Advisor Terre des Hommes Netherlands and M&E working group member
4:30PM - 5:00PM	Recap and closing remarks	M&E working group member

**Note:** CCC will use the event photos from the learning forum for posting in CCC's website and other official use. CCC reserves the right to change the agenda based on the availability of the speakers and time constraints.

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