



tools4dev

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How to write a monitoring & evaluation framework

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Step 5: Measuring the baseline and setting the target

	INDICATOR	DEFINITION How is it calculated?	BASELINE What is the current value?	TARGET What is the target value?	DATA SOURCE How will it be measured?	FREQUENCY How often will it be measured?	RESPONSIBLE Who will measure it?	REPORTING Where will it be reported?
Goal	Percentage of Grades 6 students continuing on to Grade 7.	Number students who start the first day of Grade 7 divided by the total number of Grade 6 students in the previous year, multiplied by 100.			Primary and high school enrolment records.	Annual	Program manager	Annual program report
Outcomes	Average national reading proficiency test score among children in Grade 6.	Sum of all reading proficiency test scores for all students in Grade 6 divided by the total number of students in Grade 6.			Reading proficiency tests using the national assessment tool.	Every 6 months	Teachers	Quarterly teacher reports Annual program report
Outputs	Number of Grade 6 students who completed a summer reading camp.	Total number of students who were present during morning roll call on at least 10 out of the 12 days of the camp.			Summer camp attendance records.	End of every camp	Teachers	Camp review report Annual program report
	Number of parents of children in Grade 6 who helped their children read at home in the last week.	Total number of parents who answered "yes" to the question "Did you help your child read at home any time in the last week?". Only one parent surveyed per household.			Survey of parents.	Quarterly	Program officer	Survey report Annual program report
Activities	Number of summer reading camps run for Grade 6	Number of summer reading camps that were			Summer camp	Quarterly	Teachers	Camp review

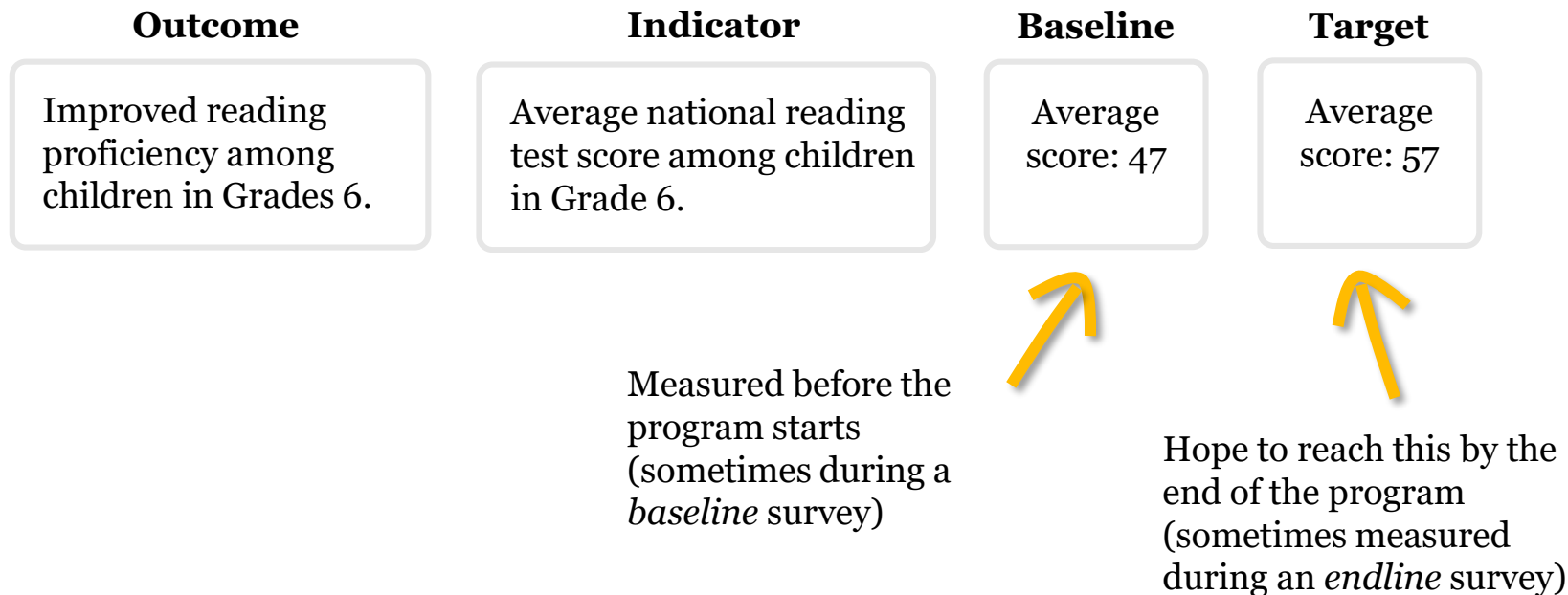
What is the baseline and target?

Baseline

The current value, before the program starts.

Target

What you hope to achieve by the time the program ends.



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Goal	Percentage of Grades 8 students continuing on to Grade 7.	Number students who start the first day of Grade 7 divided by the total number of Grade 6 students in the previous year, multiplied by 100.	50%	60%	Primary and high school enrolment records.	Annual	Program manager	Annual program report
Outcomes	Average national reading proficiency test score among children in Grade 8.	Sum of all reading proficiency test scores for all students in Grade 8 divided by the total number of students in Grade 8.	Average score: 47	Average score: 57	Reading proficiency tests using the national assessment tool.	Every 6 months	Teachers	Quarterly teacher reports Annual program report
Outputs	Number of Grade 6 students who completed a summer reading camp.	Total number of students who were present during morning roll call on at least 10 out of the 12 days of the camp.	0	300	Summer camp attendance records.	End of every camp	Teachers	Camp review report Annual program report
	Number of parents of children in Grade 8 who helped their children read at home in the last week.	Total number of parents who answered "yes" to the question "Did you help your child read at home any time in the last week?". Only one parent surveyed per household.	200	600	Survey of parents.	Quarterly	Program officer	Survey report Annual program report
Activities	Number of summer reading camps run for Grade 6	Number of summer reading camps that were	0	3	Summer camp	Quarterly	Teachers	Camp review

Tips for measuring the baseline



Measure the baseline before the program starts

- ▶ The baseline is a measurement of the current situation, before the program has started.
- ▶ If you don't measure the baseline before the program starts, you will not be able to measure it accurately after the program has started.
- ▶ Asking people to remember what things were like before the program started does not give an accurate baseline (they often misremember).

Use the same definition and data source that you will use throughout the program

Example

- ▶ **Definition for baseline:** Sum of all reading proficiency test scores for all students in Grade 6 divided by the total number of students in Grade 6.
- ▶ **Definition for endline:** Percentage of Grade 6 students who can read three pages of text.

These two things cannot be compared.



The baseline for activity and output indicators can be zero

Indicator	Baseline	Target
Number of “Reading at Home” kits distributed to parents.	0	1000
Number of parents of children in Grade 6 who helped their children read at home in the last week.	200	600



Tips for setting the target



The target should match the activity, outcome, output or goal

Output in logframe	Indicator		
600 parents of children in Grade 6 with low reading proficiency help their children read at home.	Number of parents of children in Grade 6 who helped their children read at home in the last week.	Target: 1000	Target: 600

Make sure the target is reasonable, given the results of other similar programs

Indicator	Baseline		
Percentage of Grades 6 students continuing on to Grade 7.	50%	Target: 100%	Target: 60%

How can I find the results of other similar programs?

See our article

How can you find out if a program is likely to work before you waste money trying it?

<http://www.tools4dev.org/resources/how-to-find-out-if-a-program-is-likely-to-work/>

Now your M&E framework is done!

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