

Monitoring and Evaluation of Voices of Youth Blogging Program

Design, Partnering, Management and Innovation Practicum Project Proposal

Student:

Organization: UNICEF Cambodia

Position: Evaluation Intern

Duration: 1 June to 30 November

Supervisor: Erica Mattellone, Evaluation Specialist (P4)

Summary of Project Proposal:

At the request of the UNICEF Cambodia's external communications team, I will develop and implement a comprehensive monitoring and evaluation framework for the Voices of Youth (VoY) blogging training. The main purpose of implementing a monitoring and evaluation framework in the UNICEF Cambodia Voices of Youth programme is to measure the extent that the programme's stated goals and objectives have been achieved and to gauge the overall quality of the training and curriculum. Online engagement directed at Voices of Youth output (blog posts and posts promoting the programme) will also be monitored to inform UNICEF Cambodia communications section on best practices for engaging their online reach.

This evaluation will build off the recommendations from last year's evaluation of VoY conducted by Cody Minnich. It will include both a developmental element, as real-time feedback from surveys and interviews will inform future VoY sessions. It will also recommend innovations and practices that could potentially improve VoY (*formative*). The formative aspect of the review also seeks to answer key questions on the potential for UNICEF Cambodia to take its VoY programme to scale. At the close of the program, a scaling-up assessment will be conducted to answer the question to what extent and how should VoY be taken to scale in Cambodia?

Primary Project Concept and Responsibilities:

Additional Responsibilities and Projects:

In addition to the work on the VoY monitoring and evaluation framework, I will support several other projects and initiatives conducted by the UNICEF Cambodia evaluation section. For a more detailed list of all the activities being conducted—and their timeline for completion—please refer to the attached workplan.

In order to support multiple evaluations, I will assist in the country-led evaluation of the RGC National Scholarship Program and the evaluation of the RGC's Multilingual Education National Action Plan. This includes monitoring the evaluation team's adherence to UNEG norms and standards for evaluation. I may also be involved in data collection for this evaluation depending on the scheduling of the MLE evaluation.

As per my ToR, I will also support any other UNICEF managed evaluations based on the requests of my supervisor Erica Mattellone and potentially any other UNICEF staff member.

As a secondary project aimed at increasing national capacity in evaluations, I will support the evaluation team in developing a partnership between UNICEF and Royal University of Phnom Penh (RUPP). For the initial stages of this partnership, I will assist in facilitating preliminary seminars aimed at introducing the value of evaluations to RUPP faculty and students. As a

function of this budding partnership, I also plan on developing a framework for an evaluations lab and resource center similar in vein to the MIIS META Lab.

Relevance of Proposed Project to DPMI Curriculum:

This primary project and secondary deliverables will encompass several components of the DPMI curriculum including:

- Voices of Youth Annotated Monitoring Framework with Indicators
- Scaling-Up Assessment including possible recommendations and design for scaling-up
- Stakeholder Engagement Design for MENAP and Scholarship Evaluations
- Dissemination plans for Voices of Youth, MENAP and Scholarship Evaluations
- Development of strategic partnership plan between RUPP and UNICEF