# **SAMPLE Monitoring and evaluation performance monitoring plan (PMP) w/monitoring indicator tracker**

WHA/PPC will work with recipient organizations to implement the appropriate monitoring plan that meets both the needs of WHA/PPC and the implementing partner. Incorporating a well-designed monitoring component into a project is one of the most efficient methods of documenting the progress and potential success of a project. Proposals should include a methodology to survey beneficiaries before and after activities occur to measure quantitative and qualitative progress. Successful monitoring depends on the following:

* Setting objectives that are specific, measurable, attainable, results-focused, and placed in a reasonable time frame (SMART);
* Linking project activities to stated objectives;
* Defining the baseline data; and
* Developing key performance indicators that measure realistic progress towards the objectives.

Complete applications will include a detailed M&E Narrative and M&E Plan, which detail how the project’s progress will be monitored and evaluated. Incorporating well-designed monitoring and evaluation processes into a project is an efficient method for documenting the change (intended and unintended) that a project seeks. Applications should demonstrate the capacity to provide objectives with measurable outputs and outcomes.

WHA/PPC expects implementing organizations will track participants or partners as appropriate and be able to respond to key evaluation questions, including satisfaction with the project/training, information learned as a result of the project/training, changes in attitude and behavior as a result of the project, and effects of the project on institutions with which participants work or partner. Applicants should include the monitoring and evaluation process in their timeline.

The grantee will be required to provide reports with an analysis and summary of their findings, both quantitative and qualitative, in regular progress reports to WHA/PPC. The quality of the M&E sections will be judged on the narrative explaining how both monitoring and evaluation will be carried out and who will be responsible for those related activities. The M&E Narrative should explain how an external evaluation will be incorporated into the project implementation plan or how the project will be systematically assessed in the absence of one.

The monitoring plan should include, at a minimum, the following elements:

* A results “Logic Model” planning document.
* Indicators, as described in Tab A, as well as details on how each indicator will be measured, frequency of the measurements, units of measure, etc. Provide indicators at the output and outcome levels. Monitoring plans should include a chart component that clearly delineates indicators and targets. All indicators must include measurable, numerical targets.
* Establish, where possible, performance baseline data and expected performance targets for each indicator/outcome. In some cases, the baseline may be zero.
* Describe monitoring tools, such as rapid assessment surveys, site visits, key stakeholder interviews, etc., that will be used.
* Plans should describe how the project’s impact and effectiveness will be monitored throughout the project.

**Applicant/Organization Name: *oRGANIZATION OF WOMEN eNTREPRENEURS S OF XANADU***

**project TITLE: SUPPORTING CAPACITY DEVELOPMENT of women entrepreneurs**

**Period of performance: 12 months**

**Overview:**

The M&E Performance Monitoring Plan (PMP) is a program management tool designed to set the methods and indicators to progress towards the goals and objectives identified in the Notice of Funding Opportunity.

## Monitoring & evaluation (M&E) Narrative

Summary:

Describe how you plan to monitor and evaluate the performance and outcomes and results/milestones of your proposed project. In your narrative summary below, please make sure to include key personnel, proposed structure for monitoring and evaluation activities, and describe any methods used to capture indicators (e.g. focus groups, surveys, etc.), as well as any technologies used (e.g. online surveys, social media analysis programs, etc.).

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| A project Monitoring and Evaluation team will be created, consisting of 6 people (project coordinator and assistant, M&E specialist, and three trainers). The team will develop a clear plan for monitoring activities, which will consist of questionnaires for project participants (online survey), focus groups with project beneficiaries, participant observations through visits to project events, photo reports, feedback questionnaires, interviews, as well as a impact assessment and frequent tracking/measuring of indicators (see table below). M&E will be conducted by the team on monthly basis and the organization plans to hire a Monitoring and Evaluation expert with at least 3 years of experience in M&E to conduct progress and final impact assessments. For this purpose, we have allocated $620 for the M&E expert. The expert will conduct midterm progress monitoring and final impact evaluation at the end of the project. The specialist will also use various instruments such as interviews, focus-groups, online surveys, etc., to monitor the project and compile a report. The monitoring and evaluation team combined have over 5 years of experience in project implementation related to income-generation and economic empowerment of women, thus the project team have sufficient skills to conduct monitoring of this project.  |

Theory of Change:

To demonstrate that the success/impact of your project can be measured, please include a brief Theory of Change statement, or series of statements, for the project. This can be done with one, or a series of If-Then statements: “*If \_\_\_\_\_\_\_\_\_\_ are completed, then these outcomes (be specific) will result in \_\_\_\_\_\_\_\_\_\_.”*

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| If female entrepreneurs living in border communities affected by border conflicts increase their knowledge and skills in innovative business approaches and digital platforms, then it will enable them to start small/medium size businesses, increase sales, and expand their client base which will contribute to economic stability, creation of new jobs and decrease poverty levels in pilot communities. |

M&E PMP datasheet:

Please fill in the below tracker. For the indicators, you must include **at least one** of the indicators listed in the Democracy Commission Indicator Reference Sheet. These indicators should serve as a minimum for reporting, please include any additional indictors needed to track and demonstrate your project’s success. This document will set the targets, and you will report on the progress in your subsequent quarterly reports.

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| **Goal***: To strengthen rural entrepreneurship and small business development of female entrepreneurs and small businesses owners to make their small businesses successful.* |
| **Audience**: *Potential young and middle-aged women (age 18-45) entrepreneurs and current small business owners, especially in rural regions living in border communities.* |
| **Objective 1***: Raise awareness of legal and regulatory aspects of starting a small business for 100 potential and current women entrepreneurs in rural communities* |
| **Activities to be measured**  | **Indicator** (*Copy and paste from the Indicator Reference Sheet OR create your own)* | **Data collection Method** | **Q1** | **Q2** | **Q3** | **Q4** |
| target | target | target | target |
| Workshop on legal and regulatory aspects of starting and maintaining small business | Outcome 1.1a: % of participants in targeted groups reporting increased knowledge/understanding of legal and regulatory aspects how to start and maintain a small business | Pre- and post-program surveys/questionnaires | 100% |  |  |  |
| Outcome 1.1b: % of participants in targeted groups reporting increased confidence and knowledge on starting/expanding their business. | Pre- and post-program surveys/questionnaires | 85% |  |  |  |
| Output 1.1.1.: # of participant that participated in workshop on legal and regulatory aspects of starting a business | Attendance records | 150 |  |  |  |
| Output 1.1.2: % of participants in targeted groups that signed up for business skills and digital platforms training | Attendance records, Program records | 100 |  |  |  |
| **Objective 2:** *Increase entrepreneurial and digital skill capacities of 100 women from rural communities through entrepreneurship and digital skills training and mentorship support and/or internship/employment opportunities in local companies* |
| **Activities to be measured**  | **Indicator** (*Copy and paste from the Indicator Reference Sheet OR create your own)* | **Data collection Method** | **Q1** | **Q2** | **Q3** | **Q4** |
| target | target | target | target |
| Series of four trainings on business skills and digital platforms | Outcome 2.1: % of participants in targeted groups reporting increased technical capacities of innovative approaches and digital platforms for business development. | Pre- and post-program surveys/questionnaires |  |  |  | 100% |
| Output 2.1.1.: # of trainings implemented on business skills and digital platforms. | Program records |  | 1 | 2 | 1 |
| Output 2.1.2: # of participants that completed training on knowledge, skills, andtools for successful development of businesses | Attendance records, disaggregated by audience type and location (e.g. aspiring entrepreneurs, current entrepreneurs, geographic region)  |  | 50 |  | 50 |
| Social Media Profile Development | Output 2.2.1. Creation of new social media presence (Twitter. Instagram, YouTube, etc.) | Program records |  | 50 |  | 50 |
| Output 2.2.2.: Number of social media content/posts produced  | Program records |  | 75 |  | 75 |
| Output 2.2.3.: Number of new followers or growth rate percentage | Social media analytics (disaggregated by social media channel0 |  | 20% |  | 50% |
| Mentorship to raise self-confidence of women to start/improve their own business | Outcome 2.1: Percent of aspiring female entrepreneurs/participants that plan on starting their own business as a result of program participation | Pre- and post-program surveys/questionnaires |  |  |  | 70% |
| Output 2.2.1.: # of meetings/mentorship exchanges | Program records |  | 25 | 25 | 25 |