

ToC prepared at the start of a project for monitoring, evaluation and communication planning

Strengths:

- Produced by the evaluation mentors at the start of the initiative
- Included assumptions along the causal chain (see red font)
- Integrated MEL (red font) with communication strategy (blue font)

Weaknesses:

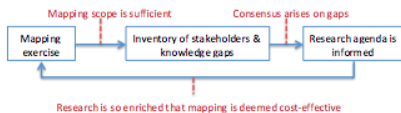
- The research organization did not see value in the ToC due to lack of readiness and it was not used further; however four years later their interest has awakened

A case study explains this experience: Ramírez & Navas. (2022). [DECI-4- Centro Latam Digital Case Study](#).

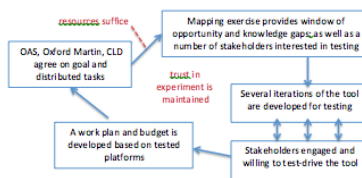
Evaluation USE	KROs	Evidence/Data	Data collection
1. To improve the relevance of CLD research.	1.2 In what ways has CLD been able to respond to windows of opportunity for research collaborations?	List of windows of opportunity arising from the mapping and gap analysis, and from unexpected presentations to policy makers Time line and nature of the responses provided Extent to which the new courses have filled up and responses from the participants	Google doc list Question guide for follow-up interviews
2. To monitor and improve the effectiveness of CLD's communication strategy	2.1 To what extent are we getting more interest and engagement from these stakeholder groups: 1) research community, 2) funders, 3) civil society and 4) media	Expressions of interest and appreciation (expect-to-see outcomes) Select follow-up interviews to confirm live-to-see outcomes	

Communication PURPOSE	Audiences & expected change	Media	Timing/ remarks
Increase understanding / dissemination	Researchers confirm the use of the toolkits in their work Civil society accessing and contributing to more blog posts	Toolkits (modules) Blog posts (*)	Activity specific

(*) For audiences that are mixed or less known to CLD, we encourage some "opportunistic audience research": whenever you have a chance (such as a coffee break during a conference), ask representatives of each audience group what media, channels they actually like the most. In our experience, there will be surprises and it will help you fine-tune the media or language used for each.



Communication PURPOSE	Audiences & expected change	Media	Timing/ remarks
Networking / convening	OAS, Oxford Martin, CLD agree at a common design proposal for the index tool		
Increase visibility	Early stages of module adaptation are released for review Media, civil society, funders and private sector aware of the tool	Platform designs are produced as experiments	



CPRLatam
- The Latin American version of **CRSSouth**. Also a CLD task that was inherited from DIRSI. They feel that this item helped them win the CPC bid. The challenge now is how to change the event logic / design away from the conventional format used in the past. You have activists who lack research / evidence; and then you have academics who do little to disseminate/ translate. How to build the bridge, as the two rarely meet.

