NASA DEVELOP National Program

**Impact Analysis Strategic Plan 2017-2018**

**Mission Statement**

To support DEVELOP’s growth as a dual capacity building program by measuring, evaluating, and communicating results of projects to improve the participant and partner experience and promote the benefits of DEVELOP and the value of Earth observations to society.

**Vision Statement**

Communicate the benefits that NASA Earth Science and DEVELOP contribute to society and the next generation of decision makers.

**Current Initiatives**

* Administer assessments and surveys and analyze results (e.g. PGAs, PSI, Pre & Post Partner Forms, alumni, exit survey)
* Collect demographic and program data and create infographics showing stats (e.g. info sheets, indicators, results framework, Equal Futures, eBooks)
* Conduct impact assessments of projects and capacity building outcomes
* Alumni engagement activities

**2018 Strategic Plan Accomplishments to Date**

**Goal 1:**

**Participants:**

**2016:**

* ***Action*** -Target recruiting efforts to increase diversity within the applicant pool (target race diversity metrics that mirror U.S. Census reporting & academic/technical discipline)
* Collected ethnicity, academic, and age data on Info Sheets to assess DEVELOP’s current demographics and create impact maps
* Established and met CY16 Equal Futures milestones

**2017:**

* ***Action*** - Evaluate diversity recruiting efforts occurring in 2016 and refine strategy
* Created and working to complete milestones in Equal Futures CY17 strategy

**Projects:**

**2016:**

* ***Action*** - Establish annual project metrics (80-95 projects)
  + Collected and reported project data (e.g. number of partners, types of partners, geographic scope, etc.)
* ***Action*** - Revisit the Project Strength Index rubric and archive of project scores to date
* Updated the old PSI and created the PSI Part 2, first implemented with the summer 2016 term

**Partners:**

**2016:**

* ***Action*** - Establish metrics related to feedback in Post-Project Partner form
  + No metrics set, but will be addressed after the short-term impacts assessment project

**Goal 2:**

**External:**

**2016:**

* ***Action*** -  Increase the number of partners responding to the Post-Project Partner forms through targeted communication
* ***Action*** - Outreach to partners in areas where DEVELOP has geographic gaps
* No current action, but will take over creating impact maps from PC Team in fall 2017

**Alumni:**

**2016:**

* Action - Participants: Increasing and diversifying the ways in which DEVELOP engages with alumni (e.g., closeout invitations, panel participation, conference invitations)
  + IA and Comm Fellows collaborated and created an alumni engagement plan to begin implementation spring 2017
* Action - Partners: Finish centralized tracking workbook for partner tracking
  + Centralized tracking workbook created and maintenance taken over from PC Team
* Action - Participants and Partners: Collect alumni success stories
  + Alumni success stories created and shared with Comm Team for use in social media campaigns

**2017:**

* Action - Participants and Partners: Post features of “Where Are They Now” highlighting success stories of DEVELOP participant and partner alumni on website
  + Planning for creation of “Where Are They Now” features is began spring 2017 through an individual IA Fellow project
* Action - Participants: Increase and diversify the ways in which DEVELOP engages with alumni (e.g., closeout invitations, panel participation)
  + Beginning Spring 2017, additional engagement opportunities are being created such as brown bag lunches, beginning at the Marshall Space Flight Center node
* Action - Partners: Continue partner tracking
  + Partner tracking with term updates is continuing

**New 2017-2018 Goals & Action Items**

**2017 Goals:**

* **Goal 1:** Create a framework for conducting programmatic and project impact analyses
  + ***Action Item 1:*** Assess and summarize current data collection and dissemination processes
  + ***Action Item 2:*** Initiate standardization of data collection methods, metrics, and interview questions for impact reporting
  + ***Action Item 3:*** Reduce data collection redundancies between Fellow Elements
  + ***Action Item 4:*** Create guides/work aids for future impact analyses teams to keep data collection and analyses consistent and to support transition between fellow classes
* **Goal 2:** Improve alumni engagement by fostering communication and long-term relationships
* ***Action Item 1:*** Finalize cross-element plan for creating new virtual and in-person alumni engagement opportunities (e.g. brown-bag lunches, panels, networking)
* ***Action Item 2:*** Initiate efforts to include alumni in DEVELOP 20th anniversary activities
* ***Action Item 3:*** Update alumni survey
* **Goal 3:** Improve communication, transparency, and availability of data, results, and assessments
  + ***Action Item 1:***  Conduct a data and metrics needs assessment with CL’s, NPO, and Fellow Elements
  + ***Action Item 2:*** Communicate results of DEVELOPers’ experience assessments and evaluations (Entrance/Exit Survey, PGA, etc.) through impact reports to Center Leads, science advisors, NPO, and Fellow Elements
* **Goal 4:** Conduct impact assessments of projects and capacity building efforts
  + ***Action Item 1***: Case study of impacts of multiple projects conducted with a long-term partner
  + ***Action Item 2:*** Interview multiple project partners to conduct short impact analyses and summarize the impacts of those projects in brief highlight articles
  + ***Action Item 3:*** Interview alumni and highlight how they utilize Earth observations in their professional careers post-DEVELOP through DEVELOP communications channels

**2018 Goals:**

* **Goal 1:** Create a framework for conducting programmatic and project impact analyses
  + ***Action Item 1:*** Eliminate any remaining data collection redundancies between Fellow Elements
  + ***Action Item 2:*** Finalize standardization of data collection methods, metrics, and interview questions for impact reporting
  + ***Action Item 3:*** Implement and update protocols and guides for data collection and analytical processes as needed
* ***Goal 2:*** Improve alumni engagement by fostering communication and long-term relationships
  + ***Action Item 1:*** Support efforts to include alumni in DEVELOP 20th anniversary activities
  + ***Action Item 2:*** Increase the amount of networking opportunities between alumni and participants
  + ***Action Item 3:*** Expand virtual and in-person alumni engagement opportunities (e.g. brown-bag lunches, panels, networking) to all nodes
* **Goal 3:** Improve communication, transparency, and availability of data, results, and assessments
  + ***Action Item 1:***  Incorporate feedback received from the data needs assessment to improve data collection methods, metrics, and results
  + ***Action Item 2:*** Continue to communicate results of DEVELOPers’ experience assessments and evaluations (Entrance/Exit Survey, PGA, etc.) through impact reports to Center Leads, science advisors, NPO, Fellow Elements
  + ***Action Item 3:*** Engage with program and node leadership to promote the utilization of data and feedback from impact reports and assessments to improve program
* **Goal 4:** Conduct impact assessments of projects and capacity building efforts
  + ***Action Item 1:*** Identify and conduct an in-depth case study of a project and partnership
  + ***Action Item 2:*** Utilize short-term impact assessment methodology to conduct additional partner interviews and analyses for brief highlight articles
  + ***Action Item 3:*** Utilize alumni interview framework to highlight alumni using Earth observations

**2017-2018 Synergies & Evolution**

**Synergy with Other Elements:**

* ***Aligned Activities 1:*** Alumni engagement and alumni outreach with Comm Team
* ***Aligned Activities 2:*** While IA will maintain the partner tracking spreadsheet, PC Team will monitor partner nomenclature through deliverable editing and provide necessary updates
* ***Aligned Activities 3:*** Continue to support other Fellow Elements’ feedback needs by including relevant survey questions

**Element Modifications:**

* IA will continue and expand cross-element collaborative work with the Comm Team to enhance alumni engagement throughout 2017 and 2018, with an emphasis on DEVELOP’s 20th anniversary
* IA will take over the impact mapping from the PC Team beginning fall 2017

**Wish List:**

* Things the Element would like to do but doesn’t presently have the time or capacity:
  + Data automation
  + More in-depth impact assessments
  + In-depth trainings: R, socioeconomic impact assessments (or dedicated time to accomplish these)
  + Socioeconomic impact assessment conferences
* Resources requested:
  + Element Advisor
  + Statistical software/analytical subscriptions
  + Strengthen partner facilitation, engagement, and follow-up, in coordination with CLs (Partner Engagement Fellow)

**Vision for 2018:**

Impact Analysis will standardize its data collection and assessment processes, with an emphasis on automation, where possible and appropriate, in the next two years. The focus will be on communication of feedback and results to improve their utilization by NPO, nodes, etc. In addition, follow-up and improved engagement with alumni and partners will be emphasized.