M&E Planning Tool



Purpose	The purpose of this tool is to help you plan your community engagement M&E activities.		
When?	As part of your community engagement planning		
Resources	2-3 hours (once-off)		
	Best done as a group exercise		
Rating			

How to use the M&E Planning tool

The M&E Framework provides the higher-level thinking you need to monitor and evaluate your community engagement activities. However, to start monitoring and evaluating your engagement activities you'll need to sit down and come up with a plan of attack that is specific to your business or project. Your plan will build from the outcomes, theory of change and key evaluation questions detailed in the M&E Framework, and will articulate how you are actually going to "do" and resource your M&E.

This M&E Planning tool has been adapted from the *Right Conversations Report* and it is designed to guide you through the key points of planning a successful evaluation. The tool is probably most appropriate for the seafood industry association and sector organisation level, but operators with some prior exposure to project management should be able to complete it. The Planning tool includes:

- The questions you will need to ask and discuss within your organisation
- Key tasks you will need to complete as part of your planning. Tick these off as you go to keep track of what your planning process has, and has not covered
- Space for responses. Your responses to these planning questions will form the basis of your organisation's community engagement M&E Plan.

Doing the planning process as a group exercise will help you make sure everyone is on the same page about the M&E and ensure that what you intend to do will meet the needs of your organisation.

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St	eps to take	Q	uestions to ask and discuss	Things to do (checklist)	Your res
1.	Clarify what outcomes you are looking for	•	 What are we hoping to achieve with our community engagement? For example, based on the theory of change are we trying to: Encourage community to increase their seafood consumption Encourage community to seek employment within the seafood industry Increase visibility of seafood industry activities Improve community perceptions regarding Australia's seafood industry Improve relationships and partnerships with key stakeholders Other What would success look like for our engagement? Do we have any performance targets? (e.g.: we want to 	Establish your engagement outcomes	
2.	Work out what resources are needed and available to do the monitoring and evaluation	•	 Do we have any performance targets? (e.g.: we want to reach 500 people) How much money do we have to invest in the monitoring and evaluation? (ie: planning, collecting and analysing data). How many people will need to be involved? How much time do we have to do the monitoring and evaluation? Is the M&E feasible given the time and resources we have? If not, what are the critical bits? What can we drop? 	Make a rough budget for the number of days and money you will spend on M&E (the toolkit provides rough estimates of time required)	
3.	Decide who will be involved in the monitoring and evaluation	•	 Who should/will be involved in the evaluation? Who will be involved in planning? Who will be involved in data collection? Who will be involved in reflective exercises? Who should make judgements based on the findings of the M&E? Who needs what M&E information and in what form? Who has the time/knowledge and money needed to undertake the evaluation? 	Assign roles and responsibilities for the M&E Check the list of M&E audiences and use it to identify the key audiences for your M&E and their information needs	



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St	eps to take	Questions to ask and discuss	Things to do (checklist)	Your res
4.	Plan how you will collect the data	 What tools will you use to collect the data? When will you collect the data? Who will collect and analyse the data? 	Plan your data collection	
5.	Plan how you will evaluate and interpret what the data is saying	 How will we make an evaluative judgement about the data? (eg: workshop, report, meeting) 	Decide on how you will evaluate the community engagement activity once you have the data	
6.	Plan how you are going to use the M&E to improve your engagement	 What are we going to do with the evaluation findings? Are we going to commit to implementing them? Who will we share them with? Will they feed into a wider community engagement initiative? 	Plan for how you will use the M&E findings	
7.	Get clear about what your assumptions are about how the engagement activity will work	 What are our assumptions about how the engagement activities will contribute to change? What evidence do you have for your assumptions? Have you done the same activity before and seen that it's worked well? Is there research that says that certain activities are particularly good at engaging certain groups? What do you think the risk is of your assumptions not being correct? If these assumptions, didn't hold true how bad would the consequences be for your engagement activities? Do you have any "killer" assumptions? (things that are not likely to work and will have a major impact on the success of the activity) 	Discuss the assumptions underlying the engagement activity using the questions asked as a guide Document your assumptions Plan to revisit your assumptions during or after the engagement activities and see if they held true.	

Adapted from: FRDC The Right Conversations: Building industry engagement capacity for socially supported fisheries and aquaculture



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