Metrics from the Ground Up 2015

June 23-24
Washington, DC

Aspen Network of Development Entrepreneurs

Tuesday, June 23rd	
8:30 AM	*Registration & Breakfast*
9:00 AM	**Welcome & Opening Remarks** **Right-sized and Lean: Getting the most out of metrics and evaluation** Increasingly, academics and practitioners are honing in on the balance between rigor and cost-effectiveness, between understanding impact and making operational decisions, and respecting the needs of stakeholders up and down the "impact value chain." We'll hear perspectives both theoretical and practical. Venu Aggarwal, Acumen Elizabeth Hoffecker Moreno, MIT's D-Lab Mike McCreless, Root Capital Delia Welsh, Innovations for Poverty Action
10:00 AM	**Speed Networking**
10:45 AM	*Break*
11:00 AM	*Plenary Session:* **Data in Action: Updates from the Field** We will hear from entrepreneurs, and ANDE members who support them, who are putting their data to work to improve efficiency and impact. Anita Ramachandran &Loren Guerriero, MicroMentor Satyan Mishra, Drishtee Zeeshan Sumrani, Educate Girls Alexander Eaton, Sistema Biobolsa Manuel Andrade, Ilumexico Manu Smadja, MPower Finance Suba Sivakumaran, Business Call to Action David Rice, The Tony Elumelu Foundation
11:40 AM	*Breakout Sessions:* **Data in Action: Updates from the Field** Learn more about the enterprises and initiatives from the previous plenary in three separate discussion sessions - World Café. Sit down with presenters from this morning's plenary and get into the nitty gritty of how they make their data work - Africapitalism - Business Call to Action & Drishtee

12:30 PM	*Lunch* **Lunchtime Demos:** *B Analytics*: See a demo and learn more about this flexible data platform for measuring, benchmarking, and reporting on impact.
1:30 PM	*Breakout Sessions* • Spatial Analysis, Mapping Tools, and GIS • Donor Data Needs Meets Business Value: Reflections from DFID's Impact Business Programme • Moving to Outcomes: Perspectives from Two Fund Managers • Incorporating Evaluation from Deal Sourcing to Portfolio Management
2:45 PM	*Break*
3:00 PM	*Plenary Session:* **Managing and Measuring for Outcomes** Morgan Simon, Pi Investments Anton Simanowitz, Justina Wong, Good World Solutions *Moderator: Randall Kempner, ANDE*
4:15 PM	*Group Activities* • Practicing Lean Research • Collective Listening • Serious Play
5:30 PM	*Happy Hour*
7:30	*Salon Dinners*

Wednesday, June 24th	
8:30 AM	*Registration & Breakfast*
9:00 AM	**Mixing Oil and Water? Combining rigorous research with decision-making for practitioners.** This session will feature 3 exciting initiatives to provide practitioners in the SGB sector with high-quality academic research and data on impact, to enable more informed decisions. Narasimha Rao, International Institute for Applied Systems Analysis Sean Peters, Emory University Neil Buddy Shah, IDInsight
10:15 AM	*Break*
	Workshops: Methods, Technical Approaches, and Skill Building
10:30 AM	**An Intro to Logic Models and Theory of Change** Logic models are powerful tools that link project development with program evaluation and provide a visual format for laying out the theory of change along a timeline. In this workshop you will learn how to use logic models to develop an evaluable program, and to identify duplicate and orphan indicators and link activities to both outputs and outcome indicators. Designed for beginners, the different types of logic models (e.g., logframe, simple, narrative, "kitchen sink," and newer ones such as theory of change and the matrix model) will be compared so that you, too, can develop a logic model for your project that meets your needs! Denise Baer, Center for International Private Enterprise
	Small N, Big Insight Strategies for structuring analysis of small datasets Susanna Dilliplane, Aspen Planning and Evaluation Planning
	Stories for Research Human-centered design (HCD) is a creative approach to problem solving - one that starts with people and ends with innovative solutions, tailored to meet their needs. This approach relies on rapidly gathering stories and insights from those we are designing for. It also requires a balanced mix of both quantitative and qualitative methods. During this session, you'll learn how to use "lean research" to gather stories from your clients, synthesize insights from those stories, and use data in combination to bring texture and rigor to your work. Yennie Lee, IDEO.org
	Data Quickstart: Making the most of where you are You know you need to be collecting and using data, but you don't have a lot of money, or staff, or very good software. Shouldn't you just wait until you have addressed at least one of those things? This session is geared towards helping you figure out what you have, what you need, how to get started, and how to address any gaps as you build your future data capacity. Tamra Thetford, FIELD at the Aspen Institute

Draft Agenda – Sessions may change

10:30 AM continued	**Communicating Your Data Effectively** Is your data hiding inside 100-page narrative reports or hard-to-read graphs? Data visualization helps you deliver bite-sized information that viewers will understand at a glance and retain for the long run. During this hands-on workshop, we'll remove chart clutter, highlight key messages through color, and swap out overused pie charts and bar charts for alternatives like slope charts, network maps, and dot plots. Laptops encouraged. Ann Emery, Consultant
12:45 PM	*Lunch*
	Lunchtime Demos:
2:00 PM	*Breakout Sessions* • A Portfolio Approach: The Family Office Perspective • Accelerating Accelerator Data • Innovation in M&E – USAID's MERLIN Initiative • Mixed Methods: Using Operational Data, Qualitative Data, and Anecdotal Learning to Scale
3:15 PM	*Closing Plenary*
4:00 PM	*ANDE Members Only:* **Metrics & Research Working Group Meeting**
5:15 PM	*Close*