

HO2. Selecting Indicators and Planning Your Evaluation

I. Selecting your indicators

Step 1: Review the objectives and outcomes in your MPA management plan

- Select the objectives and outcomes that you want to evaluate.

Step 2: List all possible indicators

- Identify the indicators that correspond to the objectives you identified in Step 1 (refer to Handout HO4. Indicators).
- Write down the relevant indicators that you want to use in your monitoring and evaluation programme.

Step 3: Review and prioritize the indicators identified

- Think about the feasibility of measuring each indicator (Do you have the data, or could you collect it? Does a partner organization have relevant data?).
- What are your existing monitoring programs (or those of a partner)?
- Circle / highlight the indicators you might be able to measure initially.
- Think about how the indicators relate to each other (Are there indicators that might be easily monitored / measured at the same time?).

II. Planning your evaluation

Step 1: Assess resource needs for measuring your indicators

- Estimate the human resources you will need to measure *and analyse* your prioritized indicators.
- Determine what equipment you will need.
- Estimate the budget you will need.
 - Consider how frequently you would like to measure each indicator, and think about what kind of annual funding this would require.
 - Are there activities you are already conducting that could easily incorporate some monitoring at a low cost?
- Assess the human resources, equipment and budget currently available. If these are not sufficient, you will need to think about how to secure additional resources.

Step 2: Identify who should participate in the evaluation

- Think about the skills and expertise needed to conduct the evaluation.
 - Do you have the necessary expertise?
 - Do you have staff with the necessary expertise?
 - Are there partners who can help?
 - Will you need to hire people with particular skills or expertise to help?
 - Is it appropriate and feasible to involve community members?
- Determine staff and non-staff (e.g. partners, contractors, volunteers) who will conduct the evaluation.
- Create the evaluation team and determine the people responsible for each task.

Step 3: Develop a timeline and work plan for the evaluation

- Determine the amount of time needed for each activity.
- Determine when the data need to be collected.
- Develop an evaluation work plan.

Step 4: Determine how your MPA will respond to the results of the evaluation

- If there is some question about the evaluation, you can always go back and:
 - Re-validate the data and your monitoring program.
 - Examine the execution of your management efforts.
 - Ensure you have the staffing expertise required to manage your target resource.
 - Re-examine the threat(s) to your target resource.
 - Examine whether conditions/ variables have changed in your MPA's biophysical (and human use) setting.
- If your management efforts are not working, then this is a good time to re-examine and adapt your management approach. In doing so, you might want to go back and see if the assumptions in regards to the "root cause" of the threats to your target resource are correct.

Step 5: Communicating results of the evaluation

- Who are your target audiences that should be informed in regards to the success or challenges of your management efforts?
 - MPA management, staff and managing partners.
 - Funders/ donors.
 - Management authority.
 - Stakeholders.
 - Other MPAs in your network.
- How are you going to communicate the results of your evaluation to your target audiences?