Background

“Israelis Abroad” is an initiative launched in 2020 by the Ministry of Diaspora Affairs, initially for three years, as part of an effort to develop specially tailored strategies by which to engage communities of Israeli emigrants residing outside Israel. The Rosov Consulting team, as part of its ongoing consultancy with the Ministry of Diaspora Affairs, has been asked to develop a plan for auditing the Initiative’s implementation and performance and for evaluating the outcomes produced for the individuals who participate in programming made possible by the financial, logistical, and educational support provided by the Initiative.

Evaluation Questions

Over a period of three years, we aim to answer the following questions:

*Program Reach*

1. To what extent do the programs created and/or supported by the Israelis Abroad initiative reach specifically established target numbers of first- and second-generation Israeli emigrants settled long term outside Israel?

*Program Capacity and Field Building*

1. In what ways is Israelis Abroad able to build the capacity of grantee providers to reach and meaningfully engage Israeli emigrants around the world?

*Program Outcomes and Impact*

1. To what extent do participants in programs supported by Israelis Abroad more strongly identify as Jews and with Israel as a consequence of their participation?

Project Overview

Figure 1 summarizes the evaluation design. Below we describe the evaluation in greater detail.

**Figure 1: Overview of Evaluation Design**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **YEAR 1 (Summer) 2021** | **YEAR 2 2021–2022** | **YEAR 3 2022–2023** |
| Organizational Audit | ✔ | ✔ | ✔ |
| Participant Audit | ✔ | ✔ | ✔ |
| Census Consulting |  | ✔ | ✔ |
| Provider Interviews |  | ✔ | ✔ |
| Key Informant Interviews |  |  | ✔ |
| Audit Report | ✔ | ✔ | ✔ |
| Logic Model Building |  | ✔ |  |
| Participant Outcome Surveys |  | ✔ | ✔ |
| Participant Interviews |  | ✔ | ✔ |
| Outcomes Report |  | ✔ | ✔ |

Provider Audit (Assessing Reach)

As part of documenting the extent to which grantees meet the performance targets to which they are contractually committed, and by way of addressing Evaluation Question 1, our team will engage in the following two data gathering activities:

***1. Organizational Audit.*** We will develop a survey for grantee providers to check the organizations’ compliance with the standards and criteria established by the initiative. This includes the range and extent of program provision, the profile of their staff, and the organization’s incorporation. *Audit data will be collected in July/August 2021, May 2022, and May 2023.*

***2. Participant Audit.*** We will gather from all providers (directly via their CRM systems and via Israeli Abroad) the census data they record about participants’ demographic profiles, details of the grantee programs in which they participated during the previous 12 months, and information about the frequency with which they did. Our team will field survey questions to the participants themselves to confirm the reliability and accuracy of the organizations’ census data. *Participant audit data will be collected in July/August 2021, May 2022, and May 2023. In 2022 and 2023, audit questions for participants will be embedded in the end-of-year participant outcomes survey instrument.*

Data gathered from the organizational audit and participant census will be synthesized and reported in an ***annual audit report*** in October 2021, August 2022, and August 2023.

By way of helping grantee providers improve the quality of the data they gather about their participants, our team will provide up to four (4) hours of ***census consulting*** services to the providers at the start of Year 2 and Year 3 of their activity (eight hours overall).

Provider Evaluation (Assessing Capacity and Field Building)

As part of documenting the extent to which Israelis Abroad, as an initiative, builds the quality and capacity of grantee-providers’ work and contributes to developing a network of programs engaged in mission-alike work, and by way of addressing Evaluation Question 2, our team will engage in the following two data gathering activities:

***3. Provider Interviews.*** To learn about the contribution of Israelis Abroad to the effectiveness of the grantee providers and to their integration within a network of organizations engaged in mission-alike work, we will conduct one-on-one interviews with program directors at a sample of half of the grantee-provider organizations. *Interviews will be conducted in April/May 2022, 2023.*

***4. Key Informant Interviews.*** To build a picture of the extent to which program providers are building infrastructure that connects Israeli emigrants with one another and with their local Jewish communities, we will interview 15 “key informants” (senior Jewish professionals who work with Israeli populations) about the contribution of initiative-supported programs to local Jewish life. *Interviews will be conducted in June/July 2023.*

Data from the provider interviews will be included in the ***outcomes reports*** in August 2022 and 2023. Data from the key informant interviews will be included in the ***final outcomes report*** in August 2023.

***Startup Analysis:*** *Our examination of the broader, field-wide contribution of Israelis Abroad will also include a focus on those communities where the initiative is supporting what is classified as startup activity. We expect to learn about these startup cases through a combination of the organizational audit, provider interviews, and key informant interviews. Because this strand of work is focused on outputs rather than outcomes, we do not plan, in these instances, to field the participant outcomes surveys to those who take part in these programs.*

Outcomes Assessment (Assessing Impact)

As part of assessing the outcomes produced by providers among the Israelis who participate in their programs, and by way of addressing Evaluation Question 3, our team will develop and implement three instruments:

***5. Initiative Logic Model******.*** As a first step to clarifying and specifying the outcomes that providers are expected to produce among participants and their communities, we will facilitate a logic model building process with the initiative’s primary stakeholders. The logic model will help identify and articulate the targets whose achievement will be assessed through the outcomes assessment process. *The logic model building work will take place in September 2021, with the goal of completing a draft logic model by the end of that month.*

***6. Participant Outcomes Surveys.*** We will develop two pairs of surveys to be fielded to program participants or (if they are quite young) to their parents at the beginning and end of each program year as the primary means by which to explore the outcomes produced by the providers among those who take part in their programs. *The survey will be fielded to participants in November 2021, May and October 2022, and May 2023.*

***7. Participant Interviews.*** In order to validate and nuance the data gathered through the outcomes survey, each year we will interview a subsample of 20 survey respondents about their experiences in grantee-supported programs and the extent to which their participation has contributed to changes in how they think of themselves as Jews and how they conduct their lives. *Interviews will be conducted in June/July 2022 and June/July 2023.*

Data from the participant outcomes survey and the participant interviews will be included in the ***outcomes reports*** in August 2022 and August 2023.

Timeline for Years 1–3 (2021–2023)

Year 1 (July–October 2021)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **JULY** | **AUG** | **SEP** | **OCT** |
| **Organizational Audit** |  |  |  |  |
| **Participant Census** |  |  |  |  |
| **Analysis** |  |  |  |  |
| **Y1 Audit Report** |  |  |  |  |

Year 2 (September 2021–August 2022)

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **SEP** | **OCT** | **NOV** | **DEC** | **JAN** | **FEB** | **MAR** | **APR** | **MAY** | **JUN** | **JULY** | **AUG** |
| **Logic Model Building** |  |  |  |  |  |  |  |  |  |  |  |  |
| **Instrument Development  (Pre/Post Survey)** |  |  |  |  |  |  |  |  |  |  |  |  |
| **Field Pre-Program Survey\*** |  |  |  |  |  |  |  |  |  |  |  |  |
| **Field Post-Program Survey\*** |  |  |  |  |  |  |  |  |  |  |  |  |
| **Organizational Audit** |  |  |  |  |  |  |  |  |  |  |  |  |
| **Provider Interviews** |  |  |  |  |  |  |  |  |  |  |  |  |
| **Participant Interviews** |  |  |  |  |  |  |  |  |  |  |  |  |
| **Analysis** |  |  |  |  |  |  |  |  |  |  | 0 |  |
| **Y2 Audit Report** |  |  |  |  |  |  |  |  |  |  |  |  |
| **Y2 Year-End Outcomes Report** |  |  |  |  |  |  |  |  |  |  |  |  |

\* Actual timing of fielding the survey will depend on the timing of the programs.

Year 3 (September 2022-August 2023)

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **SEP** | **OCT** | **NOV** | **DEC** | **JAN** | **FEB** | **MAR** | **APR** | **MAY** | **JUN** | **JULY** | **AUG** |
| **Instrument Development  (Pre/Post Survey)** |  |  |  |  |  |  |  |  |  |  |  |  |
| **Field Pre-Program Survey\*** |  |  |  |  |  |  |  |  |  |  |  |  |
| **Field Post-Program Survey\*** |  |  |  |  |  |  |  |  |  |  |  |  |
| **Organizational Audit** |  |  |  |  |  |  |  |  |  |  |  |  |
| **Provider Interviews** |  |  |  |  |  |  |  |  |  |  |  |  |
| **Participant Interviews** |  |  |  |  |  |  |  |  |  |  |  |  |
| **Key Informant Interviews** |  |  |  |  |  |  |  |  |  |  |  |  |
| **Analysis** |  |  |  |  |  |  |  |  |  |  |  |  |
| **Y3 Audit Report** |  |  |  |  |  |  |  |  |  |  |  |  |
| **Y3 Year-End Outcomes Report** |  |  |  |  |  |  |  |  |  |  |  |  |

\* Actual timing of fielding the survey will depend on the timing of the programs.