

## Learning Networks: Measuring Impact Notes

**Facilitator: Sian Richardson**

This workshop builds on previous event workshops, focusing on the theme of dissemination. Delegates attended from across all of the five sectors; higher education, schools, vocational education and training, adult education and youth. There was a mix of new and returning delegates.

### Icebreaker - previous discussions on measuring impact

Sian Richardson led an icebreaker with the aim to inform the new participants about the discussions and activities that had taken place at previous Measuring Impact workshops.

The participants in the room who had not been to a Measuring Impact workshop before were asked to place themselves on a scale of how confident they felt with dissemination and impact with one being 'no idea' and ten being 'very confident'. The majority of delegates placed themselves on the half way mark between four and seven.

The overall feeling was that people were disseminating and measuring impact but they were questioning whether they were doing it as well as they could be. They were also interested in whether they were disseminating the right type of activities and measuring impact as effectively as possible.

### Discussion focused on the following key points on impact and dissemination:

- Impact can vary across the different sectors and can cover lots of different areas;
- Impact assessment can be thought about before starting a project;
- When to measure impact? The idea of measuring skills before and after the mobility such as a participant's foreign language competency before the mobility and then to reassess after the placement to see the results;
- It is important to assess the impact on those people who have completed a mobility as well as on those who have not completed the mobility to assess the difference;
- Impact Tool – using the Impact+ Exercise - <https://www.erasmusplus.org.uk/impact-assessment-resources> ; and
- Importance of measuring personal impact – which should not be overlooked. The group also discussed about how it can be difficult to measure personal impact.

### Dissemination

Sian and the group briefly discussed dissemination as seen from a participant's perspective and noted the following points:

- Sharing information and news outside of the project;
- Spreading the word; and
- Multiplier effect – disseminating to one person who in turn then further disseminates the information to another group of people.

the importance that local dissemination should be successful, so it can be used as a solid foundation for taking dissemination to the regional and national levels. Five main points were raised for consideration:

1. How – setting up networks of relevant recipients of Erasmus+ funding, using social media, working with the National Agency, multiplier events, conferences;
2. What – sharing useful tips, support, sharing of good news stories, results, posters, case studies;
3. Who - Erasmus+ networking groups, public places, libraries;
4. Where – online, social media groups, email, within organisation, local authority;
5. When.

### **A presentation on the ‘skills of sharing’ for promotion and dissemination was delivered by Heather Smith from the UK National Agency (UK NA)**

Heather gave a presentation on promotion and dissemination and how the UK NA can help with project dissemination. Heather spoke about how the UK NA can help get participants projects in the news using the press pack that has been produced. Best practices were also discussed and Heather focused on how best to target audiences when dissemination project results through a variety of social media platforms e.g. Twitter, Facebook, Instagram Snapchat and LinkedIn.

Stakeholder and Engagement Lead, Kevin Robinson, spoke about the Impact+ exercise and how it can best be used to measure impact. For example, *‘by always remembering your end goal and making use of contacts and opportunities from across the whole organisation and engaging with local networks’*. Kevin also spoke about engaging the audience and how to successfully engage the correct audience. <https://www.erasmusplus.org.uk/impact-assessment-resources>

### **Personal impact – participant perspective**

Rachel Breen, a student ambassador, spoke about her time abroad studying law at the University of Strasbourg in France. Rachel spoke about her time abroad and how her placement had an impact on her life and how she disseminated the results.

When Rachel returned from France, she completed a feedback form which was primarily for her university where she discussed her experiences and the skills she acquired. She was also required to complete a language proficiency test upon her return to see how her language skills had improved. Rachel spoke about the soft skills required during her year abroad. She also wrote a piece for the local newspaper about her experience.

Rachel made an interesting point that there was a lot of administrative work which needed to be completed both before and after she returned - and it might have been better to have a more personal approach to discuss the impact her year abroad. She believed that people might be more responsive to a personal approach to share their success and to discuss the impact that their mobility had on them.

Naquita Lewis, sector lead for higher education, also spoke briefly about the toolkit for the Council of Europe’s Autobiography of Intercultural Encounters:  
[http://www.coe.int/t/dg4/autobiography/default\\_en.asp](http://www.coe.int/t/dg4/autobiography/default_en.asp)

## Final thoughts and actions for next time:

- Responsibility of partners and their role for disseminating project results;
- How to write a good application form, especially concerning impact and dissemination; and
- Further promotion of Impact+ Exercise.

You can find out more and download the resources from the Measuring Impact workshop on our Measuring Impact theme webpage: <https://www.erasmusplus.org.uk/learning-networks-topics/measuring-impact>