

Evaluating Public Engagement – Challenges and Lessons Learned

Aga Khan Foundation Canada













Public Engagement and

Professional Learning Program



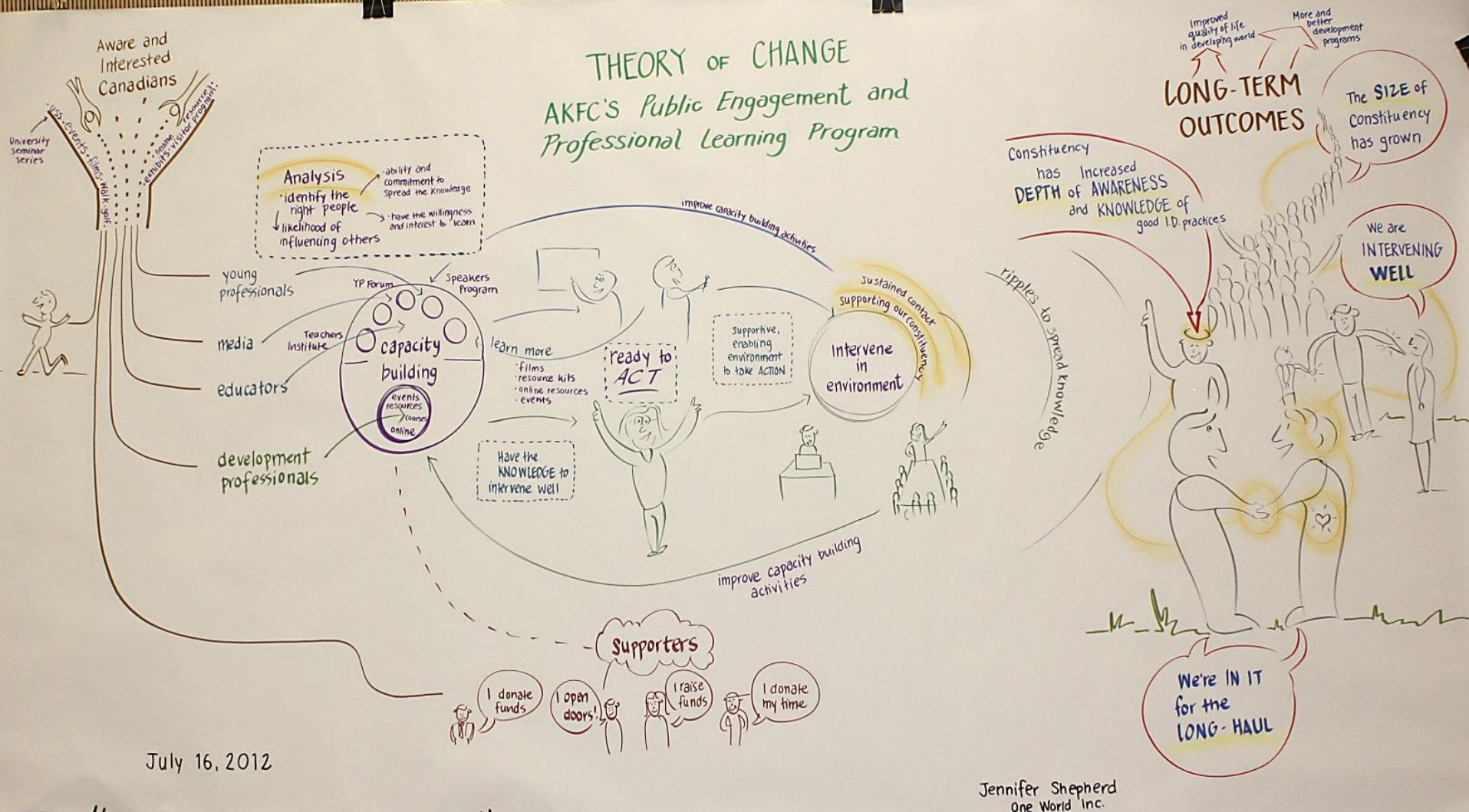




Our Approach to

Monitoring and Evaluation

PE&PL Theory of Change



What are we measuring:

Output level: types of activities and audiences, reach

Immediate outcome:
increased knowledge

Intermediate outcome:
increased engagement

Case Study:

Together Exhibition



an exhibition on global development

April 23, 2015 - August 31, 2017

Visitors:

71,086



Provinces visited:

10

Social media reach:



1,549,578

Communities visited:

65

Media articles:

518

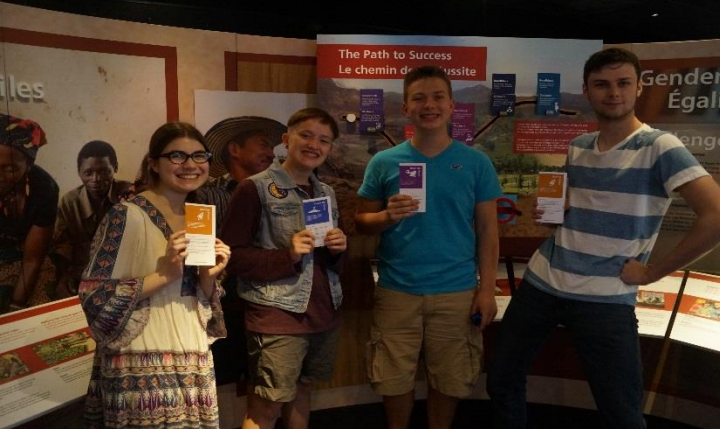


Events:

113









Challenges and Lessons Learned

Measure what matters

Listen, learn, adapt & improve



Thank you!
Questions?
