



## GLOSSARY of ASSESSEMENT TECHINICAL TERMS

*Please note: we avoided as much technical language as possible to boost clarity and easy understanding. Still some words are technical and it's more complicated to replace them with long expressions, than using them after explaining their meaning.*

*Below are the few technical words that you may want to learn. Thank you*

### **Attribution**

An assessment of how much of the outcome was caused by the contribution of other organisations or people.

### **Deadweight**

The amount of outcome that would have occurred even if the assessed activity (ex: training course) had not taken place.

### **Drop-off**

The decline of an outcome obtained through the activity over time.

### **Duration**

It measures how long (usually in years) an outcome lasts after the activity, such as length of time a participant is able to apply the knowledge gained in a training course.

### **Financial proxy**

A monetary representation of the value of an outcome that doesn't have a market price (For example: how much is worth the acquisition of new professional skills)

### **Impact**

The difference between the outcome for participants, taking into account what would have happened anyway (deadweight), the contribution of others (attribution) and the length of time the outcomes last.

### **Impact Map**

A table that shows how each activity (training program) generates changes making a difference: that is, how it uses its money (input) to provide activities (output) that then lead to particular outcomes for different stakeholders with a certain value (proxy).

### **Indicator**

Indicators are the parameters you choose to measure a change

Indicators provide the measure to estimate how much of an outcome is expected to happen or has happened.

They can be based on information provided by those experiencing the outcome or from other sources.

**Inputs**

The contributions made by each stakeholder that are necessary for the activity to happen. They are normally in terms of money invested (who paid for the training) or time dedicated.

**Monetise**

To assign a financial value to something, using the “financial proxy”

**Outcome**

The changes resulting from an activity.

The main types of change from the perspective of stakeholders are unintended or intended, positive and negative change.

**Outputs**

A way of describing the activity in relation to each stakeholder’s inputs in quantitative terms.

**Proxy**

An approximation of financial value where an exact measure is impossible to obtain because the change assessed doesn’t have a direct market price (ex: the value of increased confidence in own’s professional skills)

**Social return ratio**

Total impact divided by total costs.

**Social value**

Social value is the quantification of the relative importance that people place on the changes they experience in their lives. Not all of this value has a market prices. It is important to include and measure these social values from the perspective of those affected by an organisation’s work.

**Stakeholders**

People, organisations or entities that experience change, whether positive or negative, as a result of the activity that is being analysed

**Valuation**

Outcomes can be more or less important to the stakeholders that experience them. Valuation is the process that uses proxies to assess the importance as perceived. Financial measures are used as a proxy for value and allow for comparisons to be made between different changes.

**Willingness to pay**

Willingness to Pay valuations use questionnaires to determine the maximum that a stakeholder is willing to pay for something, for example, an increase in skills or knowledge.