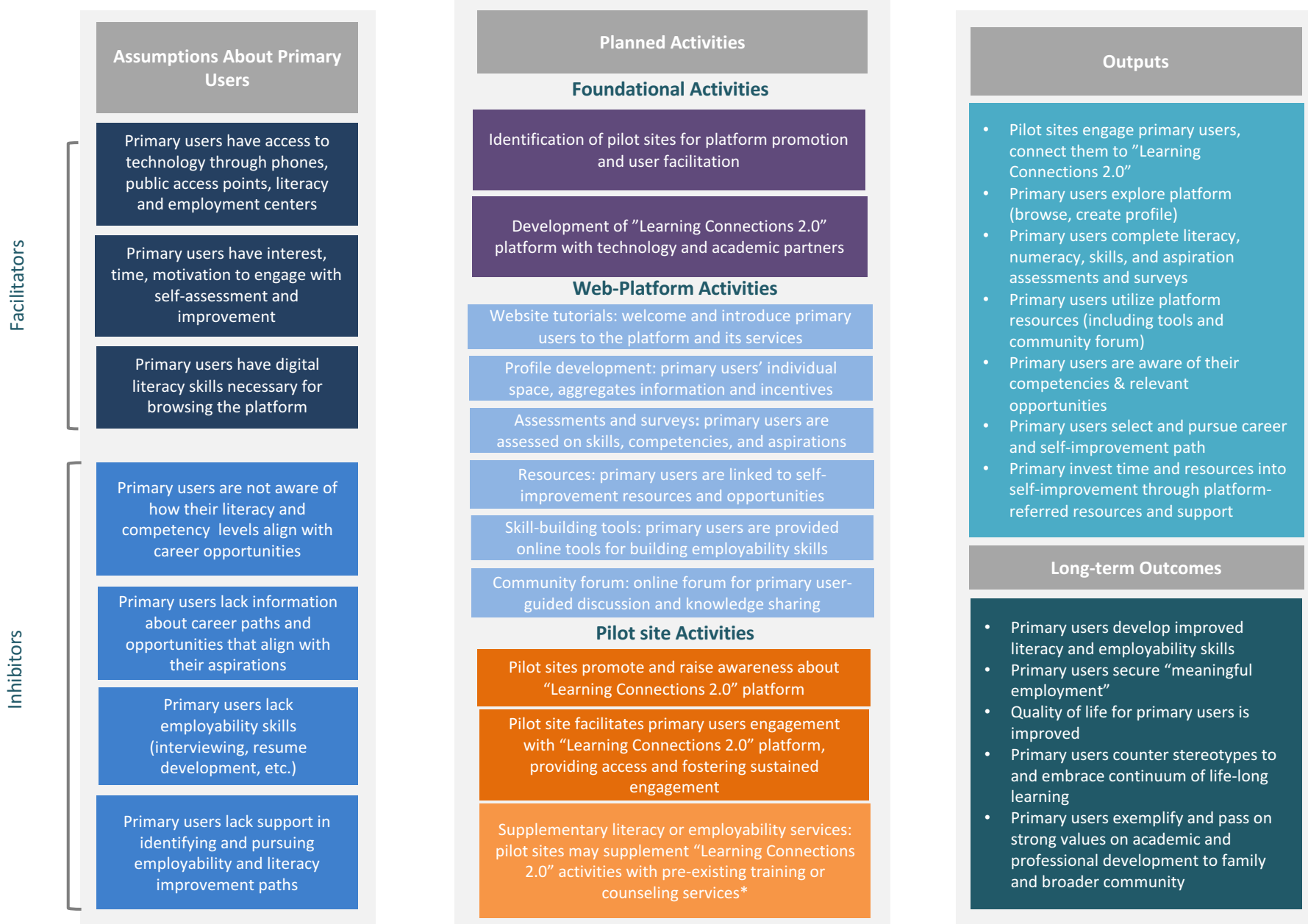


# “Learning Connections 2.0” Pilot Theory of Change



\*Any additional activities will depend on the selected pilot sites and are not a necessary component of “Learning Connections 2.0”

# Linking Assumed Inhibitors with “Learning Connections 2.0” Activities

To reach desired outcomes, program activities should ideally counter existing barriers faced by primary users in seeking employment and self-improvement opportunities. Below we draw connections between assumed inhibitors and relevant program activities.

Activities → Inhibitors ↓	Website tutorials	Profile development	Assessments and surveys	Resources	Skill-building Tools	Community	Pilot sites promote and raise awareness about platform	Pilot site facilitates primary users engagement	Supplementary literacy or employability services
Primary users are not aware of how their literacy and competency levels align with career opportunities		✓	✓						
Primary users lack information about career paths and opportunities that align with their aspirations				✓			✓		
Primary users lack employability skills (interviewing, resume development, etc.)					✓				✓
Primary users lack support in identifying and pursuing employability and literacy improvement	✓					✓		✓	✓

# Linking “Learning Connections 2.0” Activities with Program Outputs

Program activities should each connect to at least one desired program output. Below we draw connections between program activities and the outputs they seek to produce.

Activities → Outputs ↓	Website tutorials	Profile development	Assessments and surveys	Resources	Skill-building Tools	Community	Pilot sites promote and raise awareness about platform	Pilot site facilitates primary users engagement	Supplementary literacy or employability services
Pilot sites engage primary users, connect them to “Learning Connections 2.0”							✓	✓	
Primary users explore platform (browse, create profile)	✓	✓						✓	
Primary users complete literacy, numeracy, skills, and aspiration assessments and surveys	✓	✓	✓					✓	
Primary users utilize platform resources (including tools and community forum)	✓			✓				✓	
Primary users are aware of their competencies & relevant opportunities			✓	✓					
Primary users select and pursue career and self-improvement path				✓		✓			✓
Primary invest time and resources into self-improvement through platform-referred resources					✓	✓			✓

## Further questions to be discussed by R4D, ProLiteracy, Pearson, and partners:

A number of important questions should be addressed by the “Learning Connections 2.0” team to inform program design and experimentation, and monitoring.

- **Addressing Secondary Users:** the current ToC only addresses ways that “Learning Connections 2.0” will impact primary users. Secondary users (defined elsewhere as employers, workforce development program staff, ESL instructors, and others) are not directly addressed. Should the team define the potential impact on these stakeholders?
- **Defining what we mean by “engagement”:** it was clear through the ToC workshop that “engagement” (repeated interaction that strengthens the emotional physical and the psychological connection to the platform and builds loyalty with the user) will be a core measurable indicator of the intervention’s success. However, if we are to adopt this indicator we should define it on our own terms and ensure that it is measurable.
- **Defining employment goals:** similarly, we should define what our ultimate employability goals are for primary users. The term “meaningful employment” has been used: what exactly do we mean by this and how might this be measured long-term?
- **Defining our ideal pilot sites and selection process:** it would be helpful to clearly define what we are looking for in pilot sites (what types of organization, level of resources, beneficiary reach, etc.) Additionally, it is also important to strategize around pilot site selection process. R4D believes that formative research may have an important role to play in pilot site selection, so data collection and analysis should (if possible) be incorporated into the selection process.