**Measurement, Evaluation, and Research**

**What we do:**

National Geographic Society's Measurement, Evaluation, and Research (MER) team provides free services to grantees to help them measure the impacts of their work. In particular, the MER team provides the following services:

* Feedback on theory of change/logic model/log frame development
* Feedback on monitoring plan and indicators development
* Feedback on evaluation questions and evaluation design
* Feedback on data collection instruments and data analysis
* Feedback on reports (evaluations, progress, project completion, etc.)
* General information and resources about monitoring and/or evaluation for your project

**General Monitoring and Evaluation Resources:**

We highly recommend you develop a monitoring and evaluation plan before beginning the implementation phase of your grant. This ensures you’ll be able to collect the necessary data to demonstrate impact. However, it’s never too late to get started! Below are links to a few general monitoring and evaluation resources that provide a broad overview of the main components of monitoring and evaluation:

* Developing Logic Models:
  + <https://www.bttop.org/sites/default/files/public/W.K.%20Kellogg%20LogicModel.pdf>
  + <https://www.rti.org/sites/default/files/resources/apha07_burke_poster.pdf>
* Developing Monitoring and Evaluation Plans or Frameworks
  + <http://www.ruthmottfoundation.org/wp-content/uploads/2015/08/Introduction-to-Evaluation_TA-Training_201608.pdf>
  + <http://www.tools4dev.org/resources/me-framework-template/>
  + <http://www.tools4dev.org/resources/monitoring-evaluation-plan-template/>
  + <https://www.wkkf.org/resource-directory/resource/2010/w-k-kellogg-foundation-evaluation-handbook>

**How to get in touch:**

If you have any questions about MER, please send an email to the Explorer Programs team at [explorers@ngs.org](mailto:explorers@ngs.org) or fill out this 5-minute survey and we’ll be in touch shortly: <http://bit.ly/2LzW7hy>