

**REBECCA PURSELL-GOTZ  
  
Manager**  
Masters of Arts; Masters in Public Health; Bachelor of Arts (Hons.)

Highlights

Rebecca is a Manager in the Evaluation for Development Practice. She has over 15 years’ experience in the social development field across a range of countries within the African continent. She has spent time working in the non-governmental and private sectors within South Africa. Her work in non-governmental sectors has typically focused on youth inclusion and access to education.

She has specific specialist skills which include design and managing Monitoring, Evaluation and Learnings (MEL) frameworks and processes, qualitative research, corporate social investment and programme implementation with extensive experience working with donors, national and provincial government, private sector and non-governmental organisations. These include, among others; USAID, US Department of State, US Department of Labor, PEPFAR, UNICEF, IFC, Gates Foundation and Habitat for Humanity. She has country experience in Ghana, Kenya, Uganda and South Africa.

Her sector focus areas include public health, youth inclusion, basic and higher education. Rebecca is a strong manager, team leader and highly skilled in conceptualising M&E activities from implementation to conclusion. She has recently completed a major evaluation of a youth unemployment intervention in South Africa, and is currently undertaking an impact study of unemployed young people participating in an internship programme at a financial services provider.

Rebecca holds a Master of Arts in Forced Migration; a Masters in Public Health as well as a BA (Hons) in Social Work, all from the University of the Witwatersrand, Johannesburg.

Areas of expertise

Monitoring & Evaluation, Social development, Corporate Social Investment, Private sector Development

Countries of work experience

Ghana, Kenya, Uganda and South Africa.

WORK TIMELINE

**Apr 2015 - Present: Manager: Evaluation for Development Practice at Genesis Analytics**REFERENCE: Alyna Wyatt, Principal, 011 994 7000, [alynaw@genesis-analytics.com](mailto:alynaw@genesis-analytics.com)

**Jul 2012 – Feb 2015: Senior Education Specialist: Saide, Johannesburg, South Africa**

REFERENCE: Tessa Welch, Project Director, African Storybook Project, 011 4032813, [tessaw@saide.org.za](mailto:tessaw@saide.org.za)

**Jan 2006 – Jun 2012**: **Senior Associate, Khulisa Management Services, Johannesburg, South Africa**

REFERENCE: Jennifer Bisgard, Director, 011 4476464, [jbisgard@khulisa.com](mailto:jbisgard@khulisa.com)

**2000 - 2005: Social Worker, Family Life Centre, Johannesburg, South Africa**

RELEVANT Work Experience

**Rockefeller Foundation, Monitoring & Evaluation of Digital Jobs Africa Initiative**

**Evaluation Team Leader, August 2016**

* As a means to address youth unemployment, Rockefeller Foundation launched the Digital Jobs Africa (DJA) initiative in 2013 to catalyse new, sustainable employment opportunities and skills training for African youth, with a focus on the ICT sector. The goal of DJA is to influence change in business practice by demonstrating the value of impact sourcing and therefore contribute to the social and economic well-being of the youth and their circle of influence.Through the collection of monitoring data, and the collection of evaluation-specific data, Genesis will identify changes that have been effected as a result of the initiative and the impact that this has had on the organisations. Genesis will also collect data, mostly qualitative, from legacy grantees which will showcase the impact of impact sourcing on employees’ lives and their circle of influence.
* Rebecca is the evaluation team leader on this project, and is responsible for designing and implementing the evaluation activities. This includes evaluating the outcomes of interventions by legacy grantees, impact on individuals and communities who have benefitted from impact sourcing activities, and designing the baseline study to measure systemic change in impact sourcing among corporates, training providers and other key role players for the second phase of the Digital Jobs Africa Initiative.

**International Labour Organisation, Impact Evaluation of the StartUp&go Project, South Africa**

**Project Manager, May 2016 to current**

* Genesis has been contracted by the International Labour Organisation (ILO) to conduct an ex post impact evaluation on their StartUp&go project. The purpose of this evaluation is to establish impact by rigorously attributing the effect StartUP&go has had on knowledge retention, attitudinal and behaviour change, as well as the spillover effects on learners’ grades. The size of impact is to be determined quantitatively through a difference-in-difference estimation, while the qualitative data collection will assist to better describe why the impact figures are as estimated.
* Rebecca is the project manager on this project, and is lending support through her thematic experience in youth economic opportunities in South Africa. She is responsible for designing the evaluation, developing the analysis framework, overseeing analysis and participating in the finalisation of the report

**CARE Rwanda, End of project Process Evaluation for the Scale Up Programme**

**Project Manager, April 2015 - ongoing**

* Genesis was contracted to undertake an end-term evaluation of a four year programme focused on establishing savings groups in four districts of Rwanda with a view to assisting beneficiaries to access financial services through the formal sector. This entailed interviewing DFID, the primary funder for the programme, implementing partners and beneficiaries. The evaluation will inform the design of programmes to assist marginalised people to access services from the formal financial sector. It has a specific focus on sustainability and effectiveness with a view to ensure that groups remain in place beyond the period of funding.
* Rebecca was responsible for the development of the analysis framework, data collection and analysis and formulation of recommendations.

**Khulisa Management Services, Evaluation of South African Supplier Diversity Council (SASDC)**

**Senior Team Member, August 2015 - ongoing**

* Genesis was contracted to participate in an evaluation of the work of the USAID-funded SASDC. The evaluation looked at how corporate members perceive the value proposition of the SASDC, understanding of objectives, levels and understanding of reporting requirements, efficacy of data collection systems and the value of sales procured from SASDC accredited suppliers.
* Rebecca is responsible for the development of the evaluation tools, data collection

**Development Bank of Southern Africa, Window II: Monitoring & Evaluation for the Green Fund**

**Project Manager, July 2015 - ongoing**

* Genesis was contracted by DBSA to conduct a gap analysis of existing M&E practices within DBSA and the Green Fund, to develop an M&E system for the Fund, which includes an M&E Framework, tools and templates and to provide capacity-building workshops focused on developing skills and understanding of M&E and how to apply the M&E system.
* Rebecca is responsible for the design of the M&E system, training and overall project management.

**DfID Kenya, Mid-term review of Kuza intervention**

**Project Manager, October 2015 – ongoing**

* Genesis was contracted by DfID Kenya to undertake a mid-term review of Kuza, a youth unemployment intervention in Mombasa, implemented by Adam Smith International. The review focusses on assessing the Theory of Change, results chain, policy and advocacy activities, partnerships with government and alignment with government interventions.
* Rebecca is responsible for inputting into the analysis framework, report writing, formulation of recommendations.

**Momentum Wealth, Impact Study of Financial Advisor Internship Programme**

**Project Manager, September 2015 – January 2016**

* Genesis was contracted by Momenntum Wealth to undertake an Impact Study of previously unemployed youth who had been selected to participate in a financial advisor internship programme.
* Rebecca was responsible for collecting and analyzing baseline data, data collection, project oversight and formulation of recommendations.

**August 2012 – March 2015**

**Saide**

**Senior Education Specialist**

*Selected Projects:*

**Higher Education South Africa, Monitoring and Evaluation of the Curriculum academic capacity development programme and baseline survey of the Technical and Vocational Education and Training Colleges curriculum with respect to HIV and AIDS curricular responses, South Africa**

**M&E Specialist, September 2014-April 2015**

Rebecca was responsible for the M&E activities related to this 3 year project funded by the National Skills Fund. This entailed participating in the design of the Baseline study, data collection and monitoring activities, conceptualising reporting processes and reporting. This will culminate in a formal summative evaluation in 2016.

REFERENCE: Maryla Bialobzreska, [marylab@saide.org.za](mailto:marylab@saide.org.za)

**Gauteng Department of Education, Audit of Adult Education and Training (AET) Centres in Gauteng**

**Project Manager, August 2012 – May 2013**

Rebecca was responsible for managing the implementation of this evaluation which took place in 27 AET Centres in Gauteng. This entailed the management of 2 sub-contractors, coordinating all fieldwork, data collection and analysis, and the preparation of the overall evaluation report for presentation to the Department.

**January 2006 – June 2012**

**Khulisa Management Services**

**Senior Associate**

*Selected Projects:*

**Gauteng Department of Education, Research into factors contributing to high dropout among Grades 10 and 11 learners in Gauteng schools**

**Project Manager and Senior Researcher, January – June 2012**

Rebecca led the implementation of research into the high dropout rate among Grades 10 and 11 learners in 30 Gauteng schools. This entailed literature review, instrument design, researcher training, overseeing fieldwork and report writing. . This project included the management of one sub-contractor and presentation of findings to the Department of Education.

REFERENCE: Jennifer Bisgard, Director, 011 4476464, [jbisgard@khulisa.com](mailto:jbisgard@khulisa.com)

**The Coca-Cola Africa Foundation, Social Impact and Partner Performance Assessments for The Coca-Cola Africa Foundation**

**Project Manager, April 2009-February 2011**

Rebecca managed Social Impact and Partner Performance Assessments of six Corporate Social Investment Partners across eight countries in Africa. The partners received funding for health, entrepreneurship, education, water and sanitation projects. This included the design of research instruments, conducting assessments in Egypt, Ghana and South Africa and responsibility for the compilation of the final report. I managed consultants based in Egypt, Angola and Nigeria. The second component of the contract included the revision of a quantitative assessment tool and training with partners on how to administer such a tool.

REFERENCE: Helene Aiello, 082 8233237, [haiello@khulisa.com](mailto:haiello@khulisa.com)

**Presidents Emergency Plan for AIDS Relief (PEPFAR), DQA for PEPFAR partners, USAID**

**Data Quality Assessor, September 2008 – September 2011**

Rebecca is a trained ISO9001 Data Quality Assessor and has conducted DQAs for PEPFAR partners. This includes a review of partners Data Management System, assessing the quality and accuracy of data collected and whether Data Management Systems meet the requirements to ensure reliable reporting to PEPFAR. This involved reviewing and revising Performance Monitoring Plans (PMPs) with partners

REFERENCE: Salome Omolo, 011 4476464, [somolo@khulisa.com](mailto:somolo@khulisa.com)

**Education**

* Master in Public Health, University of the Witwatersrand, Johannesburg, 2008
* Master of Arts in Forced Migration, University of the Witwatersrand, Johannesburg, 2004
* Bachelor of Arts with Honours in Social Work (awarded with distinction), University of the Witwatersrand, Johannesburg, 2000

**OTHER TraINING**

* **Theory of Change workshop,** Department of Performance Monitoring and Evaluation, facilitated by Foundation for Prpfessional Development, 2015
* **Creating an index for measuring fidelity of implementation** by Monica LaBelle and Krista Collns, attended at the American Evaluation Association conference, Chicago, 2015
* **Mixed methods in International Development Evaluation: Fad or Reasonable Strategy?** By Donna Mertens and Michele Tarsilla, attended at the American Evaluation Association conference, Chicago, 2015
* **Using Systems Thinking and Approaches in Evaluation,** by Mary McEathron and Janice Noga, attended at the American Evaluation Association conference, Chicago, 2015
* **M&E Systems for use** by Marlene Roefs, attended at the South African Monitoring & Evaluation Association Conference, South Africa, 2015
* **Donor Community for Enterprise Development Measurement Standard,** online course presented by Adam Kessler, 2015
* **Real World Evaluation** by Jim Rugh, Coordination at EvalPartners International Initiative Course attended at the South African Monitoring & Evaluation Association Conference, South Africa, 2013
* **E-Learning Programme on Developmental Evaluation,** presented by My M&E, a partnership between UNICEF and IOCE, September 2012
* **Mixed Methods Approaches to Evaluation** by Jennifer Greene, University of Illinois. Course attended at the South African Monitoring & Evaluation Association Conference, August 2009
* **Protecting Human Research Participants Certificate,** National Institute of Health Office of Extramural Research, 2009
* **Successful Assessment Methods and Measurement in Evaluation (SAMMIE).** Ohio State University Extention/ Course completed between May 2009 and January 2010.