



## Custom Designed Projects

We are practical social scientists who help non-profits and professionals collaboratively design impactful strategies and learn from their social justice work to take meaningful action. As we custom design each project, the specific complement of activities will depend on agreed-upon needs and project parameters.

We can take the lead on everything or create a process whereby we guide you to do all that work.

We believe each project is unique and feel strongly about having regular meetings with our collaborators. These feedback loops are excellent opportunities to discuss the project, plan and coordinate activities, share what we're learning, and discuss and address issues that arise. We have decades of experience building and facilitating virtual and in-person learning journeys with diverse stakeholders, and together we will determine what works best for your organization.

### What To Expect When You Partner With Us

Our collaboration begins with discovery meeting(s) to understand your organization, its information needs, and the project's context and parameters, including budget expectations. Once we have an understanding of your needs and agree we're a good fit, our team will develop a brief proposal outlining our approach.

*Please note that we do not respond to requests for proposals unless we've already had the pleasure of collaborating with you.*

Once our collaboration officially begins, we will implement our five-phase approach.

You can generally expect:

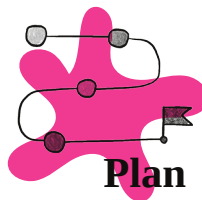
## Five-phase approach



### Define

We begin our collaboration by:

- + Clarifying what information you need, why, and how you intend to use it.
- + Identifying your organization's values and discussing context, resources, opportunities, and constraints.
- + Developing program models (e.g., Theory of Change, Theory of Action, Logic Models) for your program(s) and/or organization.
- + Confirming equitable participation and representation in the process. That includes ensuring buy-in in the process.
- + Scheduling regular check-in meetings



### Plan

We will use what we learned from the DEFINE stage to:

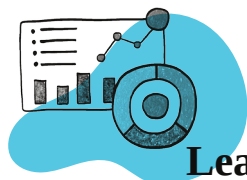
- + Design a plan to gather the information you need. We rely on mixed methods to gather information, with an emphasis on participatory methods. Also, we're big advocates for collecting only data that is absolutely necessary and meets your needs.
- + We'll ensure our plan addresses the 5Ws:
  - + How - design for culturally responsive and equitable data gathering
  - + What - develop or use existing tools and protocols (e.g., interviews, surveys, focus groups)
  - + Who - be clear about participants and ethical engagement with informed consent
  - + When - data will be gathered
  - + Who - will gather the data.



### Measure

With a PLAN in place, we will:

- + Monitor, collect, and manage/secure the data with perhaps several rounds of data collection, depending on the plan
- + Ensure the evaluation plan is implemented as designed, and make adjustments as problems emerge.



### Learn

With data in hand following the MEASURE phase, we will:

- + Process, analyze, and triangulate data per the evaluation's purpose (i.e., ensure we address your urgent needs and questions)
- + Engage stakeholders in group reflection and meaning-making to enrich the interpretation of the findings, ensure stakeholders understand the data, and identify recommendations. We may need several rounds of meaning-making, depending on the plan
- + Design beautiful deliverables, ranging from literature reviews, case studies, traditional research/evaluation reports, visual or infographic-centered memos, interactive online presentations, or videos. We encourage our clients to focus on short and visually engaging deliverables instead of traditional, lengthy reports.



### Action

Based on what we have LEARNed, we will:

- + Engage stakeholders to help them use the information to make decisions and plan
- + Encourage stakeholders to reflect on the evaluation process, identify what worked and what did not, and propose adjustments to the process.
- + Finalize any deliverables
- + Ensure monitoring, evaluation, and learning systems are in place.

**Excited?**  
**Have questions?**  
**We'd love to hear from you!**  
**Take a minute to tell us about your work and information needs.**



**Click here!**