Pilot of Impact Assessment Methodology: – UICT Experience

Presentation of Pilot Survey Process, Outcomes and Lessons Learned

Date: 11th June 2025

Sampling Strategy

- The survey targeted individuals of population size 11,930
- A sample size of 1,128 participants was selected using a statistically sound Simple Random Sampling (SRS) method to ensure fair representation of the broader training population. This approach was designed to reflect key population traits such as sex, age and socio-economic diversity captured below;
    - Entrepreneurs and self-employed individual
    - Persons with Disabilities (PWDs)
    - Adult learners
    - Unemployed youth and job seekers
- To support traceability and ensure comprehensive participant inclusion, an Active Contact for Access was important

Survey Instrument Design

- A standard questionnaire developed and shared by ITU; adapted by UICT
- Contains 34 questions:
  - 8 questions on participant profile
  - 12 questions on socioeconomic impact
  - 14 questions on digital competencies
- Measures **BEFORE** and **AFTER** progress for each indicator
- Mostly multiple choice to support easy analysis
- Hosted on SurveyMonkey for streamlined data collection and collation
- Supplementary data: Optional Focus Group Discussions (FGDs) to provide deeper insights

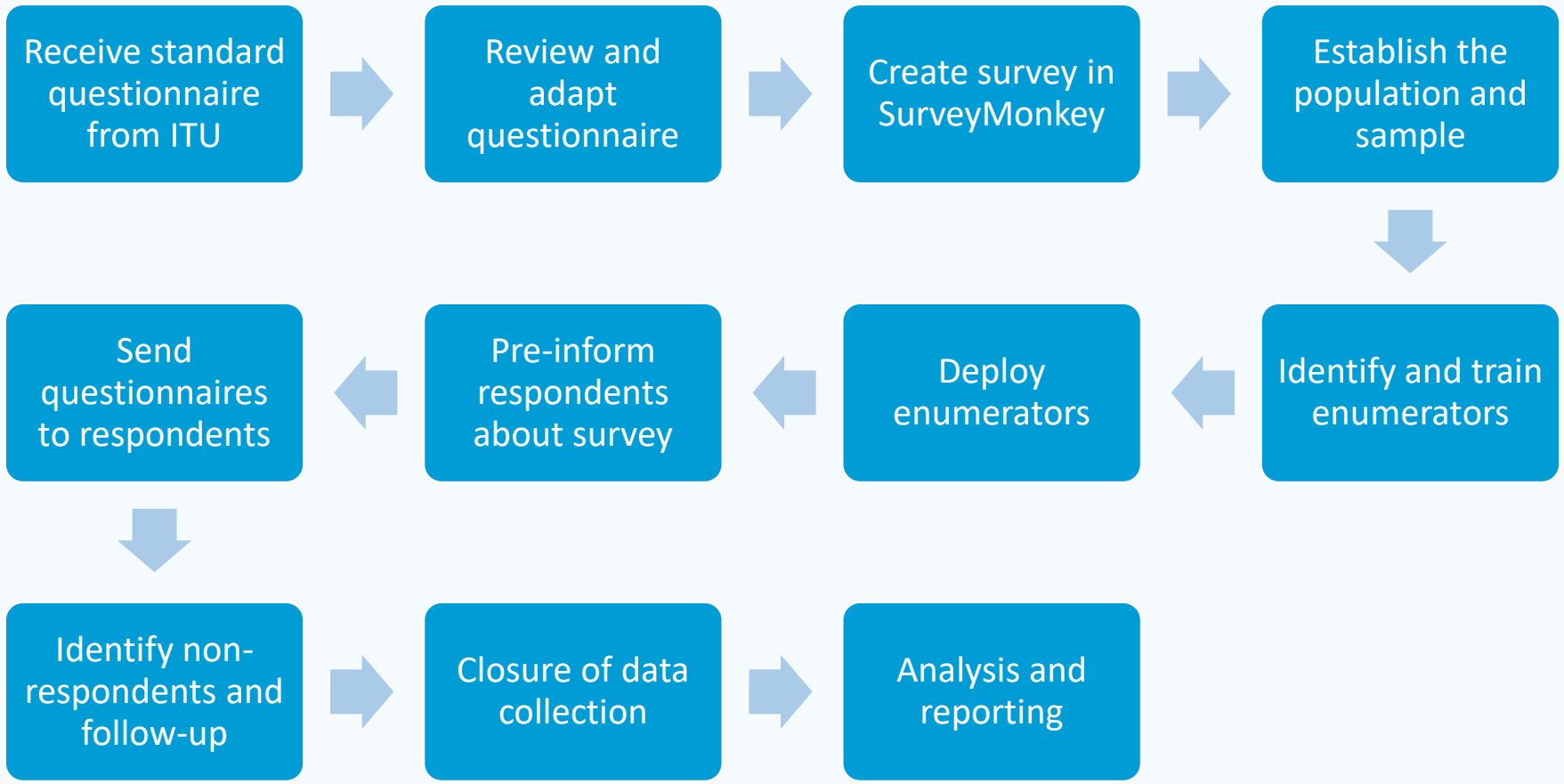
Data Collection Approach

- The hybrid method was adopted
- Questionnaire was initially disseminated via email to eligible respondents.
- Follow-up was conducted using phone calls and text message reminders to respondents.
- Seven enumerators were deployed and tasked with engaging 161 participants each.
- Enumerators assisted participants who had challenges to complete the survey
- A shared Google Sheet was used to monitor progress
- The average time used to complete the tool was approximately 15 minutes when assisted by enumerators, compared to about 30 minutes for self-administration without support.

Ethical Considerations & Data Quality Protocols

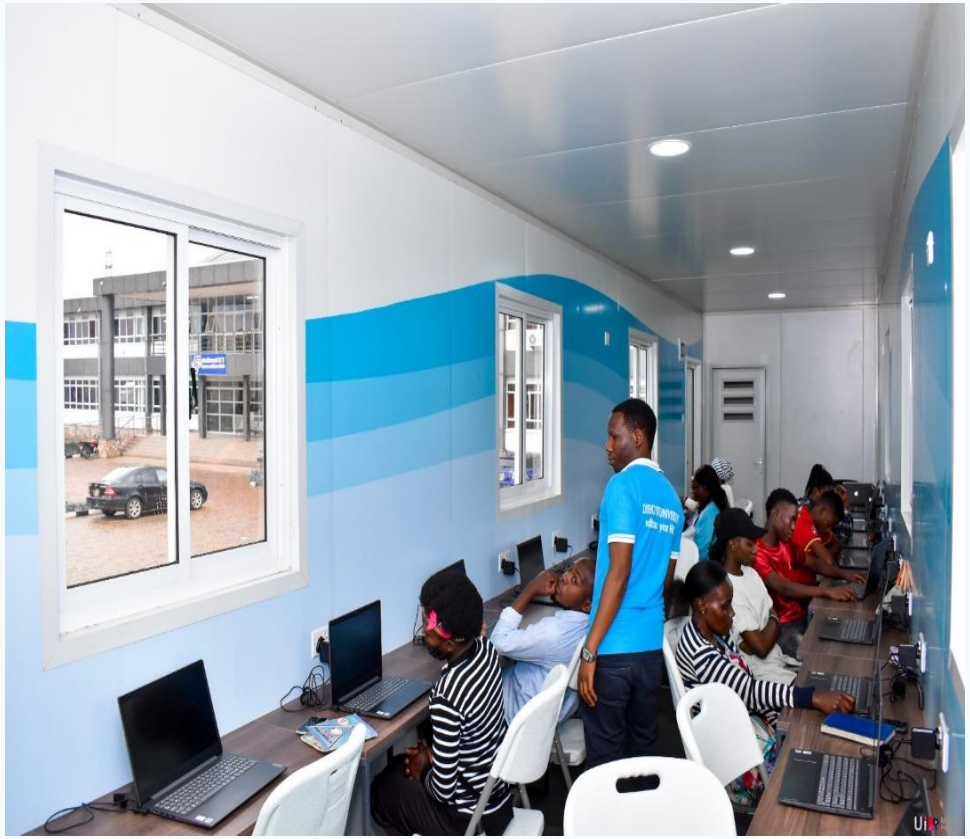
- All respondents provided informed consent.
- No traceable data such as name, phone number, address, or email was collected
- Data is stored further securely to protect confidentiality
- Enumerators were guided by protocols to ensure data accuracy, neutrality, and respectful engagement.
- Quality control included spot checks, supervisor review, and data verification procedures before analysis.

Assessment workflow (approximately 12 weeks)



Preliminary Outcomes of the Assessment

- And **93.5%** of the respondents now feel confident using digital tools
- **72.6%** disclosed that they have gone on to acquire additional digital skills training such as professional certifications and online courses when they completed
- **66.9%** of respondents reported that the training was essential in securing their current job or improving their work



Preliminary Outcomes - Digital Skills Competence

- **94.5%** after the training compared to **43%** before training mentioned that they can find information about goods and services online.
- While **90.3%** compared to **18.4%** said that they can now verify the truthfulness of information found online
- **91.5%** now participate on social media platforms compared to **43.9%** before the training
- On average, **91%** can use Office suite compared to **44%** before the training

Impact related to Digital Skills Competence

92.7% are now vigilant about protecting their devices and online accounts compared to **32%** before the training

Similarly, **90%** now take measures to protect their privacy compared to **30%** before the training

57.1% more people are pursuing online courses than the initial **33.3%** before the training

Lessons Learned - What Worked Well

- Use of **multiple outreach channels** improved participation, particularly for those in rural or less connected areas.
- **Trained enumerators** are essential for data quality and response rate.
- **Assisted survey** completion by phone was critical for respondents facing digital literacy challenges or unstable internet.
- Using **alumni networks** can help reach many participants and is a good point to sensitize potential respondents.
- The use of enumerators within UICT's network helped to **reduce cost** of the assessment.
- **Ongoing communication** with ITU and local stakeholders enabled quick troubleshooting and iterative adjustments to approaches

Lessons Learned – What Requires Improvement

- **Lack of Up-to-Date Contact Records**: Tracking past participants was occasionally hindered by incomplete or outdated contact information.
- **Survey Fatigue**: Some respondents, particularly those contacted via follow-up calls, showed reluctance or disengagement due to long-form responses or repeated reminders.
- **Limited Reach Among Vulnerable Groups**: Despite being a core target group, PWDs and NEETs had low participation, likely due to systemic exclusion, lack of connectivity, or awareness gaps.
- **Device and Connectivity Access**: Some beneficiaries lacked reliable devices or data to complete the survey independently, particularly in remote or underserved areas.
- **Technical Glitches**: A few participants encountered problems with mobile form compatibility, link access issues, or unstable internet.

Recommendations for Future Roll-Outs (UICT)

1. **Enhance Participant Database Management**: Build and maintain an updated, centralized alumni database with contact verification protocols.
2. **Baseline data collection**: collect baselines at the point of enrolment instead of making it part of the follow-up assessment
3. **Strengthen Inclusion Strategies**: Partner with disability organizations increase representation of PWD
4. **Provide digital access points** (e.g., kiosks, community ICT centers) for harder-to-reach respondent.
5. **Institutionalize Follow-Up Evaluation**: Embed impact assessments into UICT's M&E cycle, ensuring regular tracking of post-training outcomes.
6. Simplify and Localize Survey Tools.
7. Consider offline-compatible tools for participants with limited internet access i.e. sending a link through SMS.

Recommendations for Scaling the Impact Assessment Model (UICT)

- Institutionalize the Assessment Model
- Scale the successful use of trained enumerators by establishing regional teams or engaging community digital champions.
- Create a real-time impact dashboard that aggregates and visualizes results across cohorts and regions.
- Establish a Centralized Digital Registry of Trainees
- Invest in Inclusive and Adaptive Data Collection Infrastructure
- Establish a Feedback-to-Action Mechanism: Make impact assessment actionable by creating a structured process where findings are reviewed, disseminated, and used to inform training redesign, policy decisions, and resource allocation.

Q&A