

# Measurement Framework 2024

prepared by





# Theory of Change

## If we...



**Mobilize credible and accurate information** about family life and family wellbeing in Canada



**Build capacity** of scholars and emerging professionals to support the study of families in Canada



**Deepen our relationships** with media, government, and academics



**Develop meaningful connections** to amplify the voices of groups that represent marginalized identities



**Engage policymakers** and advocate for inclusive and equitable policies for all families



**Promote a broad range of perspectives** among Board and staff through diversity and representation practices aligned with our values



**Centre our mission and values** when telling our own story

## We expect...



**More scholars connected** to professional networks and capacity development opportunities



**Increase in number and variety** of high-quality knowledge products from upcoming scholars



**Stronger interdisciplinary networks** and greater reach for the Vanier Institute and scholars



**Stronger identity** and enhanced reputation of the Vanier Institute



**Policy change and shifting societal conditions** to support marginalized and vulnerable families

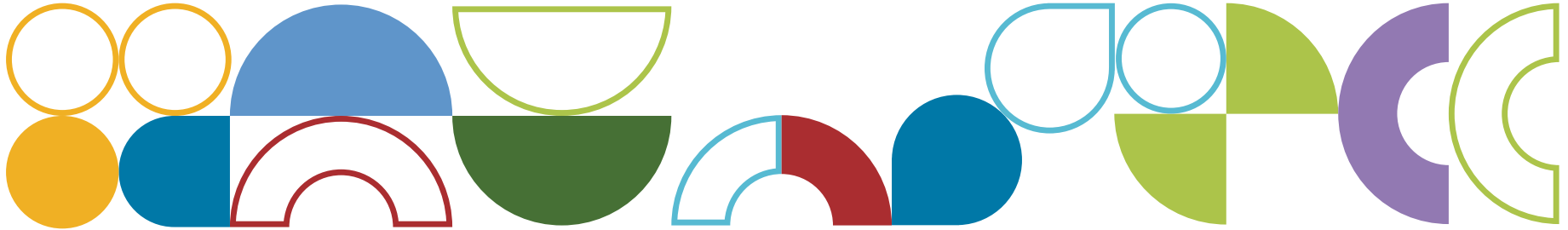
## So that...

**Every family in Canada is recognized, supported, and celebrated**



## Strategic purpose

To pay attention to the success of our interventions and measure our impact



## Our ultimate impact

Every family in Canada is recognized, supported, and celebrated

### How we get there

(Strategies)

- Mobilize credible and accurate information about family life and family wellbeing in Canada
- Build capacity of scholars and emerging professionals to support the study of families in Canada
- Deepen our relationships with media, government, and academics
- Develop meaningful connections to amplify the voices of groups that represent marginalized identities
- Engage policymakers and advocate for inclusive and equitable policies for all families
- Promote a broad range of perspectives among Board and staff through diversity and representation practices aligned with our values
- Centre our mission and values when telling our own story

### Success along the way

(Outcomes we can hold ourselves accountable for)

- More scholars connected to professional networks and capacity development opportunities
- Increase in number and variety of high-quality knowledge products from upcoming scholars
- Stronger interdisciplinary networks and greater reach for the Vanier Institute and scholars
- Stronger identity and enhanced reputation of the Vanier Institute
- Policy change and shifting societal conditions to support marginalized and vulnerable families

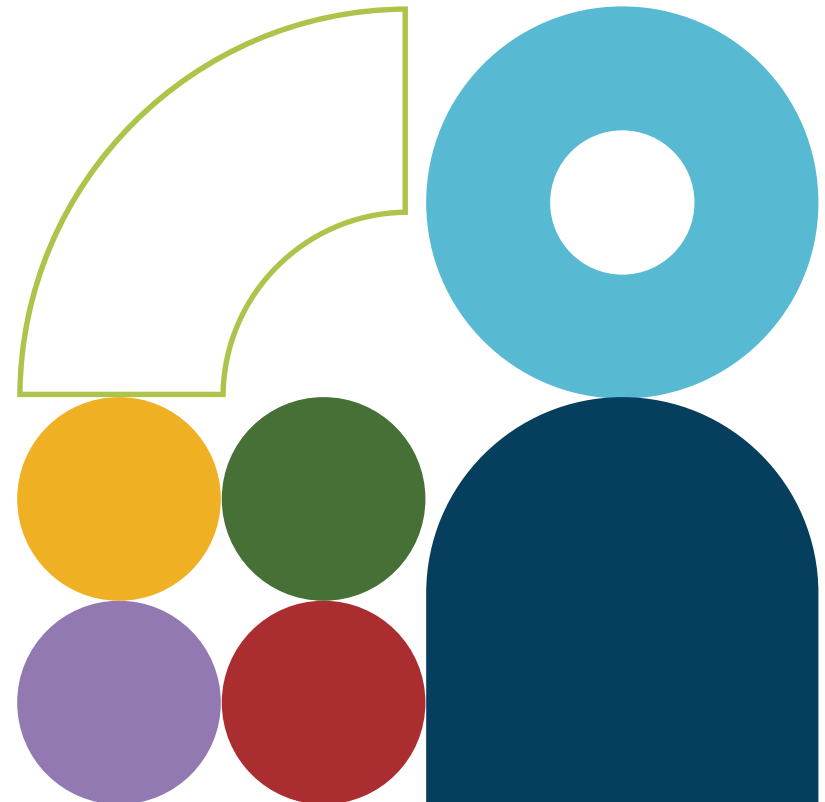
# We will seek to answer

## Developmental questions

1. What does our network look like?
  - a. Who is engaging with us as partners and audiences?  
In what ways do they engage?
    - Research scholars/academics, emerging professionals, advocacy groups, policymakers, and government
  - b. Who is missing?
  - c. What does our network need from us?
  - d. Where do we see strength in our relationships?  
Where do we not?
  - e. In what ways and to what extent do our partners and audiences gain value from their relationship with us?
2. What do our capacity-building efforts look like?
  - a. Who has been supported? In what ways and to what extent do they benefit from their connection to us?
  - b. Who is continuing to face challenges and barriers?  
In what ways?
3. In what ways and to what extent have our investments in the capacity of our staff and board paid off?
  - a. Where are we shining?
  - b. Where do we continue to struggle?

## Contribution questions

1. What is our reach?
  - a. What information reaches what audiences?
2. In what ways and to what extent have we contributed to capacity across our network?
3. Where do we see greater visibility and understanding of diverse families in Canada?
4. Where are we seeing movement towards policy change?
  - a. Where are we seeing new opportunities for us to accelerate or support policy change?



# We will pay attention to

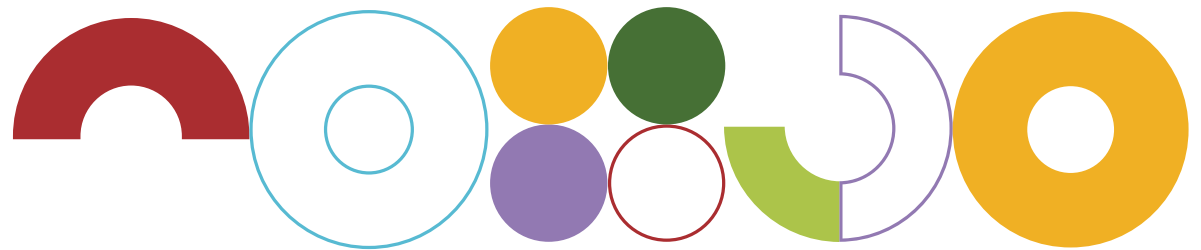
(Indicators)

Activity area		
Network engagement and experience	Sector capacity building	Internal capacity investments
Indicator		
<ul style="list-style-type: none"> <li>• Cohorts engaged</li> <li>• Points of engagement</li> <li>• Number of individuals engaged</li> <li>• Demographics</li> <li>• Reported experience of value/benefit in being connected to the Vanier Institute</li> <li>• Reported experiences of challenges within the relationship with the Vanier Institute</li> <li>• Reported mutually beneficial connections to others in the network</li> <li>• Reported use of network resources</li> </ul>	<ul style="list-style-type: none"> <li>• Number of umbrella organizations of frontline groups engaged</li> <li>• Number of policy groups engaged</li> <li>• Number of scholars engaged</li> <li>• Scholar demographics</li> <li>• Number of professional development events/activities and number of participants</li> <li>• Number of candidates for Vanier Institute Awards</li> <li>• Opportunities for knowledge mobilization</li> <li>• Reported experience of value/benefit in being connected with the Vanier Institute</li> <li>• Reported experiences of challenges within the relationship with the Vanier Institute</li> </ul>	<p>Diversity of team:</p> <ul style="list-style-type: none"> <li>• Languages spoken</li> <li>• Hiring of qualified team members from underrepresented groups</li> <li>• Culture: meaningful learning around diversity, equity, and inclusion</li> </ul> <p>Reputation:</p> <ul style="list-style-type: none"> <li>• Press/media attention, requests for interviews</li> <li>• Invitations from network connections to speak, provide input, sit at policy tables</li> <li>• Participation in knowledge exchange events</li> <li>• Percentage to rate the Vanier Institute as having a positive reputation</li> <li>• Number and type of invitations and requests</li> </ul> <p>Understanding of the sector/playing field:</p> <ul style="list-style-type: none"> <li>• Identification of potential allies</li> <li>• Identification of trends and issues</li> <li>• Understanding the needs, interests, and priorities of communities, key players, and decision/policymakers</li> </ul>

Outcome			
Greater reach	Increased capacity	Visibility and understanding of diverse families	Movement toward policy change
Indicator			
<ul style="list-style-type: none"> <li>• Digital/social media analytics</li> <li>• Geographic distribution of audiences</li> <li>• Percentage increase in engagement</li> <li>• Number engaged with products (by product)</li> <li>• Percentage increase in reprint requests</li> </ul>	<ul style="list-style-type: none"> <li>• Number of new relationships the Vanier Institute establishes with scholars</li> <li>• Number of knowledge products</li> <li>• Breadth of topic/focus</li> <li>• Number of dissemination channels in use</li> <li>• Number to engage in community reviews/editorial decision-making</li> </ul>	<ul style="list-style-type: none"> <li>• Media coverage</li> <li>• Percentage of network connections to report</li> <li>• Inclusion in course syllabi</li> </ul>	<ul style="list-style-type: none"> <li>• Investment in government relations (human resources)</li> <li>• Response to advocacy (e.g., mandate letters)</li> <li>• Meetings, requests, and invitations with/by government</li> <li>• Connection with allied groups and organizations</li> </ul>

## We will collect data by (Methods)

- Social media analysis (incl. analytics)
- Network mapping
- Activity tracking
- Key informant interviews
- Surveys



# Activating the evaluation can occur along the following stages:

## 1. Baseline snapshot

A baseline snapshot should show us where the Vanier Institute has reliable data, and where we need to develop new tools and data collection methods. Start with a review of all data sources against the identified indicators:

- Identify a realistic time frame (e.g., within the last fiscal year)
- Map existing data sources against indicators
- Gather existing data to assess baseline results
- Identify strengths and gaps in the data and in the indicators
- Refine indicators and data collection approaches to better answer evaluation questions

## 2. Measurement cycles

Evaluation should be aligned with our current capacity. We can launch a comprehensive evaluation or section the evaluation into phases according to strategic and operational priorities.

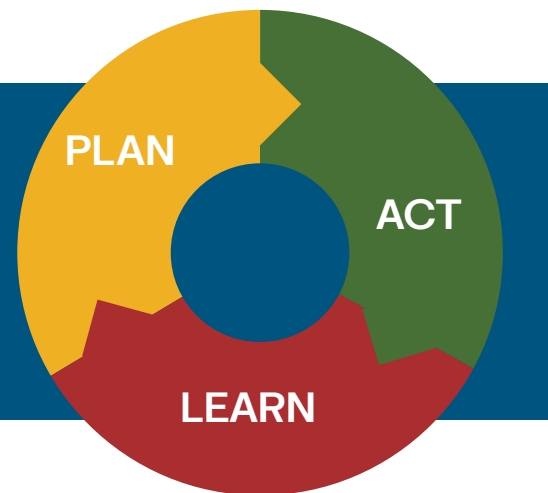
- Establish priorities for the evaluation within strategic cycles (e.g., quarterly, bi-annually, annually)
- Identify which questions need to be answered during the cycle
- Confirm work plan for collecting data
- Once data are collected, complete a preliminary analysis

## 3. Sensemaking

Make best use of the data collected in each evaluation cycle by facilitating a sensemaking conversation with staff and potentially other key stakeholders. Sensemaking involves a collaborative effort to understand what evaluation findings mean for our work. Sensemaking is a key aspect of action-oriented learning, and when done well, will enable meaningful adaptation and improvements in our work.

- Share the preliminary analysis
- Gather staff and key stakeholders (whose input would have strategic value to the Vanier Institute)
- Collectively discuss and answer key questions arising from the data—for example:
  - What answers to the evaluation questions stand out to us? What resonates? What was surprising?
  - What do the findings mean for our work? Where do we need to double down? Where do we need to pivot?
  - What evaluation questions do we need to prioritize for our next measurement cycle? Does our evaluation plan need any refinements to provide us with more strategic insights?

This approach relies on the principles of an action-learning cycle—where phases of planning, action, and learning form a virtuous circle to strengthen organizational capacity for achieving impact.





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