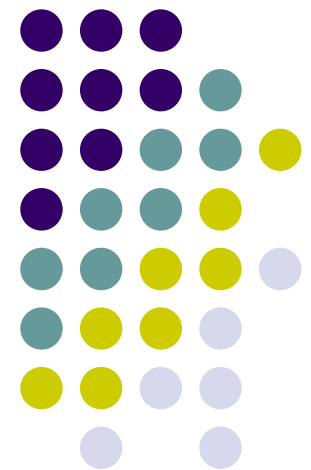


Web4Dev – May 9, 2005

Session I
Alex McKenzie
Operations Evaluation Department
World Bank





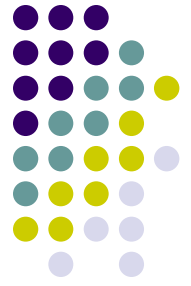
Main points:

- Share approach for aligning web with business strategy
- Discuss performance metrics
- Thoughts on going forward



Business Strategy

- OED is an Independent Unit that Assesses Effectiveness of Bank Interventions
- New Outreach and Communications Strategy:
 - Target key audiences
 - Embed outreach throughout the evaluation process
 - Accelerate learning, encourage utilization
 - Measure results
- Pilot new ideas, mainstream what works



Key Audiences

- Systematic effort to identify audiences (not there yet!)
- Examples:
 - Executive Directors,
 - Evaluatees,
 - Subject matter experts,
 - Management, etc.
- Offer several perspectives (e.g. methodology, by role)

Embed in Evaluation Process



Web support for:	Design Phase	Research Phase	Outreach Phase
Communications	- Release approach paper	- Interim data and research - Audience identification	- Outreach campaign* - Campaign metrics
Process support		- Virtual team workspace - Research surveys	- Feedback, discussion, comments
Value Created>>	Transparency, Inclusion	Transparency, Efficiency	Key messages for relevant audiences

* Initial role for web



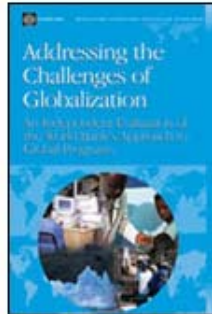
Encourage Utilization

Operations Evaluation Department

Independent Evaluation > Global Program Evaluation Español | Français

Evaluating The World Bank's Approach to Global Programs: Addressing the Challenges of Globalization

The World Bank's [Operations Evaluation Department \(OED\)](#), the independent evaluation office within the World Bank, has released its report on *The World Bank's Approach to Global Programs*. This report entitled *Addressing the Challenges of Globalization*, which follows on a [Phase 1 report](#) (2002) and a meta-evaluation of the [CGIAR](#) (2003) completes OED's evaluation of the Bank's involvement in global programs. Based on lessons derived from studies of 26 of the Bank supported 70 global programs the report looks across these cases to draw cross-cutting lessons about the design, implementation and evaluation of global programs... [more »](#)



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Main Report

Recommendations:

- ▶ Need strategic framework for Bank's involvement in global programs
- ▶ Linking financing to priorities
- ▶ Improved selectivity and oversight of the global program portfolio

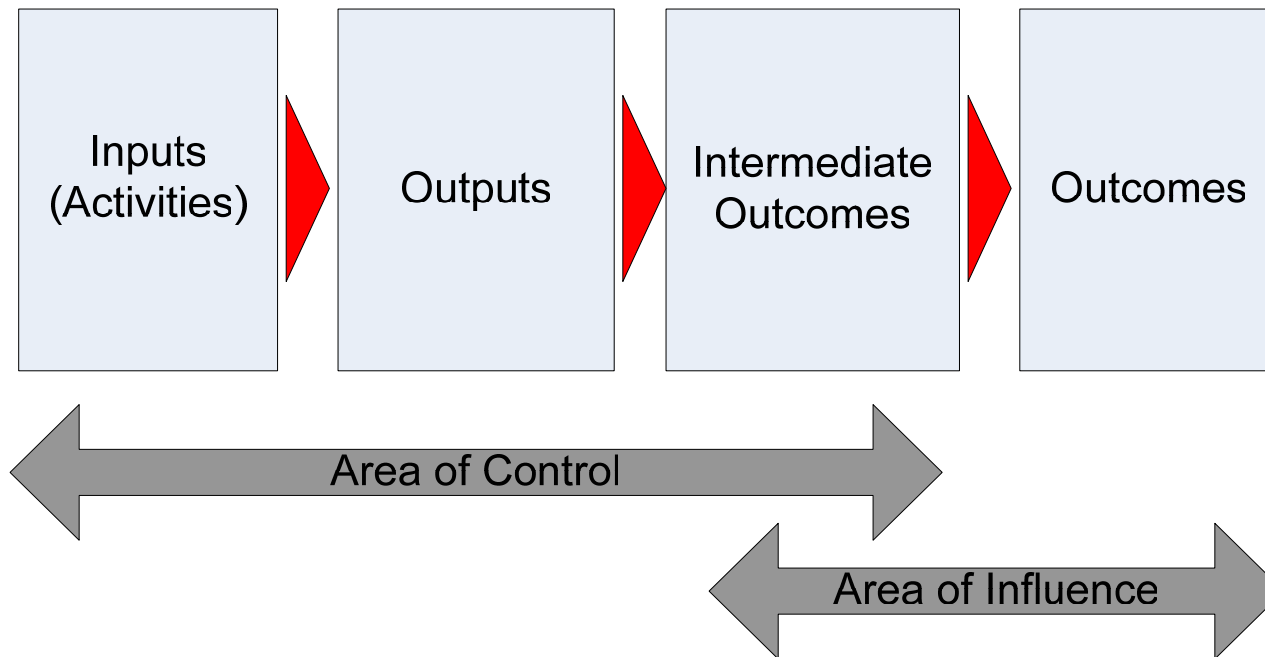
Findings:

- ▶ The Bank's Strategy for global program is poorly defined
- ▶ Global programs have increased overall aid very little
- ▶ Voices of developing countries inadequately represented



Measuring Results

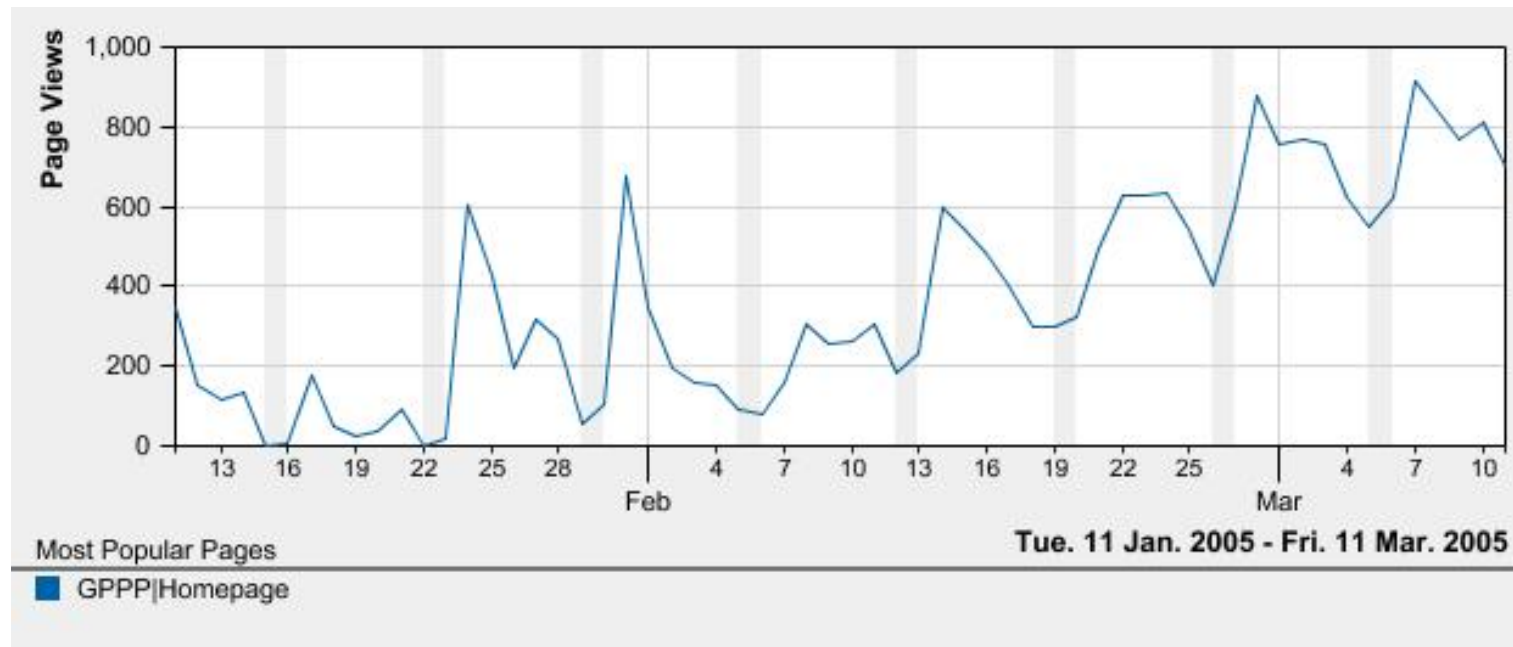
- Results-Based Management causal chain





Measuring Results (cont)

- Outputs: Web utilization reports tell outreach story



Graph Generated by SiteCatalyst using Report Accelerator at 3:58 PM EST, 15 Mar 2005



Measuring Results (cont)

- Partial Outcomes: perception survey* of OED evaluations, covering:
 - Readership
 - Quality
 - Influence on Bank processes and policies
- Last year's AROE provides baseline data, 2005 results to be released in July.

*Source: OED's Annual Review of Operations Evaluation (AROE)



Thoughts Going Forward

- "What information consumes is rather obvious; it consumes the attention of its recipients. Hence, a wealth of information creates a poverty of attention."

Herbert Simon, Nobel laureate



Going Forward (cont)

- “Top six average daily online activities performed by Americans with Internet access (population: 120 million adults)”:

(Pew Internet & American Life Project, January 2005)

Go online	58%
Send email	49%
Get news	31%
Search engine	30%
Weather	22%
Answer specific question	21%



Going Forward

- How can we lessen the risks of information overload?
- Can we still exert influence in an environment that offers less control over audiences, messages, and channels?