

### Monitoring Template

	A	B	C	D	E	F	G
1	<b>Name:</b>						
2	<b>Project Title:</b>	AREWA24: Hausa Media Platform for West Africa					
3	<b>Period of Performance:</b>	September 18, 2013 to December 31, 2016					
4	<b>Quarter:</b>	Fiscal Year Quarter					
5							
6	<b>Strategic Sub-Objective:</b>	In coordination with host country nation(s), local media, and civil society organizations, increase availab					
7	<b>Project Goal Statement:</b>	Establish a successful, sustainable free to air satellite TV channel that counters narratives of violent extr					
8	<b>Geographic Location:</b>	Northern Nigeria (Hausa speakers in neighboring countries and the diaspora)					
9	<b>Target Group:</b>	Northern Nigerian Youth ages 12-29 and mothers with young children 12 and under (secondary target: T					
10	<b>Number of people trained:</b>	Male/Female, Total					
11	<b>Units/Offices/Agencies represented:</b>	n/a					
12	<b>Number of participants under the age of 18:</b>	Male/Female, Total					
13							
14	<b>Indicator (SMART: Specific, measurable, accurate, reliable, timely)_</b>	<b>Level</b>	<b>Baseline</b>	<b>Data Source</b>	<b>Frequency</b>	<b>Target: Life of Project</b>	Q1 (Oct-Dec '13)
15	<b>High Level Outcome 1:</b> % of viewers who report positively changing their attitudes towards violence or extremism as a result of watching the channel (and % increase compared to baseline)	High	Included in the specific quarter	Baseline/final surveys (surveys), focus group discussions (FGs), key informant interviews (KIIs)	Baseline, end of project	Targets to be determined following baseline study (tentative target: 50% of viewers and a 30% increase from baseline to final evaluation)	
16	<b>High Level Outcome 2:</b> Statistically significant differences between viewers and non-viewers on key questions relating to violent extremism and political violence	High		Above sources plus USSOCOM survey and comparisons between viewing centers and control communities	Baseline, end of project	Target to be determined following baseline study	

B6  
B7(F)

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6	ility, effectiveness, and growth of information and media sources to counter the terrorist narratives of AQM and associated VEOs.						
7	emism targeting the Hausa of Northern Nigeria						
8							
9	V watchers of all ages)						
10							
11							
12							
13							
14	Q2	Q3	Q4	Q5 (Oct-Dec '14)	Q6	Q7	Q8
15	<p>From Q6 Baseline: 63% of AREWA24 watchers claimed the channel had a strong impact on their opinions. 82% said the channel reflected their personal experience.</p>						
16	<p>From Q6 Baseline: 44% of under-30 respondents agreed it is either "sometimes" or "always" justified to use violence to deal with criminals when government fails to act, and 49%, 38%, and 55%, respectively, said violence was "sometimes" or "always" justified to defend religion, maintain society's culture and values, or force government to change policies or actions. When asked their opinions on violence, tolerance, religion, and identity, respondents who watched AREWA24 versus those who did not were virtually identical, with Arewa24 viewers showing slightly more support for use of violence.</p>						

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14	Q9 (Oct-Dec '15)		<b>Disaggregation</b>
15			Data will be disaggregated by gender, location, and age.
16			

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17	<b>Medium Level Outcome 1:</b> Increase in number of viewers among target population of AREWA24	<b>Medium</b>		Baseline/final surveys (surveys), focus group	Baseline, end of project	50% increase from baseline to final evaluation	
18	<b>Medium Level Outcome 2:</b> % of new Eutelsat/NileSat (or other platform the Hausa channel is on) audience members who attribute their switch or purchase to the Hausa channel	<b>Medium</b>		discussions (FGs), key informant interviews (KIIs)	End of project		
19	<b>Medium Level Outcome 3:</b> Obligated financial commitments for at least 12 months of follow-on channel and production operations at the end of the grant period	<b>Medium</b>		Agreement letters, contracts, balance sheet (verified through monitoring and final evaluation)	Final Year	25% (3 months) of the amount obligated after the first year of channel operations (May 2016), 100% (12 months) after year 2 (April 2016)	
20							
21	<b>Objective 1: Broadcast quality, credible, and entertaining CVE television programming</b>						
22	<b>1.1: Hausa audience believe: - programs reflect events or experiences that are relevant to their own lives and Hausa culture - programs' quality exceeds other Nigerian television content - programs communicate messages of rejection of violent extremism (CVE), embrace of tolerance and support for equality.</b>	<b>Outcome</b>		Surveys, FGs, KIIs Viewer/nonviewer comparisons	Baseline, end of project	70% of viewers or 25% increase from baseline Noticeable differences in responses from viewers and nonviewers	

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	H	I	J	K	L	M	N
17					See below		
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22			<p>(From Q6 -- Baseline results): 82% of survey respondents find programming reflects personal experiences; 84% find channel "very trustworthy"; 94% of respondents who heard of, but hadn't watched channel reported a "positive" or "very positive" reputation; AREWA24 viewers were 10% more likely to have "a lot" of confidence in TV; 70% of respondents rated programming as higher quality than other Nigerian content; 90% rated programming as "extremely-" or "very appealing"; 63% said channel "strongly" or "very strongly" impacted their opinions</p>				

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17		Addition of NTA partnership on 6 channels (Kano, Kaduna, Sokoto, Bauchi, Abuja, Maiduguri)	Data will be disaggregated by gender, location, and age.
18			
19			Disaggregated by amount, period, type of commitment (and whether they are one-off or renewable)
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21			
22			Disaggregated by gender, age, rural/urban, location, and which programs they watched

Monitoring Template

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	A	B	C	D	E	F	G
23	1.2: Amount of user-generated content and feedback received by the programs (SMS, IVR, Facebook, Twitter)	Outcome		Audience feedback monitoring	Quarterly	User-generated content increasing by 25% per year	
24	1.3: Hausa 1 themes are picked up and discussed through traditional and social media; rebroadcast on other media: - # of media products that reference or feature the channel or its programming - # of programs rebroadcast on other platforms	Output		Media and social media monitoring, contracts with media entities; AREWA24 website	Quarterly	-At least 24 media products reference Hausa TV's content per year (2/month) - Regular references to the project in social media (target to be defined once appropriate social media monitoring tool is identified/developed) -At least 2 weekly programs regularly rebroadcast on at least one other platform (radio, TV, internet)	
25	1.4: # of hours/%age of original content broadcast on the channel	Output		Broadcast Transmission Reports from Jordan Media Center, production monitoring database	Quarterly	35 hours/week, plus rebroadcasts or 50% of all programming, 80% if including Hausa dubbing	

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	H	I	J	K	L	M	N
23			15,00+ Facebook likes; 29,000+ YouTube views	25,000+ Facebook followers; 182,474+ youTube views; 76,563+ AREWA24.com page views	39,981 Facebook likes (14,880 this Q); 1,824,648 min watched on YouTube	51,000+ Facebook likes; Facebook page reaches avg. of 2,800 people/day; 47,000+ YouTube views (over 1 million total views to date); 2,439 Twitter followers; 176,000 AREWA24.com visitors to date (386 total page views)	70,000 Facebook likes; 1,000+ Facebook post likes; Facebook posts reached 23,000+ Facebook users; 80,000+ YouTube views; 88,159 AREWA24.com sessions
24		New York Times article published and picked up by many international and Nigerian news sources (print and online)			AREWA24 featured in Screen Africa	Press release with Eutelsat republished by 10 online publications: Reuters, Le Figaro, Rapid TV News, Cercle Finance, BizTech Africa, Satellite Today, Telecompaper, ScreenAfrica, NexTV, and Broadband Today	Two press releases put out, picked up by NexTV and Leadership (online publications).
25			64.5 production hrs; 322.5 broadcast hrs	239.5 production hrs; 902 broadcast hrs	351 production hours; 1,403 broadcast hrs	588 production hours; 2,350 broadcast hours	806 production hrs; 3,270.5 broadcast hrs

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	O	P	Q
23	92,000 Facebook likes; 2.4 million YouTube views (81% men, 46% from Saudi, 8.5% from Nigeria)		These figures will be based on user-generated content, SMS, and focus group discussions.
24			This data is a proxy for the project's multiplier effect. It will show if and how Hausa 1 is driving the agenda and effectively communicating CVE programming
25	1,008 production hours; 3,271 broadcast hours		Disaggregated by type of programming, original/contracted

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	A	B	C	D	E	F	G
26	1.5: % of original content by cost	Output		Production budgets and accounting system	Quarterly	50% of production costs allocated to original content	
27	1.6: # of programs that communicate messages of tolerance and moderation	Output		Focus group discussions and Content Advisory Group (CAG) validation	Quarterly	80% of programs	
28	<b>Objective 2: Ensure the financial viability and long-term sustainability of the channel</b>						
29	2.1: Amount (and sources) of revenue received for channel operations	Output		Budget analyses, Commercialization Plan, contracts, management reports	Quarterly	At least \$2 million in advertising revenue secured from at least 3 different advertising firms and 10 different corporations Outlined in Commercialization Plan	
30	2.2: Number and type of strategic partnerships developed	Outcome			Quarterly	Two partnerships/year	
31	2.3: % increase of revenue from non-USG sources	Output			Quarterly	100% increase from end of Year 1 (April 2015) to end of Year 2 (April 2016), 200% by the end of the project.	

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	H	I	J	K	L	M	N
26							
27			90 episodes across 9 shows	290 episodes across 10 shows	417 episodes across 11 shows	604 episodes across 13 shows	801 episodes across 15 shows
28							
29			\$60,000 from anonymous donor		Turkish Airlines: \$56,093; Universal McCann (Airtel): \$9,313; Sharemind (Unilever): \$7,753; Media Perspectives (MTN): \$17,500; Total: \$90,659	Universal McCann (Airtel): \$34,000; Sharemind (Unilever): \$42,000; Media Perspectives Ltd (MTN): \$19,000; Starcom Media Services Ltd (Maltina, Nestle): \$24,000; Total: \$119,000	Sharemind (Unilever): \$21,500; Media Fuse (Friesland Campina): \$4,400; Media Perspectives Limited (MTN, Coke/Fanta): \$36,100; Starcom Media Services Limited (Nestle): \$22,000; Universal McCann (PZ Nutricima): \$4,400; Total: \$88,400
30				Production partnerships established with Amara Studios and Dabo TV	4 new advertisers + 4 new agencies	2 new advertisers + 1 new agency	2 new advertisers + 1 new agency; \$37,000 production sponsorship from DIWA/IET (Federal funds)
31			\$60,000		\$90,659	\$176,000	\$277,523 (\$37,000 from DIWA is Federal)

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	O	P	Q
26			original/contracted, language, international/regional, /rebroadcast.
27	989 programs across 15 shows.		
28			
29	Sharemind (Unilever): \$5,100; Media Fuse (Friesland Campina): \$6,600; Media Perspectives Limited (MTN, Coke/Fanta): \$37,000; Starcom Media Services Limited (Nestle, Maltina, Dangote Cement): \$30,600; Media Reach (Malta Guinness, Airtel): 12,800; Total: \$93,000		Disaggregated by source, type (advertisement, grant, equity stake), amount, and duration (long/short-term, one-off/recurring). Quality of the engagements will be judged on the amount of net revenue they add, and whether they have the potential to continue.\
30	3 new advertisers + 1 new agency; NTA strategic partnership (currently 6 affiliate channels)		
31	\$362,000 Net advertising revenues		

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	A	B	C	D	E	F	G
32	<b>Objective 3: Increase the capacity of media professionals in Northern Nigeria to produce CVE programming.</b>						
33	<b>3.1:</b> # of media professionals employed or contracted by the project producing TV programming for the channel that exceeds regional norms.	<b>Output</b>		Payroll, training reports, production sheets and regular and quarterly program reviews (and audience feedback).	Quarterly	# to be determined during start-up phase.	
34	<b>3.2:</b> # of programs produced by Northern Nigerian or sub-regional media professionals.	<b>Output</b>			Quarterly	At least 50% of programs aired are produced by Nigerian (and sub-regional) professionals.	
35	<b>3.3:</b> # of media professionals producing content for the channel trained in CVE.	<b>Output</b>			Quarterly	# to be fixed at at least 50% of all employed/contracted producers and script writers.	

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	H	I	J	K	L	M	N
32							
33	27 production staff	51 production staff	51 production staff	52 production staff	51 production staff	50 production staff	54 production staff
34			90 programs	290 programs	417 programs	604 programs	801 programs
35	12 persons trained in CVE soap	Mentorship training for all production staff	2-day CVE training for 14 staff members	3 people trained in CVE activities (Hedaya)	1 woman trained in CVE activities	Ongoing production mentorship for all staff	Ongoing production mentorship

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	O	P	Q
32			
33	57 production staff		Disaggregated by age, gender, and location. Quality of programs to be assessed during production reviews and through anecdotal audience feedback.
34	989 programs		
35	Ongoing production mentorship	1 person trained at USC CVE workshop	

### Monitoring Template

TSTCP and PRACT\_Strategies

	A	B	C
1	<b>Original</b>	<b>Revised Strategy</b>	<b>Catego ries</b>
2	<b>PRACT</b>		
3	Diminish the appeal of al-Qaida, al-Shabaab and associated VEOs by strengthening communities at risk of recruitment and radicalization, including refugees and internally-displaced communities and prisoners; encouraging and assisting governments to provide positive alternatives to violent extremism; and improving relationships between those communities and government entities, especially security and justice sector institutions.	Partnership for Regional East African Counterterrorism (PRACT) GOAL: In order to reduce sympathy and support for al-Qaida, al-Shabab and associated VEO's, PRACT programs provide support, in coordination with host country nation(s) and civil society organizations, to increase community resilience to violent extremism through providing positive alternatives, improving community-government relationships, and strengthening the security and justice sector institutions	
4	Increase the availability and effectiveness of information and media sources to counter the terrorist narratives of al-Qaida, al-Shabaab and associated VEOs;	In coordination with host country nation(s), local media, and/or civil society organizations, increase the availability, effectiveness, and growth of objective information and media sources to counter the terrorist narratives of al-Qaida, al-Shabaab and associated VEOs	Counter Narratives/Messaging
5	Enhance the reach and strength of local civil society, community-based organizations, and community networks (especially those involving women and youth) to counter violent extremist propaganda and recruitment in communities at risk of radicalization;	Increase the capacity of civil society organizations, community-based organizations, and community networks to counter violent extremist recruitment and radicalization in at risk communities	Partner Capacity  Education Quality
6	Increase opportunities for non-violent political and civic participation and dialogue by communities at risk of recruitment and radicalization to violence;	In coordination with host country nation(s) and local civil society organizations increase opportunities for non-violent political and civic participation and dialogue by communities at risk of recruitment and radicalization to violence	Government /Community Relationships

TSTCP and PRACT\_Strategies



TSTCP and PRACT\_Strategies

	A	B	C
7	Improve local perceptions of the responsiveness of government officials, including law enforcement and military entities; and	In coordination with host country nation(s) improve positive, local perceptions of the responsiveness of government officials, including law enforcement and military entities	Government Perception
8	Counter recruitment efforts and promote defections from al-Qaida, al-Shabaab, and associated VEOs.	In coordination with host country nation(s) and civil society, increase the volume of counter-recruitment efforts and promote defections from al-Qaida, al-Shabaab, and associated VEO	Reintegration and Rehabilitation
9	<b>TSTCP</b>		
10	<b>Countering violent extremism: Reduce sympathy and support for al-Qaida, AQIM, and other VEOs by strengthening resilience in communities at risk of recruitment and radicalization through improving livelihoods and social services for vulnerable, impoverished, and marginalized communities, in coordination with USG humanitarian and development efforts; encouraging and assisting governments and communities to develop positive alternatives to violent extremism; and improving relationships between those communities and government entities, especially security and justice sector institutions.</b>	<b>Trans-Sahara Counterterrorism Partnership (TSTCP) GOAL: In order to reduce sympathy and support for al-Qaida, AQIM, and other VEO's, the TSTCP strategy, in coordination with host country nation(s) and USG humanitarian and development efforts, will strengthen resilience in communities at risk of recruitment and radicalization to violence through improving livelihoods and social services for vulnerable, impoverished, and marginalized communities, encouraging and assisting governments and communities to develop positive alternatives to violent extremism; and improving relationships between those communities and government entities, and strengthen security and justice sector institutions.</b>	
11	Enhance the reach and strength of local civil society, community-based organizations, and community networks (especially those involving women and youth) to counter violent extremist propaganda and recruitment in communities at risk of radicalization;	Increase the capacity of civil society organizations, community-based organizations, and community networks to counter violent extremist recruitment and radicalization in at risk communities	Partner Capacity  Education Quality

TSTCP and PRACT\_Strategies

## TSTCP and PRACT\_Strategies

	A	B	C
12	Counter recruitment efforts and promote defections from al-Qaida, AQIM and other VEOs;	In coordination with host country nation(s) and civil society, increase the volume of counter-recruitment efforts and promote defections from al-Qaida, al-Shabaab, and associated VEO	Reintegration and Rehabilitation
13	Increase the availability and effectiveness of information and media sources to counter the terrorist narratives of AQIM and other VEOs;	In coordination with host country nation(s), local media, and civil society organizations, increase availability, effectiveness, and growth of information and media sources to counter the terrorist narratives of AQIM and associated VEOs	Counter Narratives/Messaging
14	Increase opportunities for non-violent political and civic participation and dialogue by communities at risk of recruitment and radicalization to violence;	In coordination with host country nation(s) and local civil society organizations increase opportunities for non-violent political and civic participation and dialogue by communities at risk of recruitment and radicalization to violence	Government/Community Relationships
15	Increase economic and social inclusion opportunities for youth living in areas at high risk of recruitment and radicalization to violence through better integration of economic growth programs and TSCTP programs;	In coordination with host country nations and local civil society organizations increase economic and social inclusion opportunities for youth living in areas at high risk of recruitment and radicalization to violence	Social/Economic Inclusion
16	Improve responsiveness of government officials through strengthened local government capacity, transparency, and accountability in local decision-making, and more participatory local government;	Improve responsiveness of government officials through strengthened local government capacity, transparency, and accountability in local decision-making, and more participatory local government	Government Perception
17	Improve connectivity between local and central government officials and at-risk communities; and	In coordination with host country nation(s) and local civil society organizations improve relationships between local and central government officials and at-risk communities	Government/Community Relationships

## TSTCP and PRACT\_Strategies

## TSTCP and PRACT\_Strategies

	A	B	C
18	Increase access to justice through improved and expanded judicial services, increased public legal and human rights awareness, broader legal assistance, and greater respect for and protection of human rights in judicial and corrections systems	In coordination with host country nation(s), civil society organizations, and traditional leaders, increase access to justice and broader legal assistance	Access to Justice
19		In coordination with host country nation(s), civil society organizations, and traditional leaders, increase legal and human rights awareness, and education on human rights in the judicial and correctional systems	Civic Education

## TSTCP and PRACT\_Strategies

## Suggested Indicators

	A	B
1	<b>Program Type</b>	<b>Indicator</b>
2	<b>General</b>	Level of support for violence as a means for social change
3	<b>General</b>	Level of support for violent extremist groups
4	<b>General</b>	Number of people trained/attended
5	<b>Reintegration and Rehabilitation</b>	Number of former violent extremists who completed the rehabilitation/reintegration program
6	<b>Reintegration and Rehabilitation</b>	Number of former violent extremists who completed the rehabilitation/reintegration program, who then continued to participate in VE activities.
7	<b>Counter Narratives/Messaging</b>	Number of locally credible and/or respected leaders supported by the USG to speak out against violent extremism
8	<b>Counter Narratives/Messaging</b>	Level of audience tolerance for violent extremism
9	<b>Counter Narratives/Messaging</b>	Number of CVE-themed messaging products produced
10	<b>Counter Narratives/Messaging</b>	Level of tolerance toward diversity
11	<b>Social/Economic Inclusion</b>	Percent of program participants feeling better prepared to enter the job market
12	<b>Social/Economic Inclusion</b>	Percent of program participants with sustained employment
13	<b>Social/Economic Inclusion</b>	Number of persons receiving new employment or better employment as a result of participation in USG-funded workforce development programs
14	<b>Government Perception</b>	Level of confidence in government's capability to provide security
15	<b>Government Perception</b>	Level of confidence in government's capability to provide basic services
16	<b>Government/Community Relationships</b>	Number of public policies introduced, adopted, repealed, changed or implemented consistent with citizen input

## Suggested Indicators

## Suggested Indicators

	C	D	E	F
1	<b>Proposed Disaggregation</b>	<b>Frequency</b>	<b>Possible Data Sources</b>	<b>Result Level</b> * the level of on outcome is directly dependent on the project goal. The result levels listed here are only probable examples.
2	Country, Age, Gender	Baseline/Endline	Survey/Focus Group/Analyst Assessment	Outcome, High
3	Country, Target, VEO associated	Baseline/Endline	Survey/Focus Group/Analyst Assessment	Outcome, High
4	Training type, Country, Age, Gender, Profession	Quarterly	Program Reporting	Output
5	Country, Age, Gender	Quarterly	Program Reporting	Output
6	Age, Gender	Every 6 months	Survey	Outcome, medium
7	Country, Type of media (i.e.. print, social media, TV), Age, Gender	Quarterly	Program Reporting/Media Monitoring	Output
8	Country, Type of media (i.e.. print, social media, TV), Age, Gender	Baseline/Endline	Survey/Focus Group	Outcome, medium
9	Country, Type of media (i.e.. print, social media, TV), Age, Gender	Quarterly	Program Reporting	Output
10	Country, Age, Gender	Every 6 months or annually	Survey/Focus Group	Outcome, medium/ high
11	Country, Age, Gender	Country, Age, Gender	Program Reporting/Focus Group	Outcome, medium
12	Country, Age, Gender	Country, Age, Gender	Program Reporting/Focus Group	Outcome, medium
13	Country, Age, Gender, Type of training	Quarterly	Program Reporting	Outcome, medium
14	Country, Age, Gender	Baseline/Endline	Survey	Outcome, medium/high
15	Country, Age, Gender	Baseline/Endline	Survey	Outcome, medium/high
16	Country, Type of policy	Baseline/Endline	Program Reporting/ Post reporting	Outcome, medium

## Suggested Indicators

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	A	B
17	<b>Government/Community Relationships</b>	Level of civic awareness among participating youth
18	<b>Government/Community Relationships</b>	Level of trust reported between government and community
19	<b>Access to Justice</b>	Level of confidence in the local judicial system
20	<b>Access to Justice</b>	Number of people to whom justice services were provided
21	<b>Access to Justice, Civic Education</b>	Percent of individuals who report engaging with local power structures to affect change
22	<b>Civic Education</b>	Percent change in knowledge of basic rights of target group
23	<b>Civic Education</b>	Number of participants trained in roles and responsibilities of government, citizens and civil society.
24	<b>Partner Capacity</b>	Number of organizations financially supported through USG funds
25	<b>Partner Capacity</b>	Number of organizations supported through access to training
26	<b>Partner Capacity</b>	Percent of organizational governance recommendations implemented
27	<b>Partner Capacity</b>	Percent of organizational administration recommendations implemented
28	<b>Partner Capacity</b>	Percent of organizational human resources recommendations implemented
29	<b>Partner Capacity</b>	Percent of organizational financial management recommendations implemented
30	<b>Partner Capacity</b>	Percent of organizational organizational management recommendations implemented
31	<b>Partner Capacity</b>	Percent of organizational program management recommendations implemented
32	<b>Partner Capacity</b>	Percent of organizational project performance management recommendations implemented
33	<b>Education Quality</b>	Percent change in age-appropriate, pedagogical knowledge of teachers
34	<b>Education Quality</b>	Percent change in reported knowledge of student population
35	<b>Education Quality</b>	Number of schools reached through the program

## Suggested Indicators

Suggested Indicators

	C	D	E	F
17	Country, Age, Gender	Quarterly	Survey	Outcome, medium/high
18	Country, Age, Gender, Community/Government Member	Every 6 months	Survey	Outcome, medium/high
19	Country, Age, Gender	Every 6 months	Survey/Media Reports/Analyst Assessment	Outcome, medium/high
20	Country, Age, Gender,	Quarterly	Program Reporting	Output
21	Country, Process type (i.e.. National-level, Community-level, Alternative Process), Age, Gender	Every 6 months	Survey/Program Reporting	Outcome, medium
22	Country, Age, Gender, Community/Government Member	Quarterly	Pre and Posttest	Outcome, immediate
23	Country, Age, Gender, Community/Government Member	Quarterly	Survey/Focus Group	Output
24	Country, Sector	Quarterly	Program Reporting	Output
25	Country, Sector	Quarterly	Program Reporting	Output
26	Country, Sector	Baseline/Endline	Organizational Capacity Assessment Tool	Outcome, medium/high
27	Country, Sector	Baseline/Endline	Organizational Capacity Assessment Tool	Outcome, medium/high
28	Country, Sector	Baseline/Endline	Organizational Capacity Assessment Tool	Outcome, medium/high
29	Country, Sector	Baseline/Endline	Organizational Capacity Assessment Tool	Outcome, medium/high
30	Country, Sector	Baseline/Endline	Organizational Capacity Assessment Tool	Outcome, medium/high
31	Country, Sector	Baseline/Endline	Organizational Capacity Assessment Tool	Outcome, medium/high
32	Country, Sector	Baseline/Endline	Organizational Capacity Assessment Tool	Outcome, medium/high
33	Country	Baseline/Endline	Pre and Posttest	Outcome, low/medium
34	Country	Baseline/Endline	Pre and Posttest	Outcome, medium/high
35	Country, Region	Quarterly	Program Reporting	Output

Suggested Indicators

Suggested Indicators

	A	B
36	<b>Education Quality</b>	Percent change in literacy among students
37	<b>Education Quality</b>	Level of tolerance toward diversity

Suggested Indicators



## Suggested Indicators

	C	D	E	F
36	Country, Age, Gender	Quarterly	Pre and Posttest	Outcome, low/medium
37	Country, Age, Gender	Every 6 months or annually	Survey/Focus Group	Outcome, medium/ high

## Suggested Indicators

## Indicator Definitions

	A	B	C
1	<p><b>Indicator</b> **When an indicator is phrased "level of..." it can be reported in whatever style is appropriate. Most commonly it is reported as a percentage and is gathered from a survey. Usually the surveyee is asked to respond to a statement using variant phrases like strongly agree to strongly disagree.</p>	<p><b>Definition</b></p>	<p><b>Possible Data Sources</b></p>
2	Level of support for violence as a means for social change	In this context support can manifest as tacit or active support. For example, a citizen can support violence as a means for social change without committing acts of violence themselves.	Survey/Focus Group/Analyst Assessment
3	Level of support for violent extremist groups	In this context support can manifest as tacit or active support. For example, a citizen can support a violent extremist group without actively contributing or participating in the group.	Survey/Focus Group/Analyst Assessment
4	Number of people trained	Trained is defined as attending the full course of a particular training event. In all cases, types of trainings should be disaggregated by type and gender of the participant, among other program relevant information.	Program Reporting
5	Number of former violent extremists who completed the rehabilitation/reintegration program	Former violent extremists means that an individual was actively participating in a VEO before ending all support. Examples include, giving financial support or donating time. This does not include individuals that may have tacitly supported a VEO.	Program Reporting
6	Number of former violent extremists who completed the rehabilitation/reintegration program, who then continued to participate in VE activities.	Former violent extremists means that an individual was actively participating in a VEO before ending all support. Examples include, giving financial support or donating time. This does not include individuals that may have tacitly supported a VEO.	Survey
7	Number of locally credible and/or respected leaders supported by the USG to speak out against violent extremism	Locally credible or respected leaders are most often religious, community, or traditional leaders who are well respected in their community.	Program Reporting/Media Monitoring
8	Level of audience tolerance for violent extremism	Tolerance is defined in this context as holding a positive or neutral view of violence extremism.	Survey/Focus Group
9	Number of CVE-themed messaging products produced	A product may include but is not limited to public service announcements, toolkits, research, and dramas.	Program Reporting
10	Level of tolerance toward diversity	Tolerance is defined in this context as holding a positive or neutral view of diversity.	Survey/Focus Group

## Indicator Definitions

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	A	B	C
11	Percent of program participants feeling better prepared to enter the job market	To feel prepared means holding a positive view about job prospects	Program Reporting/Focus Group
12	Percent of program participants with sustained employment	Sustained employment is define as having the same, income-generating job for 6 months or longer.	Program Reporting/Focus Group
13	Number of persons receiving new employment or better employment as a result of participation in USG-funded workforce development programs	New or better employment is defined as increased earnings or going from unemployed to employed.	Program Reporting
14	Level of confidence in government's capability to provide security	Security means keeping citizens safe in the community in which they live, irrespective of religion, ethnicity, or gender.	Survey
15	Level of confidence in government's capability to provide basic services	Basic services include services such as electricity, water and sanitation, waste removal are critical services to improve the lives of people like access to health care and security.	Survey
16	Number of public policies introduced, adopted, repealed, changed or implemented consistent with citizen input	Public policies include any sort of codified regulation. When accumulating data, all policies should be disaggregated by type and the change that occurred.	Program Reporting/ Post reporting
17	Level of civic awareness among participating youth	Awareness is defined as demonstrated understanding of the mechanisms in place for political engagement.	Survey, Pre-Post Test
18	Level of trust reported between government and community	Government is defined as the national government including local entities and communities are citizens who do not identify as a member of the government. To assess a relationship, both sides must be evaluated. Therefore, government must be asked about their trust in citizens and citizens must be asked about their trust in government.	Survey
19	Level of confidence in the local judicial system	Local judicial system is defined as sub-national entities and courts.	Survey/Media Reports/Analyst Assessment
20	Number of people to whom justice services were provided	Justice services include both traditional and non traditional dispute resolution and access to legal services.	Program Reporting
21	Percent of individuals who report engaging with local power structures to affect change	To engage with local power structures may include activities such as peaceful protesting, petitions, dialogues, conferences, or letter writing.	Survey/Program Reporting

## Indicator Definitions

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	A	B	C
22	Percent change in knowledge of basic rights of target group	Basic rights include those liberties which are granted to citizens under their country's constitution or legal framework.	Survey/Focus Group/ Pre-Post Test
23	Number of participants trained in roles and responsibilities of government, citizens and civil society.	This may include country-relevant training on existing institutions, processes, or new skills on how to affect social change.	Program Reporting
24	Number of organizations supported financially through USG funds	Organizations which receive USG financial support in any capacity. Examples may be small grants, in-kind supplies, or technical support paid with USG funds.	Program Reporting
25	Number of organizations supported through access to training	Organizations which have USG-supported training available to them. An organization does not have to engage in the available training to be considered in this measurement. It only has to be available as an option.	Program Reporting
26	Percent of organizational governance recommendations implemented	Percentage is based on the number of recommendations completed which result from the baseline organizational capacity assessment tool. <a href="http://www.usaid.gov/sites/default/files/documents/1864/OCA Tool for USAID-Funded Organizations Facilitators Copy.pdf">http://www.usaid.gov/sites/default/files/documents/1864/OCA Tool for USAID-Funded Organizations Facilitators Copy.pdf</a>	Organizational Capacity Assessment Tool
27	Percent of organizational administration recommendations implemented	Percentage is based on the number of recommendations completed which result from the baseline organizational capacity assessment tool. <a href="http://www.usaid.gov/sites/default/files/documents/1864/OCA Tool for USAID-Funded Organizations Facilitators Copy.pdf">http://www.usaid.gov/sites/default/files/documents/1864/OCA Tool for USAID-Funded Organizations Facilitators Copy.pdf</a>	Organizational Capacity Assessment Tool
28	Percent of organizational human resources recommendations implemented	Percentage is based on the number of recommendations completed which result from the baseline organizational capacity assessment tool. <a href="http://www.usaid.gov/sites/default/files/documents/1864/OCA Tool for USAID-Funded Organizations Facilitators Copy.pdf">http://www.usaid.gov/sites/default/files/documents/1864/OCA Tool for USAID-Funded Organizations Facilitators Copy.pdf</a>	Organizational Capacity Assessment Tool
29	Percent of organizational financial management recommendations implemented	Percentage is based on the number of recommendations completed which result from the baseline organizational capacity assessment tool. <a href="http://www.usaid.gov/sites/default/files/documents/1864/OCA Tool for USAID-Funded Organizations Facilitators Copy.pdf">http://www.usaid.gov/sites/default/files/documents/1864/OCA Tool for USAID-Funded Organizations Facilitators Copy.pdf</a>	Organizational Capacity Assessment Tool

## Indicator Definitions

## Indicator Definitions

	A	B	C
30	Percent of organizational management recommendations implemented	Percentage is based on the number of recommendations completed which result from the baseline organizational capacity assessment tool. <a href="http://www.usaid.gov/sites/default/files/documents/1864/OCA%20Tool%20for%20USAID-Funded%20Organizations%20Facilitators%20Copy.pdf">http://www.usaid.gov/sites/default/files/documents/1864/OCA Tool for USAID-Funded Organizations Facilitators Copy.pdf</a>	Organizational Capacity Assessment Tool
31	Percent of organizational program management recommendations implemented	Percentage is based on the number of recommendations completed which result from the baseline organizational capacity assessment tool. <a href="http://www.usaid.gov/sites/default/files/documents/1864/OCA%20Tool%20for%20USAID-Funded%20Organizations%20Facilitators%20Copy.pdf">http://www.usaid.gov/sites/default/files/documents/1864/OCA Tool for USAID-Funded Organizations Facilitators Copy.pdf</a>	Organizational Capacity Assessment Tool
32	Percent of organizational project performance management recommendations implemented	Percentage is based on the number of recommendations completed which result from the baseline organizational capacity assessment tool. <a href="http://www.usaid.gov/sites/default/files/documents/1864/OCA%20Tool%20for%20USAID-Funded%20Organizations%20Facilitators%20Copy.pdf">http://www.usaid.gov/sites/default/files/documents/1864/OCA Tool for USAID-Funded Organizations Facilitators Copy.pdf</a>	Organizational Capacity Assessment Tool
33	Percent change in age and context- appropriate, pedagogical knowledge of teachers	Age-appropriate means that the pedagogical techniques participating teachers are trained in are relevant for the various age groups for which they are responsible. Context-appropriate means that examples and learning techniques are adapted to the area of implementation, respecting cultural sensitivities.	Pre-Posttest
34	Percent change in reported knowledge of student population	Reported knowledge is defined as growth in conceptual understanding or retention of information imparted by the program.	Pre-Posttest
35	Number of schools reached through the program	Number of schools refers to individual learning institutions with separate student populations. A school is defined as a regular gathering of young people for the purposes of learning, regardless of the location, facilities or lack of facilities, or source of funding.	Program Reporting
36	Percent change in literacy among students	Literacy is defined as the ability to read, at the average age level of the student being considered.	Pre and Posttest
37	Level of tolerance toward diversity	Tolerance is defined as retained positive or neutral feelings toward persons of a different social, religious, ethnic, or economic background.	Survey/Focus Group

## Indicator Definitions