

**THE ISRAELI SOCIAL ENTERPRISE RESEARCH
CENTER**

BEIT BERL ACADEMIC COLLEGE

**PROPOSAL FOR CONDUCTING AN ASSESSMENT
STUDY**

SUBMITTED TO THE OFANIM ORGANIZATION

INVESTIGATOR:

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INSTITUTE DIRECTOR: DR. YIGAL BEN SHALOM

Background

The Ofanim Organization was founded by a group of businesspeople and hi-tech professionals, working on a volunteer basis, to advance, enrich and empower children living in Israel's outlying regions and to bridge the existing gaps in Israeli society and in the field of education. Ofanim was established with the belief that strengthening these children would significantly contribute to both their personal advancement and to strengthening Israeli society on the whole.

Ofanim operates four curriculums in mobile labs in Israel's northern and southern areas, working according to different age groups (grades 3-4, 5-6 and 6-7) and based on the different subjects studied as part of the curriculum.

The mobile labs travel to the Ofanim children, offering extracurricular classes, once a week, at a regular day and time set in advance, throughout the school year.

Assessment Goals

The assessment will evaluate the different objectives that Ofanim has set for itself and investigate whether the organization's methods of action meet the needs of the target population and help it achieve the objectives that were set, using the support and assessment of all the activities offered by Ofanim. In order to conduct this assessment, we will use two methods: a **formative evaluation** of the manner in which Ofanim is run and an **assessment of the results** (a summary evaluation) that will relate to the results of Ofanim's activity in a forward direction (actions to be taken in the future, during the course of the assessment) and backward (actions taken in the past and for which there is documented information).

Assessment Goals

1. Follow-up and ongoing assessment (evaluation of the qualitative process) of Ofanim's regular functioning;
2. Monitoring the decision making process involved in Ofanim's different activities;
3. Regular follow-up (quantitative) of those attending Ofanim activities, documentation and analysis of their personal characteristics;
4. Evaluating the 'efficacy of Ofanim's targets' by examining the compatibility between the organization's methods of action and the target population's needs;
5. Evaluation and analysis of the degree of satisfaction of the target population with Ofanim's various activities (children, parents, educators, counselors, etc.);
6. Analysis of the impact and assimilation of the activities within the target population (self image, personal advancement and empowerment) and the manner in which this population utilizes the tools and knowledge it acquires during these activities.

Research Plan

The assessment of Ofanim will be conducted during one entire year of activity. During this period, the assessment team will conduct observations and collect data, which will be used later to draw conclusions. The study will combine quantitative and qualitative aspects obtained during the period of conducting the assessment. The assessment will be conducted by investigator Ronit Haimov-Ayali from the Israeli Social Enterprise Research Center of the Beit Berl Academic College, with the assistance of academic consultant, Professor Drora

Kfir. During the assessment, the investigator will be assisted by Ofanim's staff members, who will provide information, help identify the target population, and help administer questionnaires and interviews.

Research Method

Interviews:

- In-depth interviews with a sample of children participating in Ofanim's various activities and a sample of parents whose children participate in Ofanim's various activities. The sample selected will represent the children population with all of its characteristics and will include all age groups of children participating in the activities. These interviews will be short and focused, in order to obtain the maximum information that these children can relay. The purpose of the interviews is to evaluate the manner in which the target population (children and parents) perceives the Ofanim activities, and the manner in which the different participants perceive the degree of impact of these activities. Moreover, these interviews will help map the participants according to age group and provide an in-depth assessment of the question of the compatibility of Ofanim's activities with the target population. Thus, a broad picture will be attained regarding the question of compatibility and the benefits in comparison to an individual picture (a comprehensive overview of the activities offered in comparison with an individual look that assess the degree of compatibility based on characteristics and age groups separately). The results of the interviews will enable not only an analysis of existing activities, but will also facilitate future development and planning of Ofanim's activities.

- In-depth interviews with a sample of instructors in the different activities, in order to study the manner in which the instructors perceive the activities and their impact on the participants.

- Telephone interviews with a sample of parents of children participating in Ofanim's various activities, in order to assess and evaluate the degree

of parent satisfaction with the different activities and to evaluate the manner in which the parents perceive the benefits of these activities. In total, about twenty telephone interviews will be conducted with parents.

- Telephone interviews with a sample of elementary school principals and teachers at schools whose students participate in Ofanim activities, in order to evaluate the manner in which educators perceive the organization's activities and its benefits to the different children participating in the activities. In total, about four telephone interviews will be conducted with principals and about ten with teachers.

Observations:

Two types of observations will be conducted:

- A. Regular observations of the activities run on the buses (about 25 observations).
- B. Observations of Ofanim's special events (about four observations).

These observations will provide a comprehensive overview of all the activities and the manner in which they are executed in the different buses. These observations will provide an in-depth understanding of Ofanim's activities and an in-depth evaluation of the relationship between the objectives presented and the manner in which they were attained.

Interviews:

The questionnaires regularly used by Ofanim will be upgraded. They will be administered to children participating in Ofanim activities. The questionnaires will be adapted to the different age groups and will be short and to the point and contain a small number of questions. The questionnaires will be administered in two rounds - the first round, at the beginning of the activity year, and the second, at the end of the activity year. In each round, 500 questionnaires will be administered. The Ofanim staff will conduct precise registration of the respondents to the research questionnaires (by number or name, to be determined later), in order to ensure that the questionnaires were completed by the same participants in both rounds. Part

of the questionnaire will be filled in by the Ofanim staff, to make the questionnaire process easier for the children. The purpose of these questionnaires is to assess the participants' attitudes before and after the activity, to evaluate the manner in which the target population perceives the Ofanim activity, and the participants' degree of satisfaction and opinion regarding the different activities. The questionnaires will be administered by Ofanim staff and a team of professionals to be selected by the research team.

Analysis of the Information

The assessment will provide quantitative information in the form of answers to the questionnaire and qualitative information in the form of the interview transcriptions. The quantitative information will be encoded using an encoding program and will be entered into SPSS for Windows for statistical analysis.

The quantitative information will not include a separate special analysis stage. The analysis will be part of the planning and management of the field work. As part of this analysis, a focusing technique will be utilized in which preliminary interviews will be analyzed in order to identify key topics to be defined for the subsequent interviews and for analysis purposes.

Submitting Reports

At the end of the research year, a summary report will be submitted. The report will include the quantitative and qualitative analysis, conclusions and recommendations for the future.

Budget

The budgetary assessment is based on previous experience in conducting studies and evaluating projects. Moreover, the assessment is based on the proposal content and the scope of the work required in order to obtain good, reliable results. In addition to the researchers mentioned in the body of the proposal, there will be a need for additional professionals, students, interviewers and statisticians. Additionally, administrative expenses are expected, including travel, office photocopying, etc.

The budget description below was planned based on an earlier agreement with Ofanim that the research team would be assisted by Ofanim's team of instructors and counselors, who will serve as research assistants, and who will conduct interviews, telephone interviews and administer questionnaires. Therefore, the number of professionals that appears in the budget appendix is relatively small (we could entirely forgo professionals). However, take into account that in the event that the relationship with the Ofanim employees assisting with the study is unsuccessful and/or ineffective and/or perceived by the research team as not facilitating the study, there will be a need to exert professional discretion in this matter and to add professionals to help bridge the gaps that were created. In this case, an addition to the budget should be taken into account for each additional staff member, based on the calculations presented in the appendix table.

In addition, take into account that the travel, transcription, encoding, number of interview hours and statistical consultation items are only an estimate, and changes in these items will be likely, based on the variable conditions in the field.