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Higher Education Impact Assessment and follow-up Research study: *Case of CIHEAM Bari Alumni Network (FTN)*

Steering Committee annual meeting and workshop
Kiev, Ukraine, October 26 -29, 2021

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Workshop 28th October 2021

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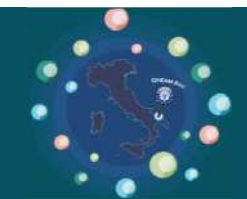


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Content



- ☐ Introduction to the CIHEAM Bari Alumni Network (FTN)
- ☐ Follow- up Research study
- ☐ Economic and Social Impact Analysis with the SROI methodology
- ☐ Take Home-messages and Q&A

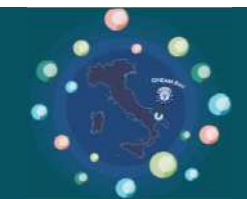


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Background



- ❑ **Knowledge and Know-how** are resources that are valuable to CIHEAM Bari organization's ability to innovate and contribute to the sustainable development of the Mediterranean region. In fact, **"Knowledge-Sharing Boosts Development Know-How"** expresses the spirit of CIHEAM Bari and the guiding principle of its experts.
- ❑ In this context, the CIHEAM Bari has recognized, for almost **58 years**, the significant role of students and alumni in defining and shaping its missions Education/Training, Applied Research and Cooperation
- ❑ CIHEAM Bari **seeks mutually supportive life-long relationships** with the global community of its past and present graduates, experts and collaborators. In order to develop and strengthen these relationships, and **avoid knowledge waste CIHEAM Bari has set up the Network of CIHEAM Alumni** and various thematic Networks



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FTN ROADMAP

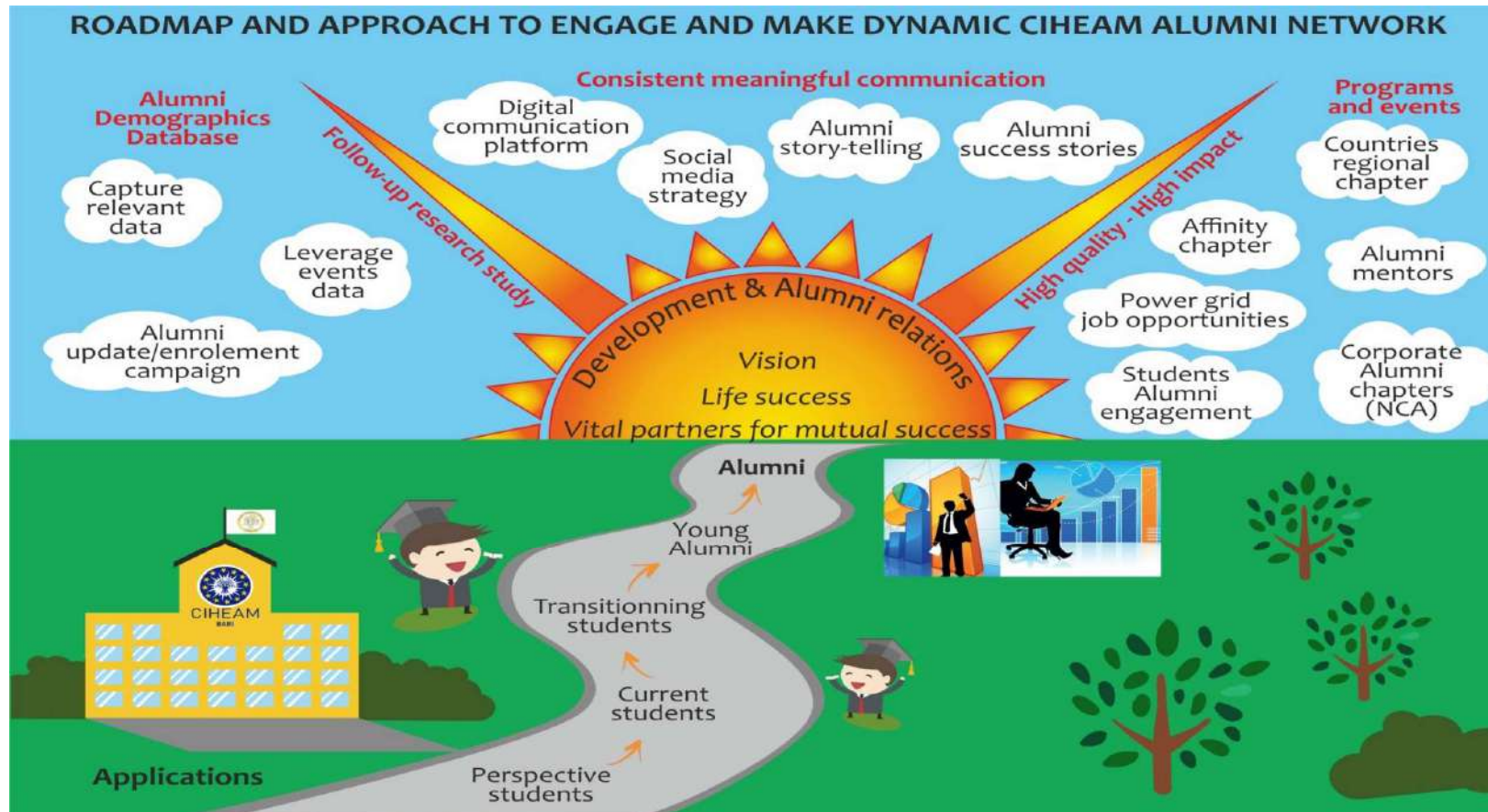


Former Trainees Network (FTN)

@CIHEAM community



ROADMAP AND APPROACH TO ENGAGE AND MAKE DYNAMIC CIHEAM ALUMNI NETWORK





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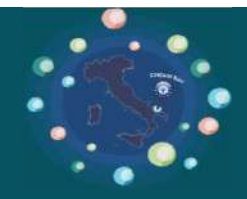
Former Trainees Network (FTN)

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- ❑ **Former Trainees Network (FTN)** is the hub (RESEARCH INFRASTRUCTURE) that connects all alumni to CIHEAM Bari and to each other.
- ❑ The FTN connects thousands of alumni and Community members via communication vehicles (i.e. info letters, newsletters, forum...etc.).
- ❑ It is aiming to build a **Mediterranean Community of Practice (CoPs)** through Information sharing, knowledge generation, exchange and dissemination.

The FTN plays a key role in international higher agricultural education and research in the Euro-Mediterranean zone

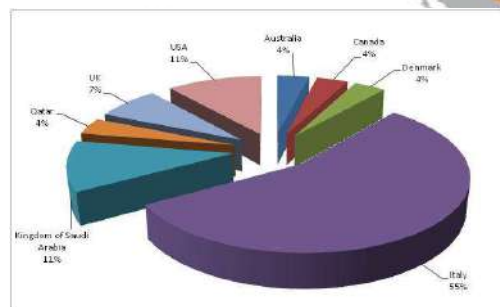
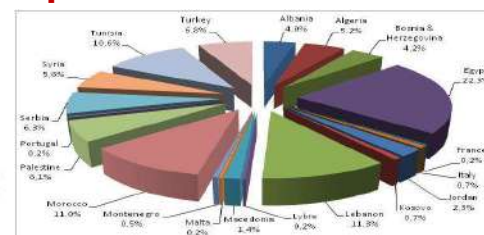


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Humain Capital



CIHEAM Alumni Network (FTN) members geographical distribution



20 Mediterranean countries

37 countries across the world



Economic and Social Impact Analysis with the SROI methodology



Follow-up Research study

- **Follow-up** procedures are an important component of all research.
- **They are most** often conducted during the actual research but can also be conducted afterward.
- **Follow-up** is generally done to increase the overall effectiveness of the research effort.
- **It can be conducted** for a number of reasons, namely, to further an end in a particular study, review new developments, fulfill a research promise, comply with institutional review board protocol for research exceeding a year, ensure that targeted project milestones are being met, thank participants or informants for their time, debrief stakeholders, and so on.
- **Follow-up** may also be conducted as a normal component of the research design. Or, it could even be conducted subsequent to the original research to ascertain if an intervention has changed

1. Ex-Ante survey [LINK](#)
2. Ex-Post survey



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What We Do



Community building approach

Three levels:

I- **Survey** questionnaires:

I.1- Entry questionnaire (Before starting Academic year)

I.2- Intermediate questionnaire (midle of AY)

I.3- Closing questionnaire (END of academic year)

I.4- Follow-up research study (after 3-5 years)

Ex-Ante
evaluation

Ex-Post
evaluation

II- Subscription to CIHEAM's **newsletter** and infoletter and much more...

III. **Platform** registration



Economic and Social Impact Analysis with the SROI methodology



Research content

1. What is the Social Return on Investment?

2. Education SROI Benchmarks

3. FTN Population Profile

4. Education Impact Analysis (1998-2015)

5. Main Findings

SROI



Economic and Social Impact Analysis with the SROI methodology



What is the Social Return on Investment?

Social Return on Investment (SROI) is an **organizational method of accounting for value creation**, **primarily social or environmental value**.

SROI enables organizations/Institutions to **measure how much change is being created by tracking relevant social, environmental, and economic outcomes**.

The **key difference** between SROI and other methodologies is the assignment of **monetary values** to the **amount of change created**.

*To give a very simplistic example: SROI assigns a monetary value to **inputs and outcomes** and uses that assignment to calculate a ratio. If that ratio is 5:1, it means that every dollar allocated will generate (or has generated) social value worth five dollars.*



The seven SROI principles

SROI methodology

- ❖ Involve stakeholders.
- ❖ Understand what changes.
- ❖ Value the things that matter.
- ❖ Only include what is material.
- ❖ Do not over-claim.
- ❖ Be transparent.
- ❖ Verify the result.





Economic and Social Impact Analysis with the SROI methodology

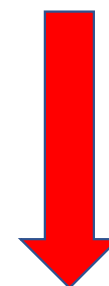


Case of CIHEAM Bari Education Impact and SROI



SROI

Social impact assessment methodology which captures the monetary values produced by outcomes.



For each euro invested in Education/training activities, the CIHEAM Bari is generating

3,89 euro for the societies of its students!



Economic and Social Impact Analysis with the SROI methodology

Impact Value Chain (IVC)

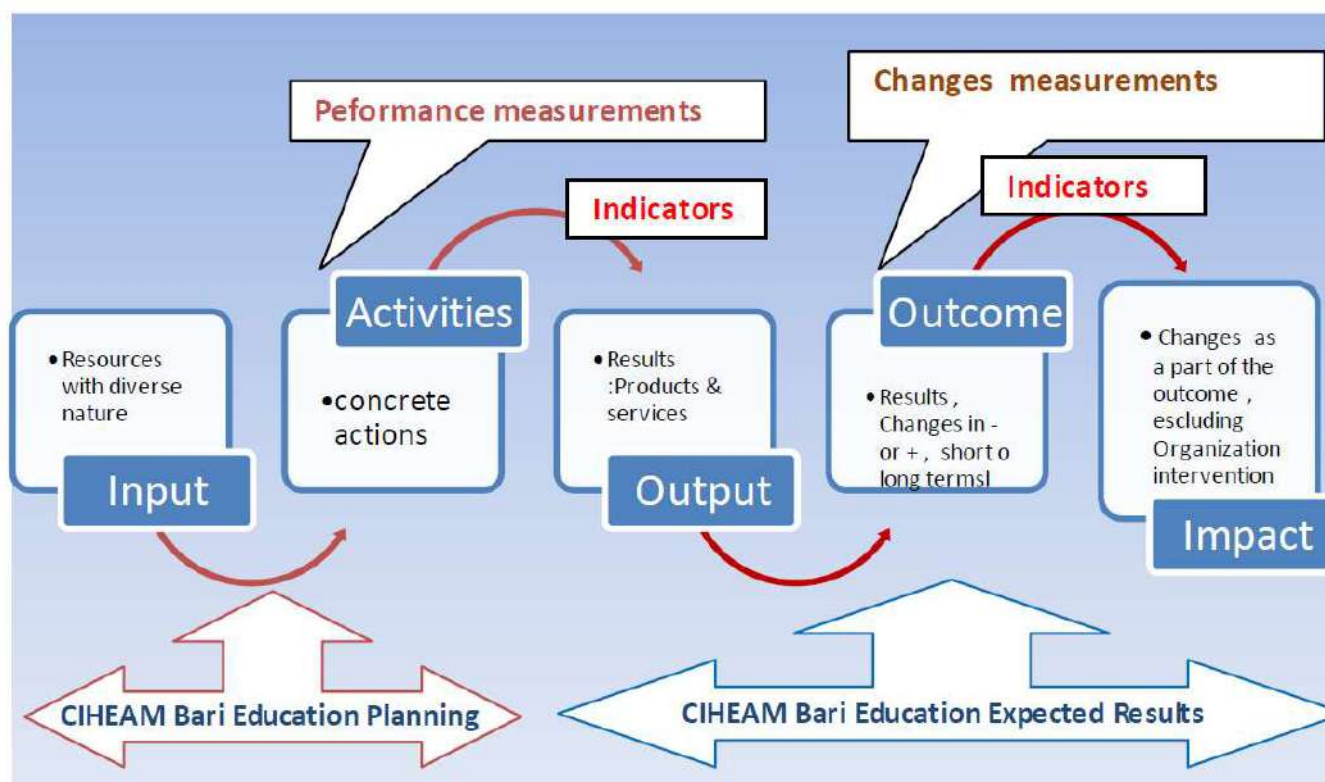


Figure: Dynamic models/process of the Impact Value Chain, ND elaboration 2010-2020



Economic and Social Impact Analysis with the SROI methodology

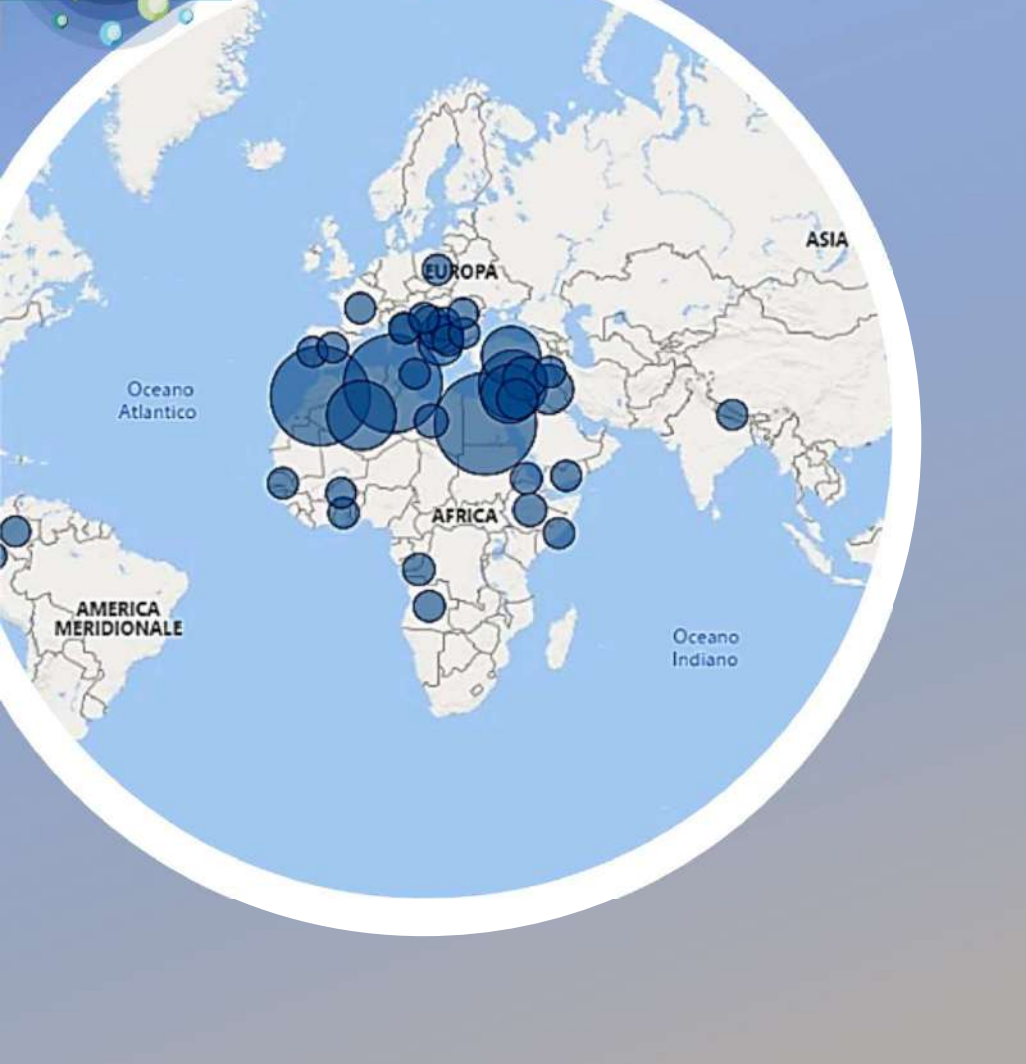


Education Field SROI Benchmarks

- Over **50** projects analyzed by means of the SROI methodology
- Average investment = **22 million €**
- Average social value generated = **74 million €**
- Average SROI = **3,63**



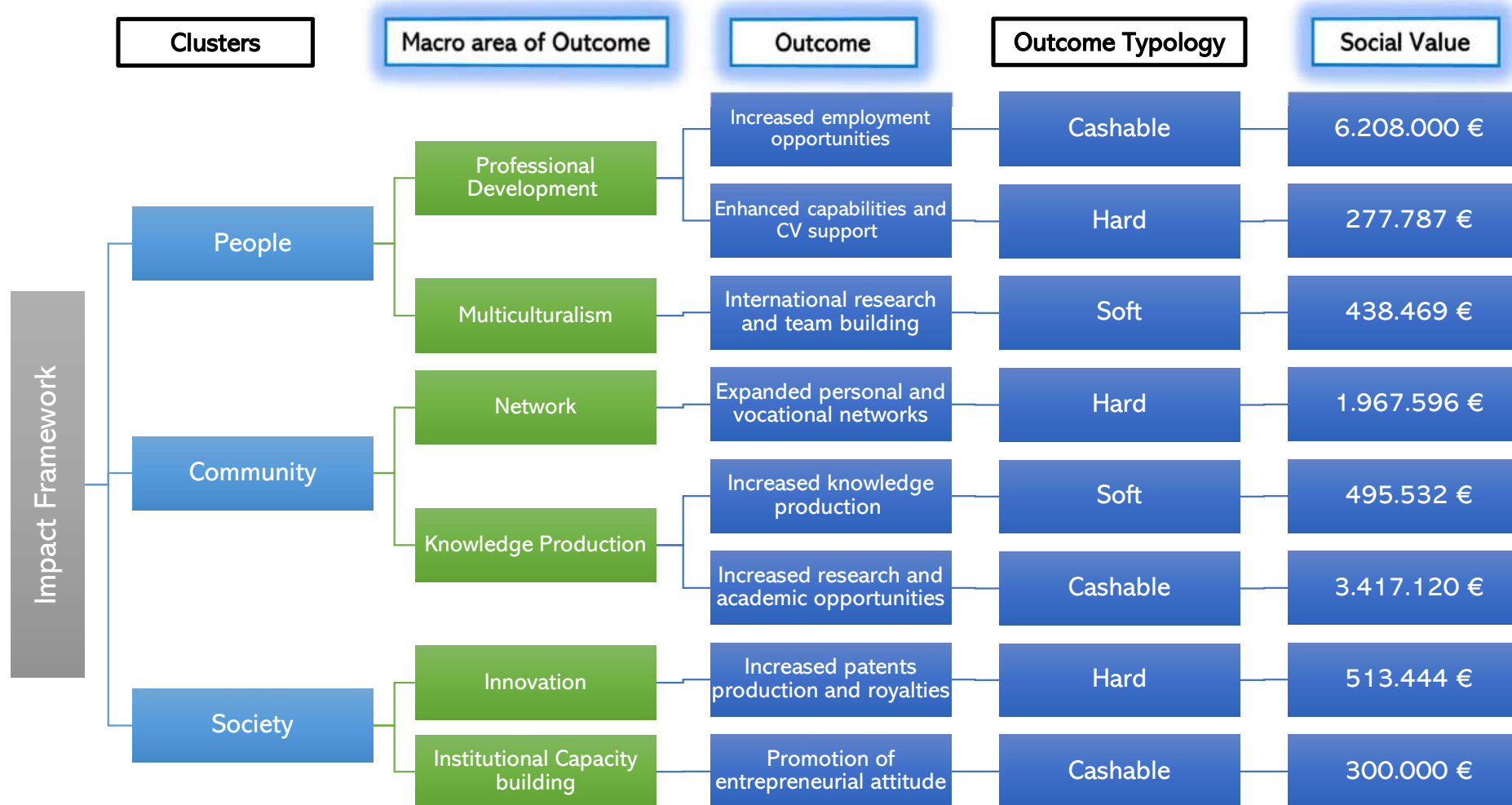
Economic and Social Impact Analysis with the SROI methodology



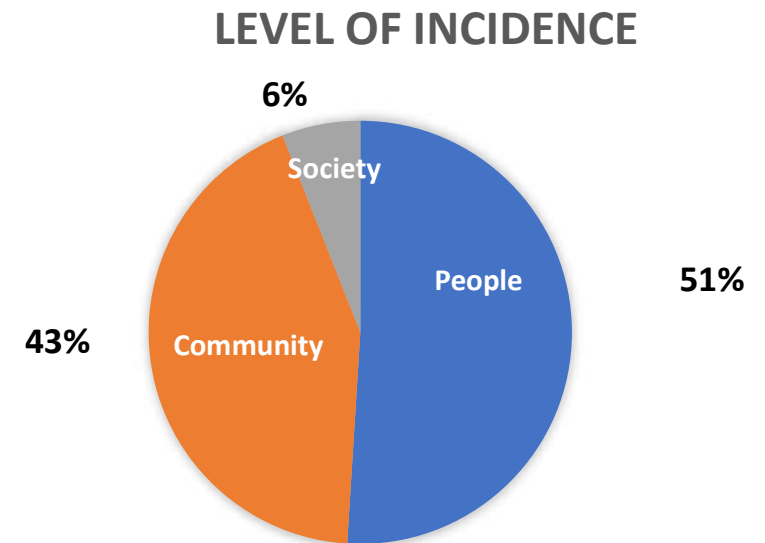
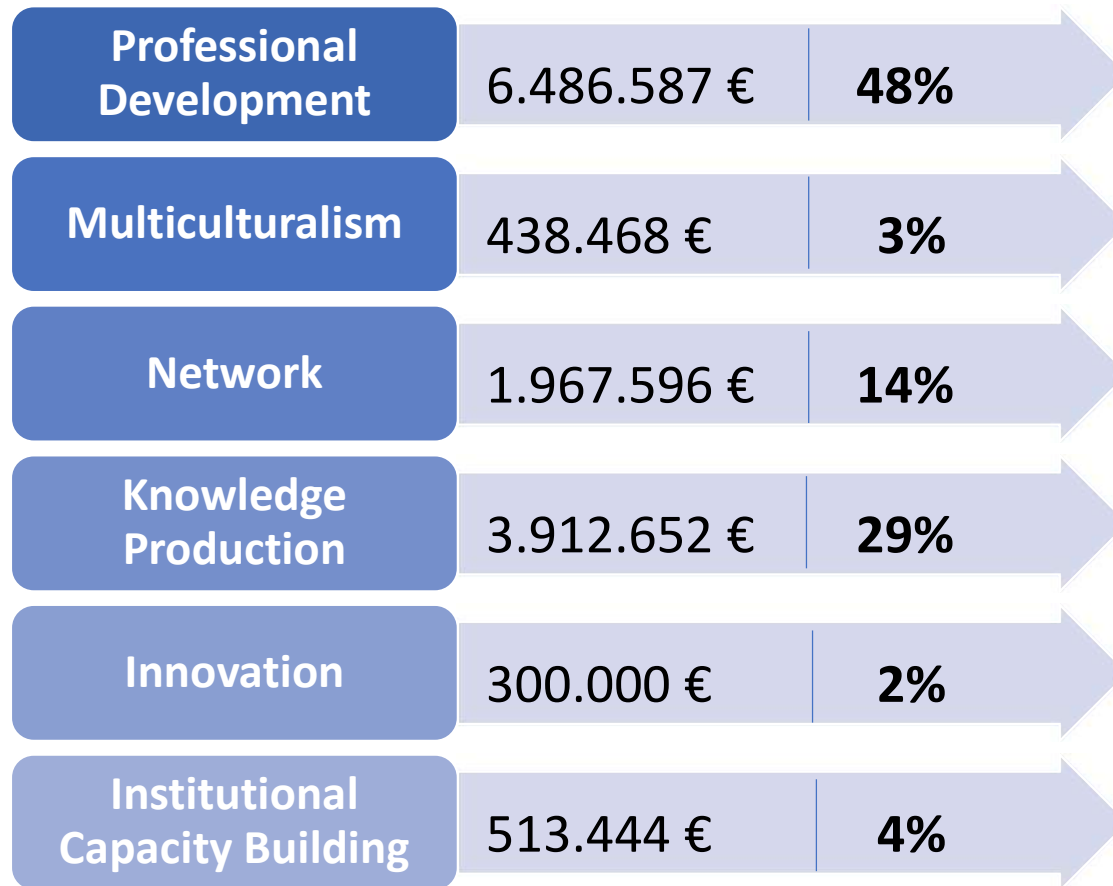
CIHEAM Bari FTN Population Profile

- **1055** MSc students enrolled
- **531** MSc respondents
- Female on total students = **40%**
- Female growth rate (1998-2020)= **+20%**
- Students with positive outcomes = **61%**

CIHEAM Bari Education Impact Analysis (FTN's Follow-up Research A.Y., 1998-2015)

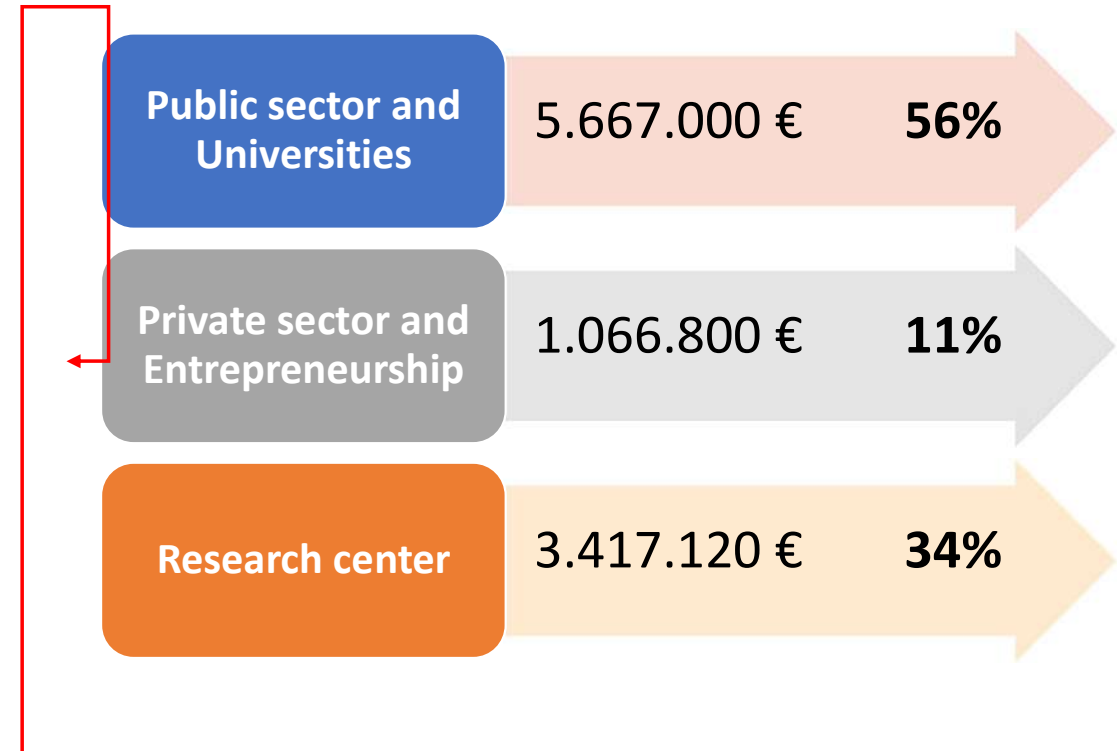
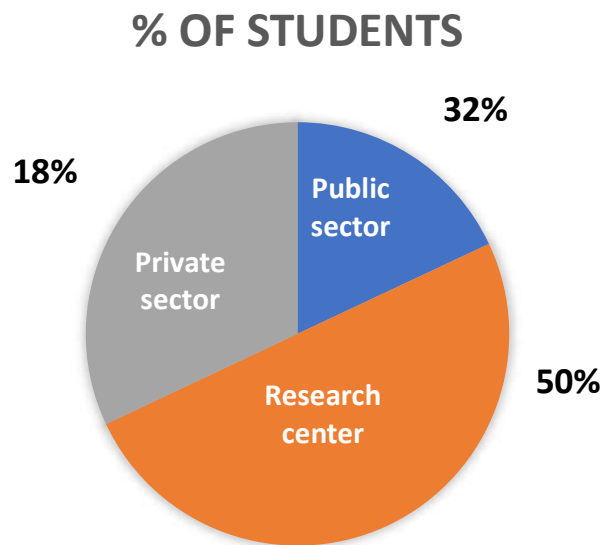


Main Findings: Social Value Distribution



- Social value = **14 million €**
- SROI = **3,89**

Main Findings: Job Placement



- Job Placement = **74%**
- Aggregate Social value = **10 million €**

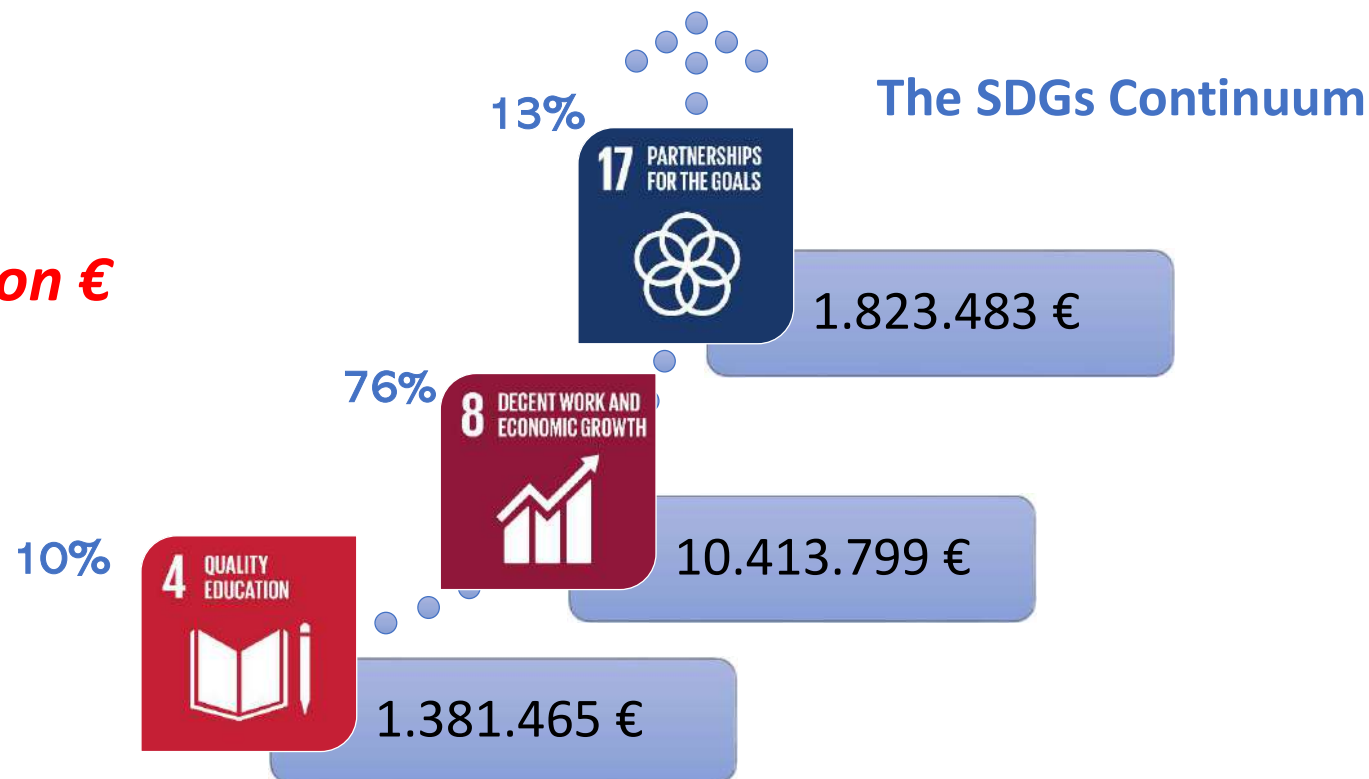


Economic and Social Impact Analysis with the SROI methodology

Main Findings: Sustainable Development Goals

➤ Social value = **14 million €**

➤ SROI = **3,89**

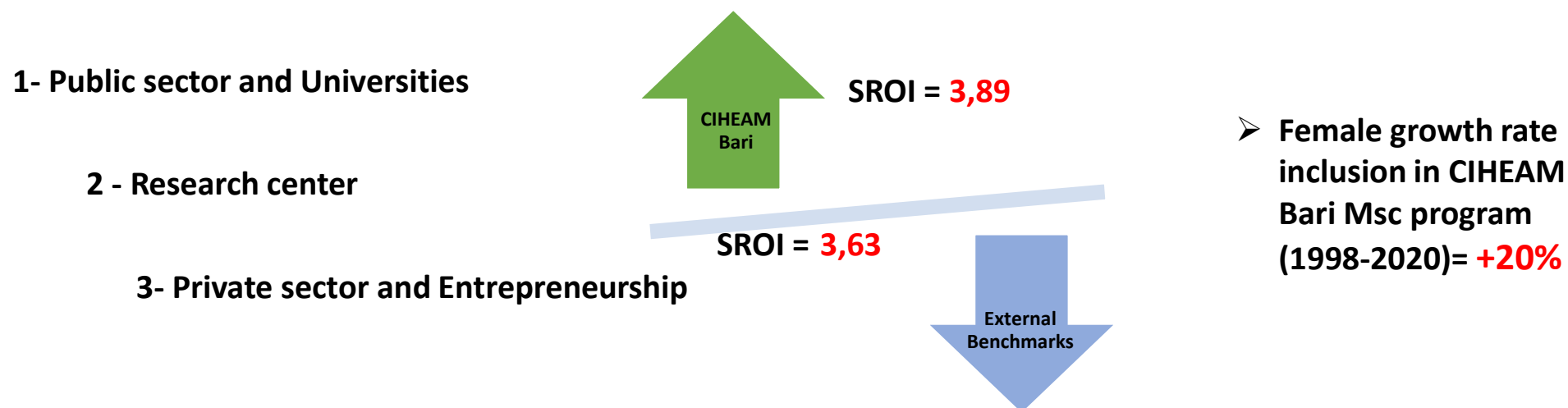




Conclusions *Economic and Social Impact* Analysis with the SROI methodology



- The CIHEAM Bari Social Return on Investment (SROI) is **above average** with respect to national and international benchmarks on the Higher Agricultural Education field



- The CIHEAM Bari is generating **over 10 million €** of social value in favour of the **UN Goal 8** by only considering the professional opportunities boosted by the institute
- With the **82% of ex-students** now operating/performing in the public sector (Academia, Ministries..)



General conclusions and recommendations



- The **on-going follow-up survey** still providing a **wealth of extremely valuable and reliable** indicators, information, ideas and insights for the CIHEAM Bari administration.
- The findings out of this study **highlight the importance of involving former students/trainees in CIHEAM's courses and programs curricula development and adjustment.**
- It is also a valuable technique for providing **informative and reliable data** for CIHEAM Bari institution which can be utilized in improving various aspects of the current and future programs.
- **A limitations of follow-up studies is the inability to generalized beyond the study population.** All recommendations from this on-going research specifically addressed the CIHEAM of Bari Education/Training and Research programs. Finally, continued follow-up studies should be conducted to track curricula changes and determine if **those changes are reflected in former students' response.**



Take –home messages



Challenges

- ❑ At the **core of developing an Strong and Dynamic Alumni Network** is a **secure database** with an interactive **Web-based Platform** allowing the CIHEAM Bari Research community team and members to disseminate and share relevant information.
- ❑ This makes the **packaging communication, and dissemination of information** a much more **challenging task**, as information needs to be generic enough to be commonly understood, but should also be personalized in such a way that it still addresses the different **audience segmentations effectively**.

Opportunities

- ❑ **Avoid dispersion/Knowledge waste** (CAPMED 2025) of the CIHEAM Bari Education /Training and Research experiences, results and findings by sharing it, with those who can take advantages for its implications from political, economic and social aspects; FTN could be considered an economic and financial asset
- ❑ **Enable CIHEAM Bari research community and alumni to have access to the experience** and knowledge of experts who have already consolidate Research and can be a source of best practice information;
- ❑ CIHEAM Bari has trained, over last 58 years, more than **10.000 graduated** students and carried out more than 1000 of Research/Cooperation projects and programs which could be considered as a precious **source of knowledge and social/ human capital valuable** for sustainable development of the Mediterranean region



Q&A & Discussion



Former Trainees Network (FTN)

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Q&A

Discussion: How to make CIHEAM Bari Alumni Network (FTN) more strong and Dynamic?

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CIHEAM Bari-Italy



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Recommended readings

Driouech N., Sisto L., Lorusso O. and Raeli M. (2015). Alumni network and peer learning: experience of CIHEAM-Mediterranean Agronomic Institute of Bari- Italy. *Agriculture & Forestry*, Vol. 61. Issue 1: 239-249, 2015, Podgorica DOI: 10.17707/AgricultForest.61.1.31.

Brígido Corachán A.M (2008). Collaborative E-learning In The European Higher Education Area (Ehea): Towards A Peer-assisted Construction Of Knowledge. AT Univeristy. Universitat de València GRETA-2008 - 16/1&2

Driouech N. (2018). Avoiding knowledge waste through Alumni Networking, partnership and cooperation in the Mediterranean region. The role of higher education institutions in a modern business environment. 5th International Conference Faculty of Economics Brcko. Book of abstracts. Brcko: Faculty of Economics. p. 17-18.



Glossary



Impact: It's the outcome calculated by subtracting discount factors (deadweight, attribution, duration and displacement). It is the stable and lasting change directly made by the project in the socio-economic system in which it intervened.

Indicator: Indicators are measures that provide information on how much of an outcome is expected to happen or has happened. They can be based on information provided by those experiencing the outcome or from other sources.

Input: The contributions made by each stakeholder that are necessary for the activity to happen

Outcome: The changes resulting from an activity. The main types of change from the perspective of stakeholders are unintended (unexpected) and intended (expected), positive and negative change.

Outcome Typology: Each outcome has specific characteristics depending on the measurability or not and the possibility of being converted into a monetary value, the division between the types of outcomes can be defined as follows:

- **Hard** (uniquely measurable)
- **Soft** (not uniquely measurable)
- **Cashable** (convertible into economic value)
- **Non cashable** (not convertible into economic value)

Social return ratio: Total present value of the impact divided by total investment.

Social value: Social value is the quantification of the relative importance that people place on the changes they experience in their lives. Some, but not all of this value is captured in market prices. It is important to consider and measure this social value from the perspective of those affected by an organisation's work.



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<http://www.iamb.it/alumni>

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