Project title: DigitalCRAFT: Enhancing Vocational Skills Through Design Thinking and Graphic Design
Project No. 2023-1-RO01-KA210-VET-000166913
Project implemented by the **Free Education Union of Bacău County (SLI BACĂU) in partnership with UN-LAB -Italy**

MONITORING AND EVALUATION PLAN

OBJECTIVE*:* **Establish a structured Monitoring & Evaluation (M&E) Plan to assess the progress, effectiveness, and impact of the DigitalCraft project in achieving its objectives.**

1. INTRODUCTION

The DigitalCraft Monitoring & Evaluation Plan provides a systematic approach to track project implementation, progress toward objectives, and impact assessment. The M&E framework ensures:

- **Accountability – Ensuring project goals are met within the timeframe and budget.**
- **Performance measurement – Tracking teacher training, curriculum adoption and awareness campaigns.**
- **Continuous improvement – Identifying areas needing adaptation or additional support.**
- **Impact assessment – Measuring the long-term effect of the project on VET education.**

This plan will be used by the project management team (SLI Bacău and UN-LAB) to guide decision-making, reporting, and stakeholder engagement.

2. KEY PERFORMANCE INDICATORS (KPIS*)*

To measure success, the following Key Performance Indicators (KPIs) will be tracked across all project activities*.*

A. TRAINING AND TEACHER CAPACITY BUILDING

INDICATOR	TARGET	MEASUREMENT METHOD	FREQUENCY
Number of teachers trained	50	Attendance records, training reports	After each session
Increase in teacher knowledge of Design Thinking (%)	50%	Pre- and post-training surveys	After each training
Teachers implementing Design Thinking methods (%)	40%	Follow-up survey, classroom observations	6 months post-training

INDICATOR	TARGET	MEASUREMENT METHOD	FREQUENCY
Teachers requesting further training (%)	30%	Training feedback forms	End of project

B. AWARENESS AND DISSEMINATION

INDICATOR	TARGET	MEASUREMENT METHOD	FREQUENCY
Schools reached through dissemination events	10+	Event attendance lists	End of project
Teachers planning to share video with colleagues (%)	50%	Follow-up survey	End of campaign

C. CURRICULUM DEVELOPMENT AND INSTITUTIONAL ADOPTION

INDICATOR	TARGET	MEASUREMENT METHOD	FREQUENCY
New curriculum developed and tested	1 completed curriculum	Document review, stakeholder feedback	Mid-project
Schools adopting DigitalCraft methods	5+	Institutional surveys, policy adoption reports	End of project
Teachers integrating Canva, TimelineJS, CapCut	60%	Post-training survey	End of project
Student engagement increase (%)	30%	Teacher reports, student feedback	End of project

D. IMPACT ON STUDENT LEARNING AND FUTURE READINESS

INDICATOR	TARGET	MEASUREMENT METHOD	FREQUENCY
Student engagement in digital learning activities	40%	Classroom observations, teacher reports	End of project
Increased confidence in project-based learning	30%	Student self-assessment surveys	End of project

3. MONITORING AND EVALUATION METHODS

Data collection techniques:

- **Surveys & questionnaires: Used for pre- and post-training evaluation of teachers, students, and stakeholders.**

- **Attendance records & reports:** Tracking participation in training sessions, workshops and dissemination events.
- **Teacher & student feedback:** Capturing qualitative insights into DigitalCraft's impact.
- **Classroom observations:** Evaluating how teachers integrate new methodologies into their lessons.

EVALUATION TIMELINE:

Phase	M&E ACTIVITY	Responsible	Timeline
Project Start	Baseline teacher survey	Project team	Month 3
Training Phase	Monitor training attendance, collect feedback	Trainers	After each session
Mid-Term Review	Assess video campaign impact	Project team	Month 14
Final Impact Assessment	Conduct surveys, classroom observations, evaluate long-term effects	Project team, teachers	Month 12-14

4. RESPONSIBILITIES AND REPORTING

PROJECT MANAGEMENT TEAM (SLI BACĂU & UN-LAB):

- Oversees data collection and analysis.
- Ensures M&E results inform decision-making.
- Prepares reports for stakeholders and National Agency.

TRAINERS AND TEACHERS:

- Provide feedback on training effectiveness.
- Share best practices and challenges in implementation.

STAKEHOLDERS (SCHOOLS, UNIONS):

- Engage in evaluation discussions.
- Support institutional adoption of DigitalCraft methods.

M&E REPORTING SCHEDULE:

- **Quarterly Reports** – Internal project progress updates.
- **Final Impact Report (Month 14)** – Comprehensive assessment of project outcomes.

5. EXPECTED CHALLENGES & MITIGATION STRATEGIES

CHALLENGE	POTENTIAL IMPACT	MITIGATION STRATEGY
Low teacher engagement in training	Limited project adoption	Provide incentives, ongoing mentorship
Limited institutional support	Delays in curriculum adoption	Engage school leadership early in process
Low student interaction with digital tools	Reduced learning outcomes	Offer structured, gamified learning activities
Technical barriers (limited access to tools)	Inequality in digital skill development	Provide alternative low-tech solutions, leverage mobile-friendly tools

6. FINAL CONSIDERATIONS AND SUSTAINABILITY

To ensure long-term sustainability, the DigitalCraft project will:
- Encourage peer-learning networks among trained teachers.
- Develop open-access digital resources for continued use.
- Monitor the long-term impact by tracking curriculum integration in future years.