Baseline and Endline Measurement Planning in M&E Training Course

Professional Development Training Course Outline

Category	Monitoring and Evaluation	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

Baseline and Endline Measurement Planning is a critical pillar of results-based Monitoring and Evaluation (M&E), providing the empirical foundation for assessing program performance, impact, and value for money. Baseline and Endline Measurement Planning in (M&E) Training Course equips participants with practical, data-driven methodologies to design, implement, and manage high-quality baseline and endline studies that meet donor, policy, and accountability standards. Emphasis is placed on indicator alignment, data quality assurance, sampling rigor, and ethical data practices.

In an era of evidence-based decision-making, adaptive management, and impact accountability, organizations must demonstrate measurable change over time. This course blends theory, real-world case studies, and hands-on tools to strengthen participants' capacity to plan robust baseline and endline measurements that support learning, reporting, and strategic improvement across development, humanitarian, and public sector programs.

Programme Curriculum

Baseline and Endline Measurement Planning in (M&E) Training Course

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5 days

Course Objectives

By the end of the course, participants will be able to:

1. Design robust baseline and endline measurement frameworks
2. Align indicators with logframes, ToC, and results frameworks
3. Apply results-based management (RBM) principles in measurement planning
4. Develop SMART, gender-responsive, and equity-focused indicators
5. Select appropriate quantitative and qualitative data collection methods
6. Design statistically sound sampling strategies
7. Ensure data quality, reliability, and validity
8. Integrate ethical standards and safeguarding in data collection
9. Plan cost-effective baseline and endline study budgets
10. Manage field operations and enumerator training
11. Conduct baseline–endline comparisons and change analysis
12. Communicate findings through evidence-based reporting and dashboards
13. Use baseline and endline data for learning, adaptation, and policy influence

Target Audience

1. Monitoring & Evaluation Officers
2. Project and Program Managers
3. Development and Humanitarian Practitioners
4. NGO and CSO Staff
5. Government Planning and M&E Units
6. Research Officers and Data Analysts
7. Donor-Funded Project Teams
8. Consultants in M&E and Impact Assessment

Course Modules

Module 1: Foundations of Baseline and Endline Studies

- Purpose and value of baseline vs endline measurements
- Role in accountability, learning, and impact evaluation
- Key M&E terminology and concepts
- Common pitfalls in baseline and endline planning
- **Case Study:** Failed baseline design and its impact on donor reporting

Module 2: Indicator Alignment and Results Frameworks

- Linking indicators to logframes and ToC

- Output, outcome, and impact level indicators
- Indicator reference sheets (IRS)
- Gender- and inclusion-responsive indicators
- **Case Study:** Aligning indicators in a health sector program

Module 3: Baseline Study Design and Planning

- Defining scope, objectives, and evaluation questions
- Selecting appropriate study designs
- Timing and sequencing of baseline activities
- Stakeholder engagement in baseline planning
- **Case Study:** Baseline planning for an education intervention

Module 4: Endline Study Design and Comparison Logic

- Endline objectives and success criteria
- Ensuring comparability with baseline data
- Managing changes in context and indicators
- Attribution vs contribution analysis
- **Case Study:** Endline challenges in multi-year donor projects

Module 5: Sampling and Data Collection Methods

- Probability vs non-probability sampling
- Sample size determination
- Quantitative and qualitative tools
- Digital data collection (ODK, Kobo, SurveyCTO)
- **Case Study:** Sampling errors in agricultural surveys

Module 6: Data Quality Assurance and Ethics

- Data quality dimensions (accuracy, completeness, timeliness)
- Enumerator training and supervision
- Ethical approvals and informed consent
- Data protection and confidentiality
- **Case Study:** Data integrity issues in humanitarian contexts

Module 7: Data Analysis and Interpretation

- Cleaning and validating baseline and endline data
- Comparative analysis techniques
- Measuring change and performance trends
- Equity and disaggregation analysis
- **Case Study:** Interpreting mixed-method findings

Module 8: Reporting, Learning, and Utilization

- Baseline and endline reporting structures
- Visualization and dashboards
- Learning loops and adaptive management
- Communicating results to donors and stakeholders
- **Case Study:** Using endline findings to influence policy

Training Methodology

This course employs a participatory and hands-on approach to ensure practical learning, including:

- Interactive lectures and presentations.
- Group discussions and brainstorming sessions.
- Hands-on exercises using real-world datasets.
- Role-playing and scenario-based simulations.
- Analysis of case studies to bridge theory and practice.
- Peer-to-peer learning and networking.
- Expert-led Q&A sessions.
- Continuous feedback and personalized guidance.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

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