

Table x. Distinguishing between the key SEHEEF components at the university level.

Continuous Quality Improvement	Quantitative Impact Evaluation	Theory-based evaluation
Regular and timely using data gathered routinely or readily obtainable by program staff in real-time to inform small, iterative changes.	Infrequent, discrete and usually conducted by evaluation specialists to inform substantive decisions.	Infrequent, discrete and usually conducted by evaluation specialists to inform substantive decisions.
Usually focussed on activities and outputs, although indicators of outcomes can also sometimes be used.	Focused on primary outcomes at the student level using administrative data.	Focused on a wide range of outcomes at different system levels (student, family community, institutional).
Cannot indicate causality	Specifically focused on attributing a particular effect to a particular cause	Focused on assessing the contribution that a program makes to multiple effects.
Enables internal and external staff to assess if objectives are being met so useful for compliance and accountability purposes. Difficult to use by itself for assessing impact, but can inform impact evaluation by providing information needed to understand why a particular change has come about.	Provides a robust estimate of the impact of a program compared with a counterfactual using quantitative methods. Addresses what questions.	Provides multiple lines of evidence using different methods to understand what works, for whom, and in what circumstances. Addresses how and why questions by placing high importance on context.
Primarily conducted at the activity level across most programs.	Conducted at the program level for a selection of programs.	Conducted at the program level for a selection of programs.
Relatively low cost so funding is typically budgeted for within the program's operating budget	Resource- and time-intensive so must be purposefully budgeted for.	Resource- and time-intensive so must be purposefully budgeted for.
Involves data collection tools that allow simple recording and reporting of information	Involves complex data analysis and interpretation.	Involves methods of data collection and synthesis that require high levels of expertise.