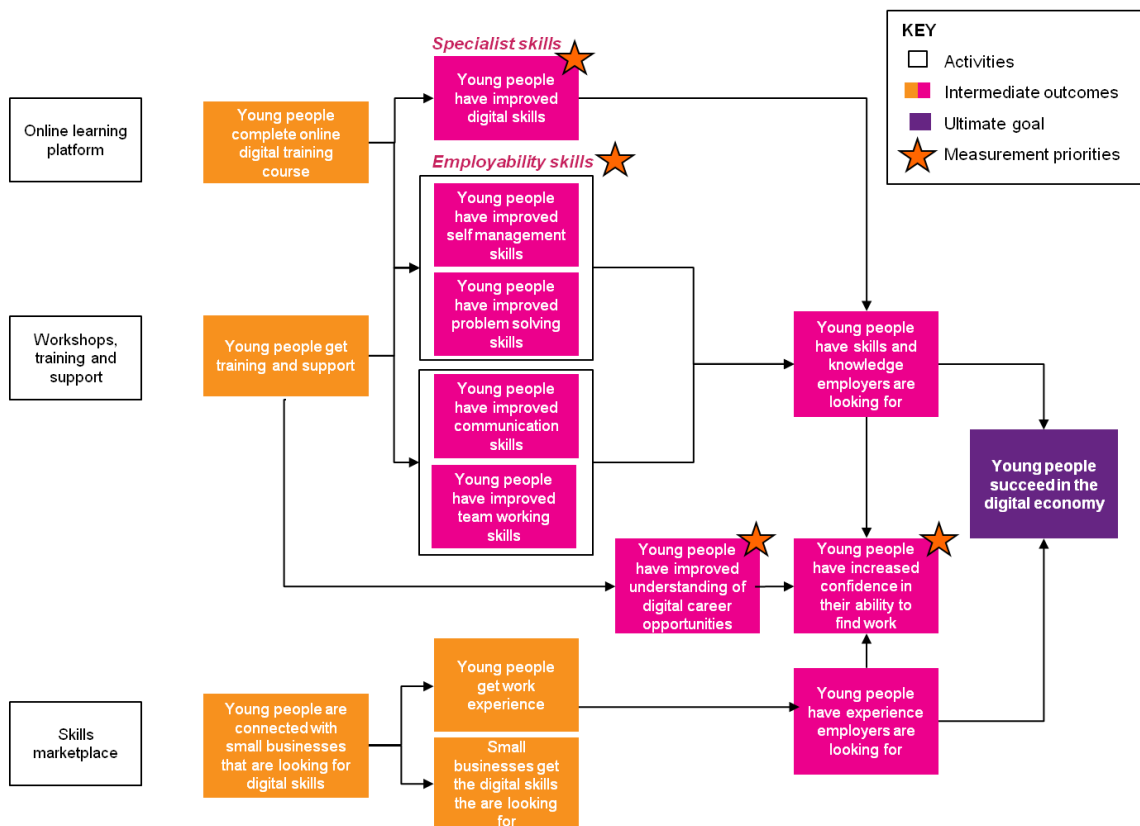# Fluency

Fluency, a social enterprise start up, equips young people with the skills to find work in the digital economy. Its education platform offers online training in areas such as digital marketing, web design and search engine optimisation. At the same time, its online marketplace is used to connect unemployed youth with small businesses in need of digital expertise.

Founder and CEO, Sinead Mac Manus, was keen to create a robust evaluation framework from the get-go, but knew a lack of time and resources would hold them back. The readymade JET framework proved an ideal solution; *'I went to the JET launch event and it seemed the perfect fit.'*

Sinead could tell a great deal of time and thought had gone into developing the framework; *'it was very comprehensive and covered all, and more than, we had thought of. It's modular, so we could pick and choose the elements most relevant to our work.'* She finds the JET framework poster a helpful reminder: *'we've put it on the wall of our office, so it's easy and tangible to see where our day-to-day work fits in.'*

Fluency: theory of change

Sinead explains that starting to map a theory of change *'with a blank sheet of paper was really hard to think about, but the examples were helpful.'* After this, prioritising outcomes and selecting tools were both relatively straightforward: Fluency knew the key outcomes it wanted to measure from the results of its pilots, and added bespoke questions on digital skills to the survey based on the content of its course.

Fluency is now ready to start using the short survey to measure its impact on young people's digital skills and employability. The questions have been added to its online system so young people complete them as they log-in to the course. Fluency will repeat the survey later in the course to track their progress longitudinally.

Fluency is trialling three different approaches to supporting young people through the online platform, each of a different intensity, and the results of the surveys will be used to evaluate what works, and improve Fluency's approach.

Overall, Fluency has found the JET framework really helpful at this early stage in its development. Without it, Fluency would have developed questionnaires internally—these would not have been based on standardised scales, and in the past Sinead has found they tend to become overly complex.

Using JET has also impressed Fluency's funders, as Sinead explains: *'I've been meeting with lots of investors and a key question is always, "how are you measuring your social impact?" As a young social start up, using a recognised framework has given us more credibility than if we'd made up our own approach.'*