	Evaluation Question What do we want to evaluate and learn about?	Target Group Who is involved?	ToC Area of enquiry What section of the ToC is being investigated?		le o Indicator os Which qualitative/quantitative indicator measures this outcome?	Indicator Description Where is there a need for key words to be defined?	Target for Indicator What is the target for this indicator?	Frequency How often should ' indicator be collected'	Responsible Team Who is responsible for measurement of this indicator internaliv?	Monitoring Metrics Does this indicator require the use of monitoring data?		Data Collection Methods: Newcomers Which data collection methods should be used to collect data against this indicator?		Data Collection Methods: Municipalities Which data collection methods should be used to collect data against this indicator?		Data Collection Methods: Civil Society Which data collection methods should be used to collect data against this indicator! Focus Groups/Learning Workshop Workshop Online Survey
- DAC				Indicator Cod Code assigned to identify indicator within tools/for analysis												
显충												In-Depth Interviews OR Focus Groups Online Survey		Focus Groups/Learning Workshops Online Survey		
				1.0	Number of months until first job	Paid part- or full-time job for 3+ months	50% (1 year)	6-monthly	incurrany.	Yes=X	Туре	OR Focus Groups	online survey	Workshops	online survey	Workshops Online survey
	Dues the Walkinson appreciation in the certification of the certificatio	Newconers	A 'rapid transition' to work is demonstrated by higher employment rase and greater financial independence	LI.	#1% newcomers securing an internship, traineeship, or temporary job	Formal, documented placement	30% (6 months)	6-monthly			Pluncipal Records/UVVV records	×	*			
				1.2	Average monthly income change	Average self-reported income vs. previous 6 months	€400+ increase 10 quotes/year	Annually Ongoing		*	Municipal Records		*			
				1.4	Self-reported annecdates about improved financial independence	Descriptive quoses from users on job impact Users describe feeling less dependent on welfare	10 quotes/year	Ongoing				*				
			Growth is social nameories enhance personal wellbeing and restlence	2.0	Number of people in social circle (meaningful relationships)	control sources remong uses segmented to messare individual regularly interacts and maintains social relationships. Priends, family members, colleagues, classrates, neighbors, and others with whom a person shares musual communication, support, or activides.		6-monthly		×	Refugee Work/Neighbourhood Team data	×	×			
				2.1	H% users reporting at least one meaningful friendship/relationship, as a result of a social network activitiesly		60% active users	6-monthly			rean au	*				
Efficiency				2.2	on the app #75 users reporting reduced feelings of loneliness/solation, as a result of a social network activities/v on the app	Consistent emotional support relationship Based on a validated loneliness scale (e.g. UCLA Loneliness Scale, 3-item version)	50% of users report improvement over 6 months	6-monthly					×			
				23	Activides product metrics	W of activities, activities most viewed, activities ranked by most signed up, N or viewed activities signed up for during a session, activities ranked by most cancelled, activities ranked by most started, activity categories ranked (prost viewed/most signed up). Activity casegory fibers ranked by most selected, filter types (distance, time,) ranked by most selected, Words users are starteding filer, ranked by most seed.	As defined by product team	Monthly		×	Aso analytica			×		
				2.4	Self-reported resilience score	Use Brief Resilience Scale (BRS) or equivalent (average score out of 5)	Average score >3.55	6-monthly					×			
				3.0	Information product metrics	Information categories ranked by most viewed, Information articles ranked by most viewed, Information articles ranked by most shared, Words users are searching for in Information, ranked by most used.	As defined by product team	6-monthly		×						
			Engagement with information and opportunities for language learning accelerates Dutch language proficiency	3.1	Average number of hours newcomers spend in language cafes or courses	Tracked per user/month	8 hrs/month average	6-monthly		×	App analytics Municipal monitoring data					
				3.2	Courses S newcomers reporting increased confidence using Dusch in daily 8fe (Likert scale survey)	Self-assessed comfort speaking Dutch Dutch proficiency based on integration targets, compare time taken to reach	> 60% reported gains	6-monthly				×	×			
				3.3	Number of months until reaching B1 level	\$1 level compared to the average within the 3-year integration simeline	40% achieve BI+ in I year			×	Municipal monitoring data / DUO registration		×			
				3.4 4	W% of newcomers completing an accredited Dutch language course (e.g. A2 to B1 level) Number of active users of the social map	Verified certification from language providers Social map is a key product that consolidates activities in ones municipality.	> 50% complete course	Annually 6-monthly		×	Municipal monisoring data					
		Municipalides	Improved operational efficiency resulting is reduced staff workload and time savings, and more effective service delivery through improved collaboration via the social network map	4.1	Number of contact moments per newcomer	Added value product.		Annually		× .	App analytics	-	-	×		
				42	Self-reported annecdates about improved operational efficiency	Contact moments refer to number of 1:1 conventations Descriptions of simplified workflows or reduced admin burden from staff	10-12 usable quotes/year	Ongoing			Municipal monisoring data			×	×	
				43	Self-reported annecdotes about increased effectiveness in service delivery	Staff descriptions of improved ability to respond to newcomer needs or act in simely way	10-12 usable quotes/year	Ongoing						×	×	
Effectiveness	Are there other canadities that are generating results?	Newcomers	A faster completion of newcontent' integration is driven by autonomy (zellingle) so malgate own integration process with confidence and trust in support	5	Number of months until completion of the integration process	Successful integration definition aligned with Dutch government. The process is planned to take 3 years and includes being granted a residence permit, learning the Dutch language, understanding Dutch society and values, and orienting towards the labour marker, assessed through a Civic integration score.		Annually		×	Municipal recoinness days / DLID	×		*	x	
				5.1	% users who feel confident navigating their integration process	sector. Confidence defined as knowing where so go, what steps so take, and how to take action independently.	> 60% users report confidence	6-monthly				×	*			
				5.2	% users who report they accessed other support (not included on the app)	Tracks broader ecosystem engagement (e.g. NGOs, informal help, religious orgs)	> 40% users accessing other support	6-monthly				х	×			
				5.3	Activity (2.2) and information product metrics (3.0)	See 2.2 and 3.0 descriptions	As defined by product team	6-monthly		×	App analytics		*			
			Higher participation rates with social activities and services promotes social interaction, reduced isolation and improved mental health	6.1	Use indicasor 2.0 Use indicasor 2.1	Consistent emotional support relationship Based on a validated loneliness scale (e.g. UCLA Loneliness Scale, 3-item	60% active users 50% of users report improvemen	6-monthly 6-monthly					×			
				6.1	Use indicator 2.1 Self-reported annecdotes about what helped reduce isolation	version)	over 6 months 10-12 narrative responses/year	6-monthly Ongoing					*			
				43	Self-reported level of wellbeing	Qualitative examples of what made a difference (e.g. app. events, peers, est)	10-12 har 120-re responses year	6-monthly		*	Refugee Work/Neighbourhood Team Data					
			Securing access to employment pathways through mestorship, training academies, and placements	7	#% newcomers securing an internable, traineeship, or temporary	WHO-5 subjective wellbeing questionnaire Active engagement in any structured program (min. 2 weeks)	> 40% of users	6-monthly		×	Team Data		*		×	*
				7.2	Use indicator 1.0	Paid part- or full-time job for 3+ months	50% (1 year)	6-monthly			App analytics	*	*		×	×
				7.2	Self-reported annecdotes about other factors influencing access to employment.	Other factors that could have supported the user in accessing employment (e.g. NGOs, personal networks, mensors)	10-12 usable quotes/year	Ongoing				*				×
			Improved performance and		# of collaborative initiatives launched by CSOs	joint events, referrals, co-delivery, funding applications	> 15 per year	6-monthly								ж.
		Civil Society	coordination within and amon community organisations	8.1	% CSOs reporting improved capacity/performance Self-reported annecdotes about what else helped to improve	Self-assessed improvements due to app engagement	> 60% gains 10-12 usable quotes/year	6-monthly Ongoing								*
				,	capacity/performance Use indicator 2.0	Continue and and annual relationship	60% active users	6-monthly					*			*
	So users achieve the intended outcomes in the three core extremo waves (e.g. sectiol, language, ward, y)	Newcomerx	higher participation rases with social activities and services promotes social insection, reduced labelation and improved mental health for the properties of the properties o	9.1	Use indicasor 2.1 Salf-reported annecdotes about how social activities/services on the upp have led to increased social interaction	Consistent emoisseal support relationship Based on a validated lonel ness scale (e.g. UCLA Loneliness Scale, 3-term version) Descriptions of social activities that lied to more connections	50% of users report improvement over 6 months 10-12 usable quotes/year	6-monthly Ongoing					×			
				9.3	the app have led to increased social interaction Use indicator 7.3 Municipalisies/CSOs report reduced isolation among users	% reporting observable reduction in isolation among users	> 50% report improvement	Annually								
*				10	Use indicator 3.0	App usage: course links, cafés, videos	> 60% active users	6-monthly		*					_	-
				10.1	Use indicator 3.1	Tracked per user/month	8 hrs/month average	6-monthly		×	App analytics					
				10.2	Use indicator 3.2	Self-assessed comfort speaking Dutch	> 60% reported gains	6-monthly			Municipal monisoring data		*			
Relevance			language proficiency	10.3	Use indicator 3.3	Dusch proficiency based on insegration targets	40% achieve B1+	Annually		×	Municipal monitoring data					
				10.4	Use indicator 3.4	Verified certification from language providers	> 50% complete course	Annually		×	Municipal monisoring data					
			Engagement with personal and skill development opportunities, improves	11.1	% of newcomers accessing employment-related content # newcomers matched with a mentor	Mensorship, job academy, placements Tracked via app and/or portners	> 60% active users > 100 per year	6-monthly 6-monthly		x x	App analytics App analytics / CSO monitoring				-	x x
			opportunities, improves understanding of how to navigate the Dutch labour market	11.2	# newcomers on a placement or work-related programme	Formal entry into training/workplace	> 100 per year	6-monthly		×	data CSO monitoring data/Municipal monitoring data		*			
			market	11.3	% newcomers reporting better understanding of Dutch labour market and how their skills fit	Self-reported confidence ranigating job market e.g. search, applications, interviews, career events	> 60% active users	6-monthly					×			
	Are municipalities meeting their integration policy objectives more effectively with the Welcome app.		Greater insight into individual	12.1	# of staff accessing and using newcomer profiles S of municipal staff reporting improved understanding of	fluture exploration Staff insight into user needs	> 70% agree				1					
			Greater insight into individual newcomer profiles, enabling personalised support and direly contributions to their integration progress	12.1	newcomer needs % of cases where tailored support plans were created using	Staff insight into user needs Cases where profile info influenced support plan	> 70% agree > 60% of cases	6-monthly 6-monthly		×	Municipal monisoring data (case				×	
		Municipalities		12.3	scrofile insiehts % increase in newcomers achieving integration milestones (e.g. language completion, employment) due to personalised support	Future exploration		<u> </u>			(creed)					
	('performance metrics' as	Municipalities		13	Number of support requests per newcorner		1	6-monthly		×	Municipal caseload registration				×	
	wecome app: (performance metrics' as per the Wet inburgering, Participatiewet and Wet toegankelijke Overheid)		Improved efficiency in managing newcomer-related administrative tasks and requests	13.1	Number of activities, articles, organisations on the platform	Activities for newcomers to assend, articles that provide addisonal information, and organisations that provide support and information.		6-monthly		×	App analytics			×		
				13.2	% staff reporting reduced workload related to newcomer admin Estimated cost savings from reduced staff time spent on admin	Self-reported reduction in time/effort invested in admin tasks	> 60% agree > 680,000/year (sotal cost saved	6-monthly			1	`		,	×	
	To what extent does the Welcome on process to the welcome of the section of process of new economics?	Nesconex		13.3	tasks M% active users who can correctly identify at least 3 key app	Hours saved x average wage rate Assesses user recall of core app functionality (e.g. job info, language tools,	> 680,000/year (sotal cost saved > 80%	6-monthly			1					
				14.1	features User Activity Product Metrics	People who have opened the app 1 or more times in a month, People who have accessed the app through clicking a notification, inactive = The frequency drop below once per 3 months. The total number of new users who have not	Y As defined by product seam	Monthly				×				
			Awareness of the app and its practical use and purpose	14.2	Users Product Metrics	only registered but also engaged with the platform within a specific period. Wuser accounts created, Wofusers completing onboarding, user growth rate, coverage, user mix, user mix rate.	As defined by product team	6-monthly		×	Are restative					
			, , ,	14.3	Feature Use Product Metrics	Activity overview opened feat, connect overview opened feat.	As defined by product seam	Monthly								
				14.4	Account Creation Product Metrics	Account Created, Account completion rate	As defined by product team > 75% mention key goal (e.g.	Monthly								
			Access to relevant (work, language, social) information and opportunities	14.5	Extent to which users can describe the purpose of the app	Open-ended responses coded for alignment with WA goals	integration support) > 80% postive	6-monthly		¥		*	_	_		
				15.1	S users who rate information on app as "relevant/useful" Information product metrics	User rating of content relevance (Likert scale 1 so 5 or binary yealso) Information categories ranked by most viewed, Information articles ranked by	As defined by product team	6-monthly Monthly			+			×		*
				15.2	Activities product metrics	most viewed, Information articles ranked by most shared, Words users are People who have opened the app 1 or more times in a month, People who have accessed the app through dicking a notification, Inactive = The frequency	As defined by product team	Monthly								
				15.3	User Enagement Product Metrics Extent to which users state that opportunities on the app are	have accessed the app through dicking a notification, inactive = The frequency # of engaged users, engaged user growth, engaged user growth rate, engaged user mix	As defined by product team	Monthly		×	App analytics					
				15.4	relevant to them	Qualitative responses on fit and usefulness of app offerings	10-12 usable quotes/year	6-monthly			1	×				
	How do users and municipal staff paravive the quality and usefulness of the app content?	Newcomers	All outcomes related to newcorner engagement (social/work/language)	16.1	User satisfaction rating for each content area M% users returning to the app for repeat use in the same content	Users rate job, language, social areas separately (Likert scale I to 5 rasing)	Average rating > 4 out of 5 > 60%	6-monthly Monthly		y	 	×	*			
				16.2	area Net Promoter Score (NPS) for each main section (work, language social)	Returning users engaging with same category twice or more NIS = % promoters = % detractors (0 to 10 scale)	NPS > +30	6-monthly		*	App analytics		*			<u> </u>
				16.3	Degree to which users state that the usefulness of app content lee to a personal outcome	Description of how WA helped users find a job/course/opportunity	>50% link content to real-world result > 70% postive	6-monthly				×				
		Manisteriore	Greater insight into individual newcomer profiles, enabling personalised support and simely contributions to their	17 17.1	S staff agreeing app improves service quality S staff reporting improved ease of managing newcomer cases	Perception of service improvement due to app	> 70% postive > 70% postive	6-monthly 6-monthly			 				×	
		- Managarites	direct contributions to their integration progress	17.1	# instances staff share feedback or suggestions for improvement	Staff feel app reduces friction in managing support tasks Feedback submitted via in-app tool, meetings, or surveys	> 30 suggestions/year	6-monthly		×	App analytics				*	
				•		Attigs of sarrys										1