Boost Grant Success with Powerful Program Evaluation

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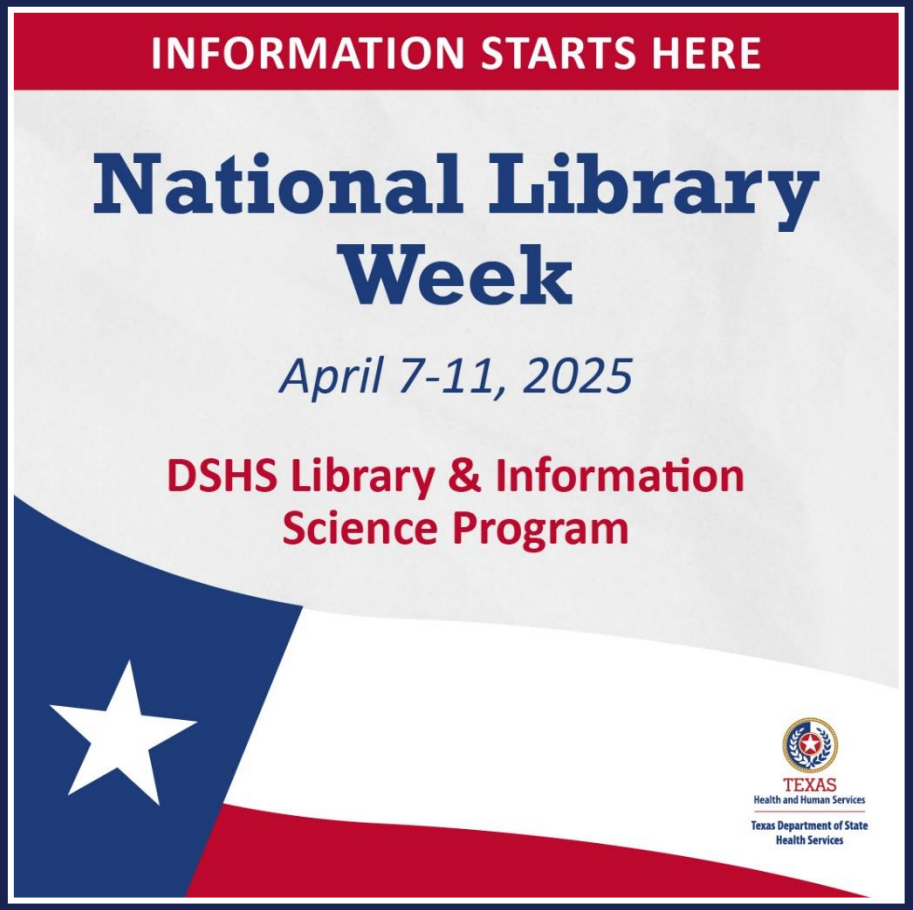

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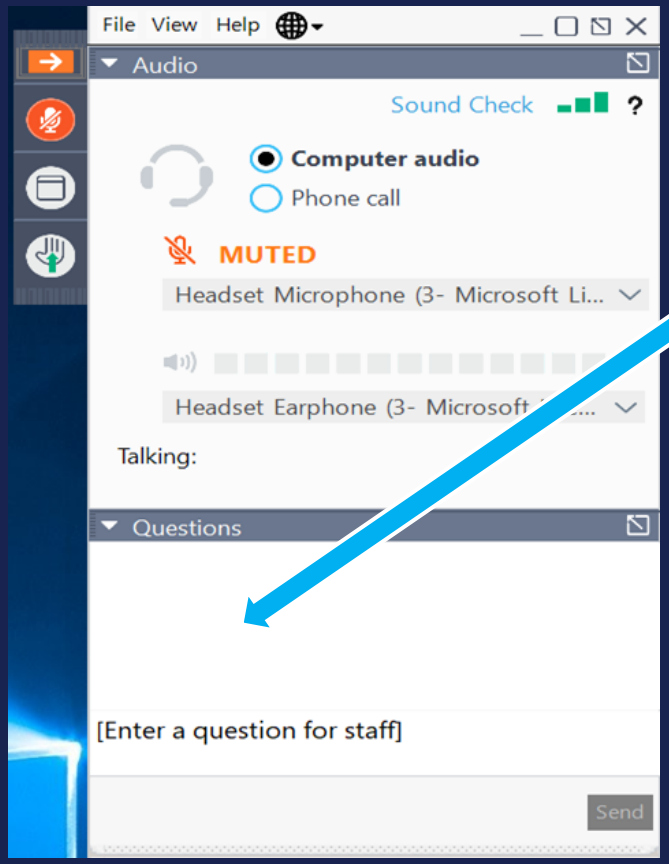

- Open and hide your control panel using the orange arrow.
- Submit questions and comments via the Questions box.
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Betsy Cox

Grant Development Center Coordinator

DSHS Center for Public Health Policy and Practice

Overview

- Grant Development Center
- What is Evaluation?
- SMART Objectives & Logic Models
- Plan Your Evaluation
- Q&A

Grant Development Center

- Grants Education
- Data Resources
- Funding Announcements
- Grant Searches
- GDC Email Updates

dshs.texas.gov/grant-applications-funding/grant-development-center

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What is Evaluation?

- Definition
- Challenges
- Benefits
- Grant Proposals

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Evaluation Defined

- Measure your program's goals, objectives, outcomes & impact.
- Occurs at the beginning, mid-point, or end.
- Collaborative process.
- No "one size fits all" or "perfect" plan.

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Challenges of Evaluation

- The funder doesn't require it.
- We already know what works.
- It's too complex and costly.
- It may show negative results.

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Benefits of Evaluation

- Proves program effectiveness.
- Demonstrates accountability to funders.
- Promotes ongoing program improvement.
- Makes the case for sustainability & replication.

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Evaluation in Grant Proposals

- Letter of Inquiry
- Organizational Background
- Executive Summary
- Statement of Need
- Program Narrative
- Budget
- Evaluation
- Sustainability
- Supporting Documents

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The Funder's Expectations

How will you:

- Measure success?
- Meet your goals & objectives?
- Know if your program is working?
- Build in course correction?

"Explain your plans to evaluate the impact or success of the project, and expected outcomes." (5,000 character limit)

– San Angelo Area Foundation

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Lay the Foundation for Evaluation

- SMART Objectives
- Logic Models

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SMART Objectives

Term	Description
SPECIFIC	Who, what, when, where & why
MEASURABLE	Criteria for success
ACHIEVABLE	Challenging & realistic
RELEVANT	Align with program goals
TIME-BOUND	Deadlines that keep you focused

"In 100 words or less, list up to three measurable objectives."

– Paso Del Norte Health Foundation

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Sample SMART Objectives

Mobilize partners & collaborators:

- By the end of the grant, establish 500 cross-sector partnerships throughout the State of Texas that include traditional organizations and non-traditional partners to improve coordination and alignment of public health, healthcare, and non-health interventions.

- By the end of the grant, convene and facilitate at least one multi-sector coalition in each of the 24 grant counties to develop tailored programs to address needs of underserved populations.

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Logic Models

- Project Snapshot
- Sequence of Events
- Program Planning

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"Develop a logic model to inform planning processes and activities to address underage drinking in the community. The Logic Model should be tied to goals, objectives, and activities identified in the Action Plan."

- SAMHSA

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Logic Model Framework

INPUTS	ACTIVITIES	OUTPUTS	OUTCOMES
Resources:	**Actions:**	**Results:**	**Changes:**
People	Startup	Services	Benefits
Money	Implementation	Products	Knowledge
Equipment	Close Out	Quantifiable	Skills
Facilities		Short-Term	Behaviors
Supplies			Long-Term

PLANNED WORK | **INTENDED RESULTS**

Evaluation is possible within each component.

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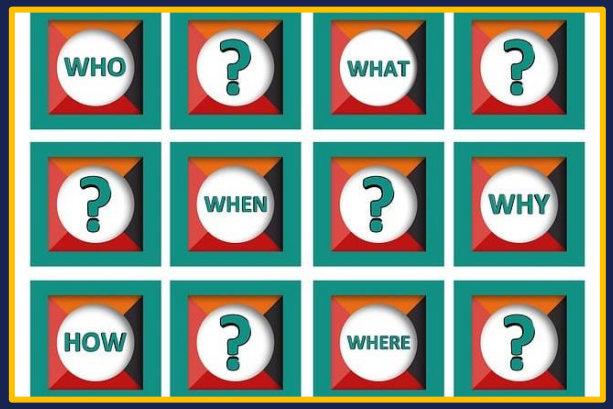
Logic Model Sample

INPUTS	ACTIVITIES	OUTPUTS	OUTCOMES
Staff: DSHS Central & Regional staff **Partnerships:** CBOs Higher Education **Knowledge & Expertise:** Data collection Familiarity with the target population DSHS Education & Communications **Resources:** Grant Funds Supplies Software	**Actions:** Build cross-sector partnerships Create community coalitions Develop locally tailored materials to promote resources & services Plan an intervention or program with community coalitions & partners based on community needs	**Partnerships (#):** Existing New Expanded Cross-sector **Community Coalitions (#):** Coalitions established CBOs & community members **Plans (#):** Intervention plans developed	**Short-Term Increases:** Ability to address immediate community needs Cross-sector partnerships & resource sharing Understanding of public health's role by partners Awareness of available public health resources
PLANNED WORK		**INTENDED RESULTS**	

Plan Your Evaluation



- Plan Elements
- Data Types & Tools
- Confidentiality & Consent
- Evaluation Types
- Analysis & Reporting

"Develop and carry out a plan to obtain, collect, and track data to measure outputs and outcomes in your project."

- HRSA

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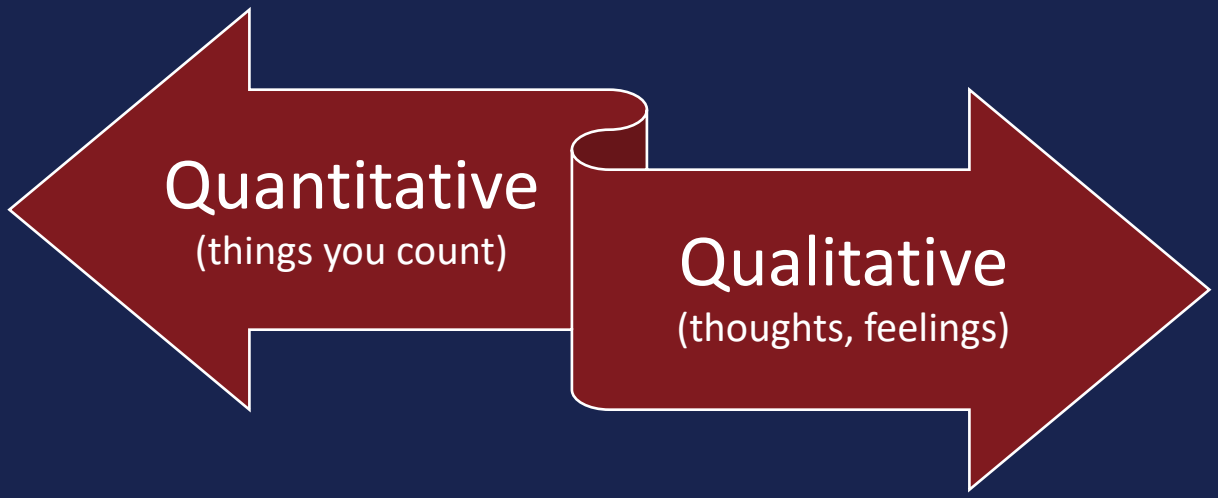
Evaluation Plan Elements

Item	Description
Program Background Information	Evaluation purpose Goals & objectives Logic model
Indicators	Specific evaluation questions
Evaluation Design	Data collection methods Type of data to be collected Evaluation framework Analysis approach
Timeline	Completion dates Time ranges for key steps & deliverables
Communicating Findings	Products to be developed for target audiences
Budget Information	Labor costs Systems & supplies
Evaluator/Team	Internal or third-party evaluator responsibilities

Data Types



"What change will occur in clients' lives as a result of this program, and how will you know this has happened? Identify the measurement tools you will use - quantitative or qualitative. (Limit 250 words)"

– GVTC Foundation

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Data Tools

Counts	Document Review	Surveys
Focus Groups	Interviews	Observation

- Most likely to provide needed information?
- Least disruptive to your programming?
- Fits your timeframe?
- Most affordable?

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Quantitative Tools

Tool	Pros	Cons
Counts	Objective Easy to collect & review	Limited Doesn't address impact
Document Review	Easily available data Not time-intensive	Data can be incomplete No in-depth understanding
Surveys	Easy & familiar Usually anonymous Large amounts of data	Impersonal Feedback quality Wording bias

Qualitative Tools

Tool	Pros	Cons
Focus Groups	In-depth exploration Identify common issues Quick data from many people	Need a good facilitator Group dynamics Scheduling
Interviews	Flexible format Range of information Develop relationships Effective stories	Resource-intensive Interviewer bias No breadth of experience
Observation	See program in real time Quick response to issues	Resource/time-intensive Bias process by watching

Surveys are qualitative if they include open-ended questions or as pre/post tests.

Confidentiality & Consent

- Create a consent form with reason for the evaluation & planned use of data collected.
- Allow participants to self-select out.
- Try not to collect identifiable data.
- Keep information confidential.
- Protection of Human Subjects requirement?

"Attachment 3: Sample Consent Forms. Include, as appropriate, informed consent forms for participation in the training/TA event and the collection of data."

- SAMHSA

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Evaluation Types

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PROCESS EVALUATION	OUTCOME EVALUATION

Process Evaluation Sample

Is Your Program Proceeding As Planned?

Item	Example
Indicators	• Numbers of partnerships & coalitions? • Number of geographic sectors represented? • Number of community members significantly involved in intervention planning?
Data Sources	• Monthly Progress Reports • Sustainability Plans • Partnership Directory • Partner Survey • Program Budget
Data Collection	• Document Review (reports, budget, directory) • Partner Survey
Data Analysis	• Excel, Qualtrics, SmartSheet
Reporting	• Quarterly Reports to Funder • Presentations & Posters

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Outcome Evaluation Sample

Is Your Program Making a Difference?

Item	Example
Indicators	• Increased understanding of public health and its resources in their community? • Increased trust in the local health department in their community?
Data Collection	• Local Health Department Partner Survey (Years 2 & 3)
Data Sources	• Partner Survey
Data Analysis	• Excel & Qualtrics
Reporting	• Annual Reports to Funder • Presentations & Posters

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Data Analysis

- Review data on an ongoing basis.
- Assess data quality.
- Interpret findings:
  - Quantitative – frequencies, averages & percentages.
  - Qualitative – themes & patterns.
  - Compare results from various tools & with outcomes.
- Limit your conclusions:
  - List recommendations for program improvements.
  - Create a summary report document.

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Reporting

Audience:

- Funders
- Leadership & Staff
- Participants
- General Public

Format:

- Reports
- Presentations
- Posters
- Stories
- Infographics
- Blog & Social Media

Program Improvements:

- Processes
- Staffing
- Budgeting
- Future Data Collection

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Resources

Source	URL
American Evaluation Association	eval.org
Asana	asana.com/resources/smart-goals
CDC	cdc.gov/library/research-guides/logic-models.html
Community Toolbox	ctb.ku.edu/en/table-of-contents/evaluate/evaluation/evaluation-plan/examples
DSHS Institutional Review Board (IRB)	dshs.texas.gov/office-practice-learning/institutional-review-board-irb
Kellogg Foundation	evaluationguide.wkkf.org/
National Library of Medicine	nnlm.gov/nec/evaldesign

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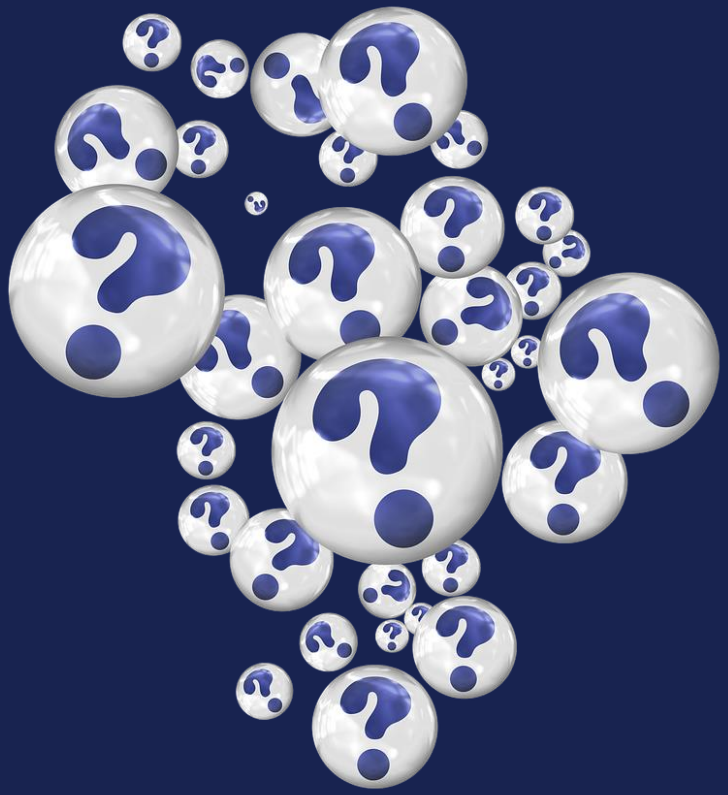
Q&A



Questions?

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