

Boost Grant Success with Powerful Program Evaluation

INFORMATION STARTS HERE

National Library Week

April 7-11, 2025

**DSHS Library & Information
Science Program**



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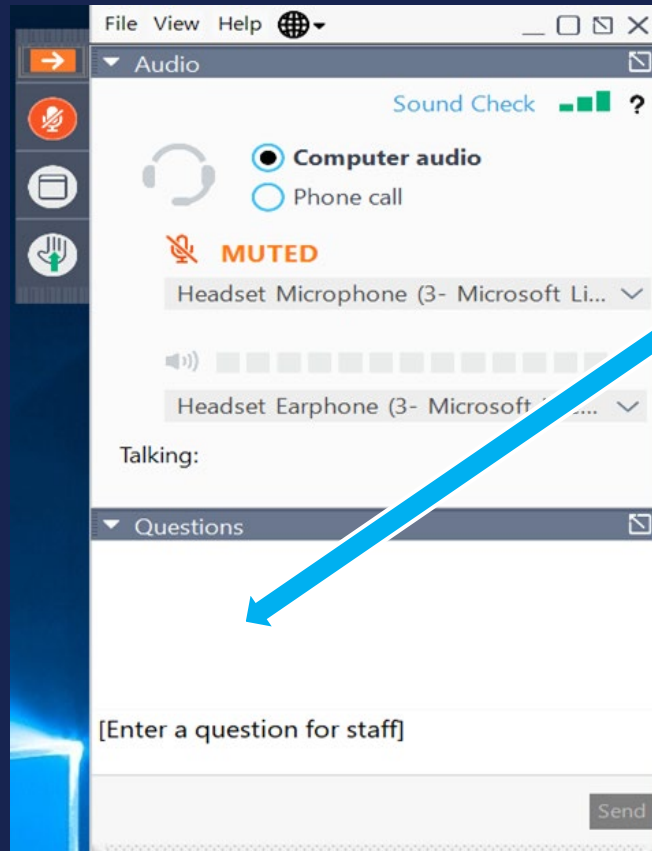
GoToWebinar Attendee Participation



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- Open and hide your control panel using the orange arrow.
- Submit questions and comments via the Questions box.
- If you are having technical difficulties, call GoToWebinar at 1-800-263-6317
- After the webinar is ended, a survey will automatically open.
- 1 hour after the webinar is over you will receive an e-mail with a link to the recording and the certificate.

Boost Grant Success with Powerful Program Evaluation



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Overview



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- 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



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

What is Evaluation?



- Definition
- Challenges
- Benefits
- Grant Proposals



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Evaluation Defined

- Measure your program's goals, objectives, outcomes, and 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?



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

– San Angelo Area Foundation

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 |



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

– Paso Del Norte Health Foundation

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."

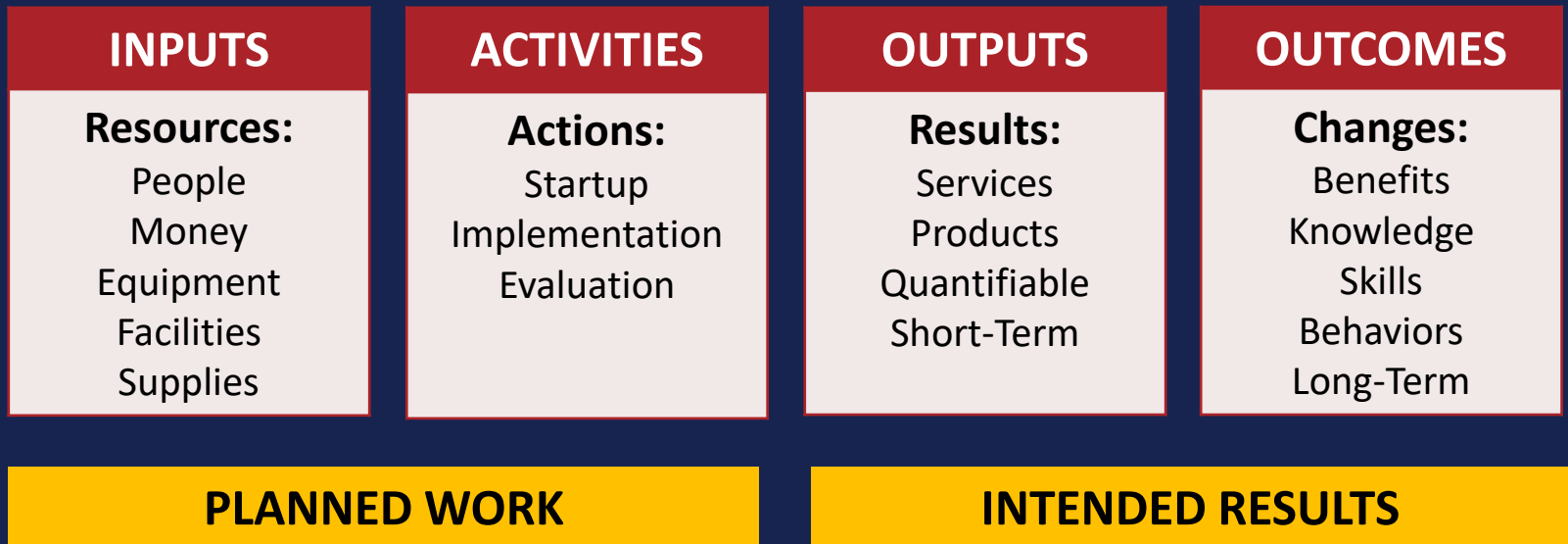
- SAMHSA



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Logic Model Framework



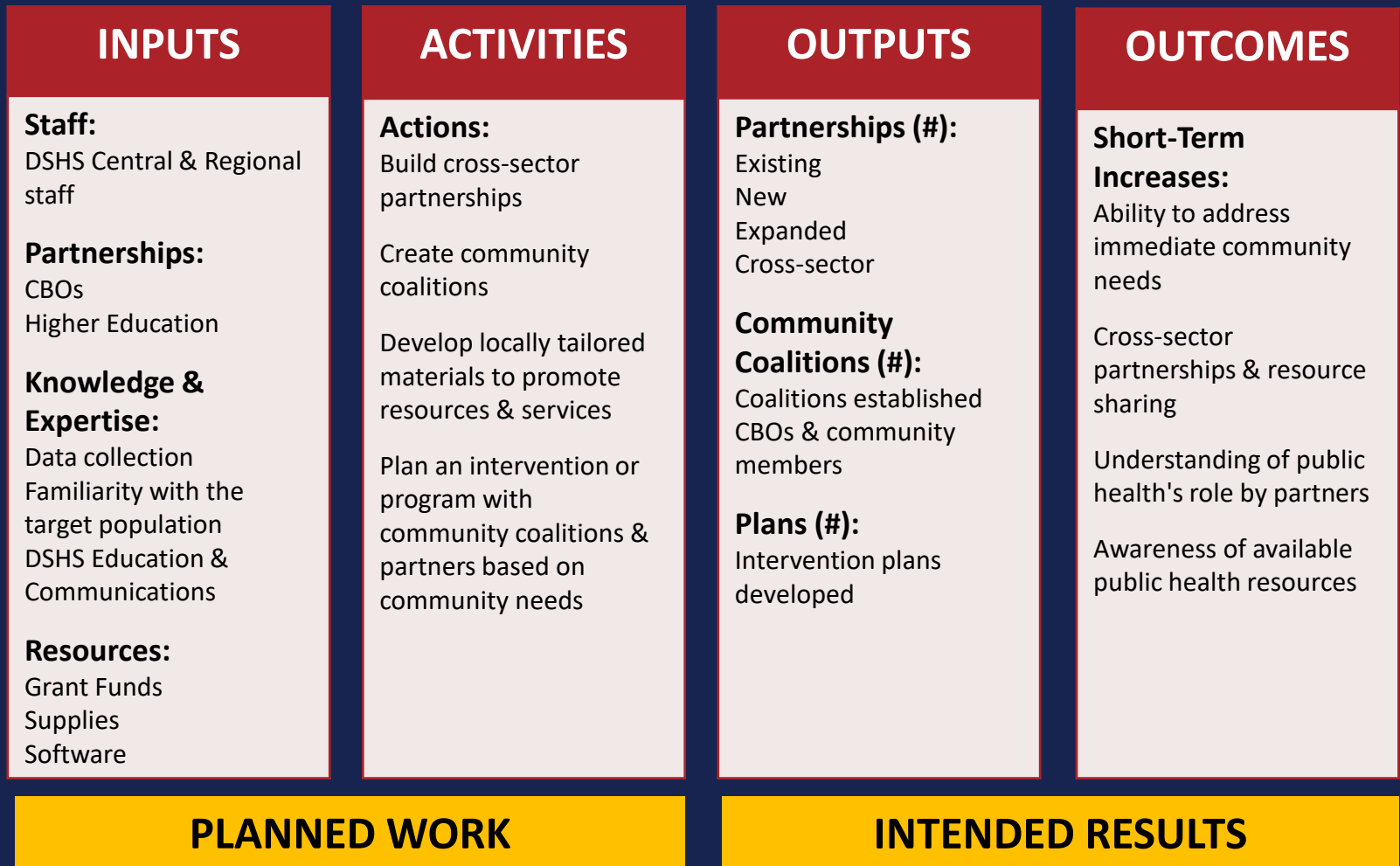
Evaluation is possible within each component.



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Logic Model Sample



Plan Your Evaluation



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



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"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

Quantitative
(things you count)

Qualitative
(thoughts, feelings)



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“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

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 |



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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?



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“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

INPUTS

Resources:

- People
- Money
- Equipment
- Facilities
- Supplies

ACTIVITIES

Actions:

- Startup
- Implementation
- Evaluation

OUTPUTS

Results:

- Services
- Products
- Quantifiable
- Short-Term

OUTCOMES

Changes:

- Benefits
- Knowledge
- Skills
- Behaviors
- Long-Term

PROCESS EVALUATION

**OUTCOME
EVALUATION**

Process Evaluation Sample

Is Your Program Proceeding As Planned?

| Item | Example |
|------------------------|--|
| Indicators | <ul style="list-style-type: none">• Numbers of partnerships & coalitions?• Number of geographic sectors represented?• Number of community members significantly involved in intervention planning? |
| Data Sources | <ul style="list-style-type: none">• Monthly Progress Reports• Sustainability Plans• Partnership Directory• Partner Survey• Program Budget |
| Data Collection | <ul style="list-style-type: none">• Document Review (reports, budget, directory)• Partner Survey |
| Data Analysis | <ul style="list-style-type: none">• Excel, Qualtrics, SmartSheet |
| Reporting | <ul style="list-style-type: none">• Quarterly Reports to Funder• Presentations & Posters |



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Outcome Evaluation Sample

Is Your Program Making a Difference?

| Item | Example |
|------------------------|---|
| Indicators | <ul style="list-style-type: none">• Increased understanding of public health and its resources in their community?• Increased trust in the local health department in their community? |
| Data Collection | <ul style="list-style-type: none">• Local Health Department Partner Survey (Years 2 & 3) |
| Data Sources | <ul style="list-style-type: none">• Partner Survey |
| Data Analysis | <ul style="list-style-type: none">• Excel & Qualtrics |
| Reporting | <ul style="list-style-type: none">• 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

Program Improvements:

- Processes
- Staffing
- Budgeting
- Future Data Collection

Format:

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



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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 | nlm.gov/nec/evaldesign |



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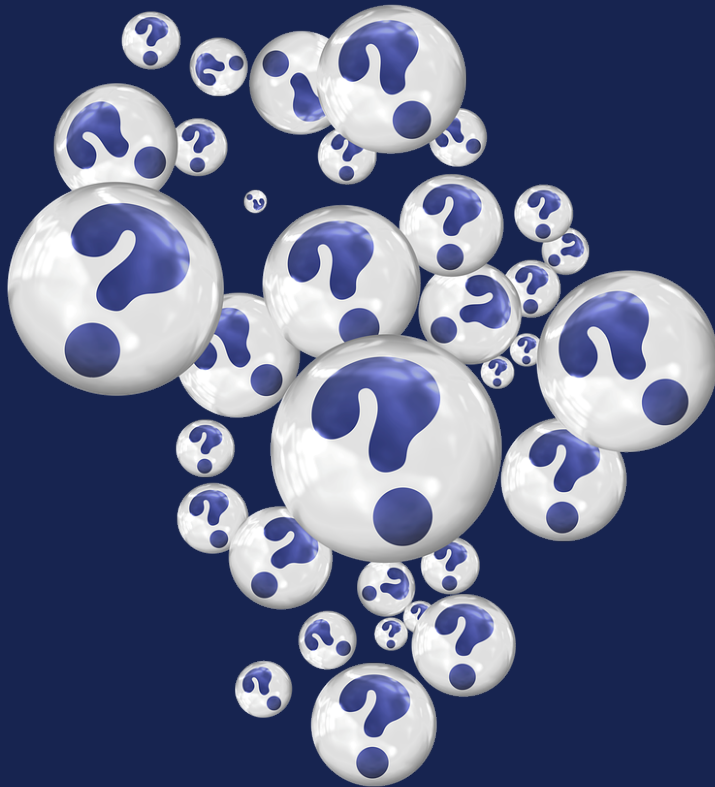
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Q&A



Questions?



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