

## Mastering Federal Grantwriting: Module VI

### Evaluation Overview

This module will examine different tools you can develop to evaluate your grant. Careful consideration is necessary to determine and describe the process you will use to evaluate the success of your grant. The results will also inform future reporting requirements.

## Module Topics

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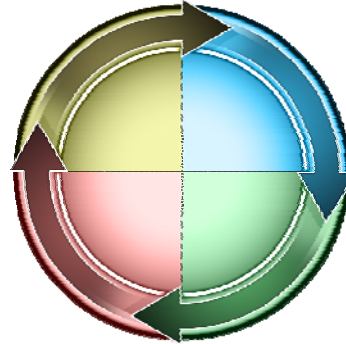
- ▶ Evaluation component of your proposal
- ▶ Objective and subjective evaluation



We will explore the purpose of the evaluation component of your proposal and the objective and subjective instruments of evaluation you will likely use.

## Importance of Evaluation From Start to Finish

**Define criteria of successful results and how the evaluation will be administered.**



### **What is Evaluation and How Does It Strengthen a Proposal?**

Evaluation is the process of determining the degree to which a program or project has achieved its stated goals and objectives. The measurable results developed through your need, goals, objectives, and activities flow exercise, therefore, provide the bedrock for your criteria of success.

A strong evaluation plan will significantly strengthen your proposal, and reporting will be required with federal proposals. Thus, it is essential that you build an evaluation plan into your proposal and be prepared to implement your evaluation at the time you start your program. If you want to determine change along some dimension, then you have to show where your clients, agency or community started. It is difficult at best to start an evaluation at or near the conclusion of a program because at that time you may not know or remember the original characteristics of your clients or community.

Here are the top three ways to do your evaluation:

1. Employ the tools the grant maker tells you to use.
2. Hire an outside evaluator and include the expense in your proposal budget.
3. Do it yourself. It's possible to do your own evaluation and in some instances it's easy. You must know and pay attention to your limitations in order to maximize credibility.

## Two Types of Evaluation

### ▶ **Process**

- ▶ Measures the approach taken to reach the final product
- ▶ **EXAMPLE**
  - ▶ **Present two workshops** for 20 families in July.

### ▶ **Outcomes**

- ▶ Measures the final product
- ▶ **EXAMPLE**
  - ▶ **Increase performance** on self-administered test in coping strategies **by 50%** on average for all participants as a result of the two workshops.

Additional reading on the two types of evaluation: Module III of this course and the United Way <http://national.unitedway.org/outcomes/>



The two primary types of evaluation go by several names but refer to the same concepts.

Terminology used include:

Inputs and outputs

Process and product

Outputs and outcomes

**Process and Outcomes** (The feds generally refer to these terms)

The Foundation Center describes well these two components of evaluation instruments:

*One measures the process; the other analyzes the resulting product. Either or both might be appropriate to your project. The approach you choose will depend on the nature of the project and its objectives. For either type, you will need to describe the manner in which evaluation information will be collected and how the data will be analyzed. You should present your plan for how the evaluation and its results will be reported and the audience to which it will be directed. For example, it might be used internally or be shared with the funder, or it might deserve a wider audience. A funder might even have an opinion about the scope of this dissemination.*

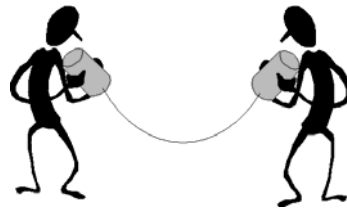
--The Foundation Center, <http://fdncenter.org>

The evaluation tools you decide to use to measure the progress of your program can be multiple and varied as long as they follow RFP guidelines, though they should complement each other and your evaluation methodology should be clear in your application.

## Subjective Evaluation Tools

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- ▶ Testimonials
- ▶ Anecdotes
- ▶ Success Stories
- ▶ Observations



Subjective, more qualitative though potentially very powerful evaluation tools include testimonials, anecdotes, success stories, and observations of both clients served and staff.

## Objective Evaluation Tools

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- ▶ Pre and post testing
- ▶ Surveys and questionnaires
- ▶ Interviews
- ▶ Activity Logs
- ▶ Case Reports
- ▶ Performance Reports



Frequently used quantitative, objective evaluation tools include systematic pre and post-testing, surveys and questionnaires, interviews, activity logs, case reports, and performance reports.

## Best Practices for Evaluations

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- ▶ Covers process and outcomes
- ▶ Define and explains evaluation mechanisms
- ▶ Describes evaluation reports to be produced.



### **Best Practice for Evaluations**

For both objective and subjective measures, a good evaluation...

Covers process and outcomes.

Tells who will perform the evaluation and how the evaluators will be selected.

Defines the evaluation criteria.

Describes data gathering methods.

Explains any test instruments or questionnaires to be used.

Describes the process of data analysis.

Shows how evaluation will be used for program improvements.

Describes evaluation reports to be produced.

Some Federal Grants will require you submit a copy of your evaluation with the application-especially if is created specifically for your project. Read the RFP carefully and if you have questions, contact the POC/program officer.