

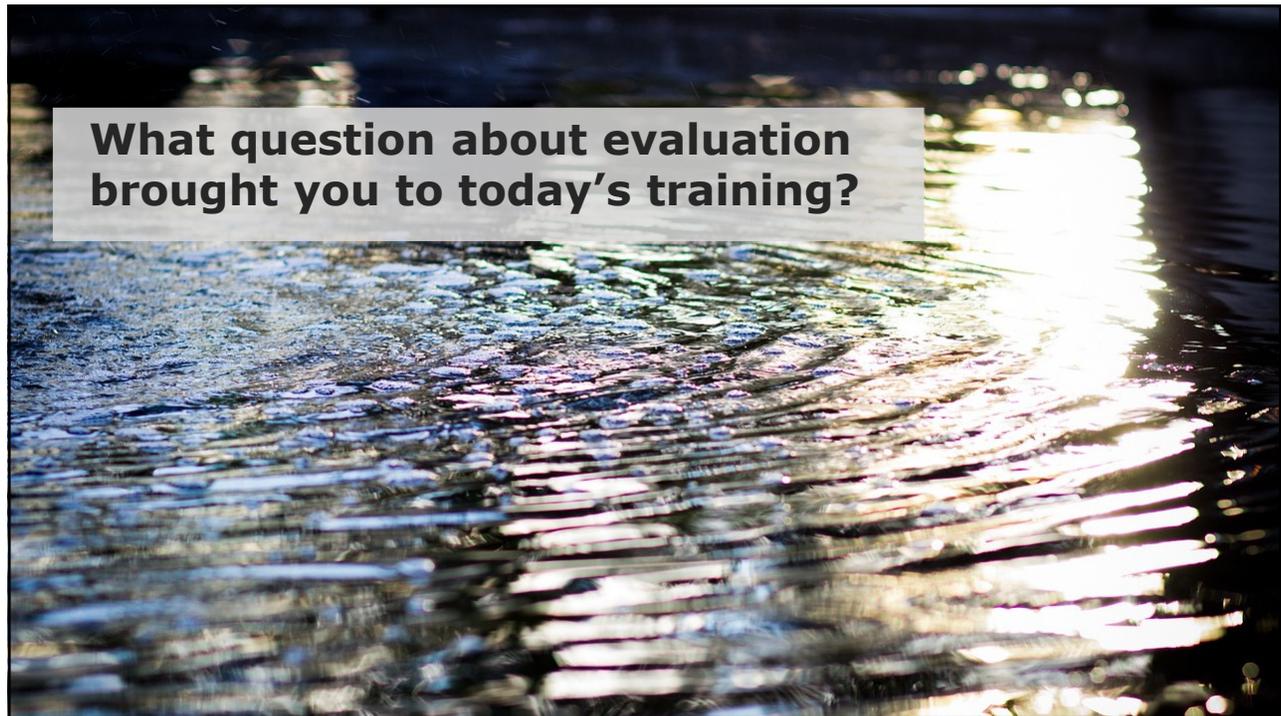
Evaluation for Grant Seekers: From Proposal to Reporting

The Improve Group

June 17, 2020

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HELLO
MY NAME IS
evaluator

Kylie Nicholas
Managing Consultant
The Improve Group

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Training Goals

- Learn what to include in an evaluation plan for your grant proposal
- Learn how to set up evaluation so you can report on your program
- Learn how to use evaluation to track outcomes and indicate where to improve

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Ice Breaker!

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What is
evaluation?

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“**Evaluation** is assessing the strengths and weaknesses of projects, programs, personnel, and organizations to improve their effectiveness.”



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Evaluation can be used to:

- Demonstrate results
- Reflect
- Make things better
- Create a learning community
- Build support and influence others
- Plan for sustainability

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Types of evaluation

Needs/asset assessment:

What are the characteristics, needs, priorities of target population?

What are potential barriers/facilitators?

What is most appropriate to do?

Process evaluation:

How is program implemented?

Are activities delivered as intended? Fidelity of implementation?

Are participants being reached as intended?

What are participant reactions?

Outcome evaluation:

To what extent are desired changes occurring? Goals met?

Who is benefiting/not benefiting? How?

What seems to work? Not work?

What are unintended outcomes?

Impact evaluation:

To what extent can changes be attributed to the program?

What are the net effects?

What are final consequences?

Is program worth resources it costs?

Source: University of Wisconsin - Extension

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What challenges do you face when writing about evaluation activities?



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Evaluation and grant writing

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Minnesota Common Grant

- A. Please describe your criteria for success. What do you want to happen as a result of your activities? You may find it helpful to describe both immediate and long-term effects.
- B. How will you measure these changes?
- C. Who will be involved in evaluating this work (staff, board, constituents, community, consultants)?
- D. What will you do with your evaluation results?

From <https://www.mcf.org/minnesota-common-grant-application-form>

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Food for Peace

From Program Objectives/Strategy:

Applications should provide a monitoring and evaluation plan outlining how progress against objectives and overall program impact can be tracked.

Applicants must include a monitoring and reporting schedule and any plans for internal or external program evaluations.

From [USAID Request for Applications](#)

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Food for Peace

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Watch for these terms

Evidence

Metrics, measures, indicators

Objectives, outputs, outcome, and impact

Change, results

Rigor, scientific, experimental

Use

Performance

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Leverage what you know

The population you serve

What success looks like

When you will see results

The resources you have for evaluation

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Be strategic

Look at samples from the funder

Draw on external resources

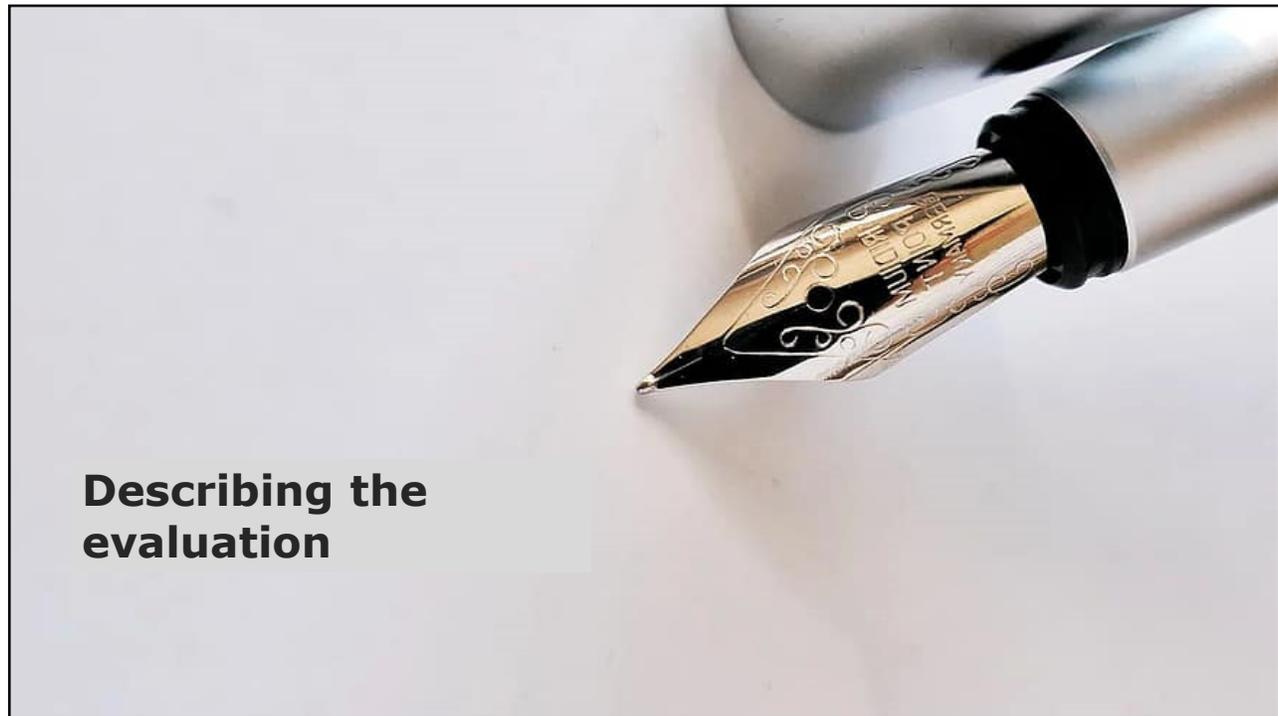
Reference resources from others in your field

Work with an evaluator

Keep good content to repurpose

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Use the funders language

Many evaluation terms are interchangeable
The funder's terms may signal their expectations

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Align evaluation and program activities

Similar levels of stakeholder engagement

Coordinate timelines

Use methods that will work for program participants

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Leave options open

Be general, because new ideas will emerge

Share what decisions you are still addressing

For example:

Write “gather data from participants about their experiences” rather than “participant survey”.

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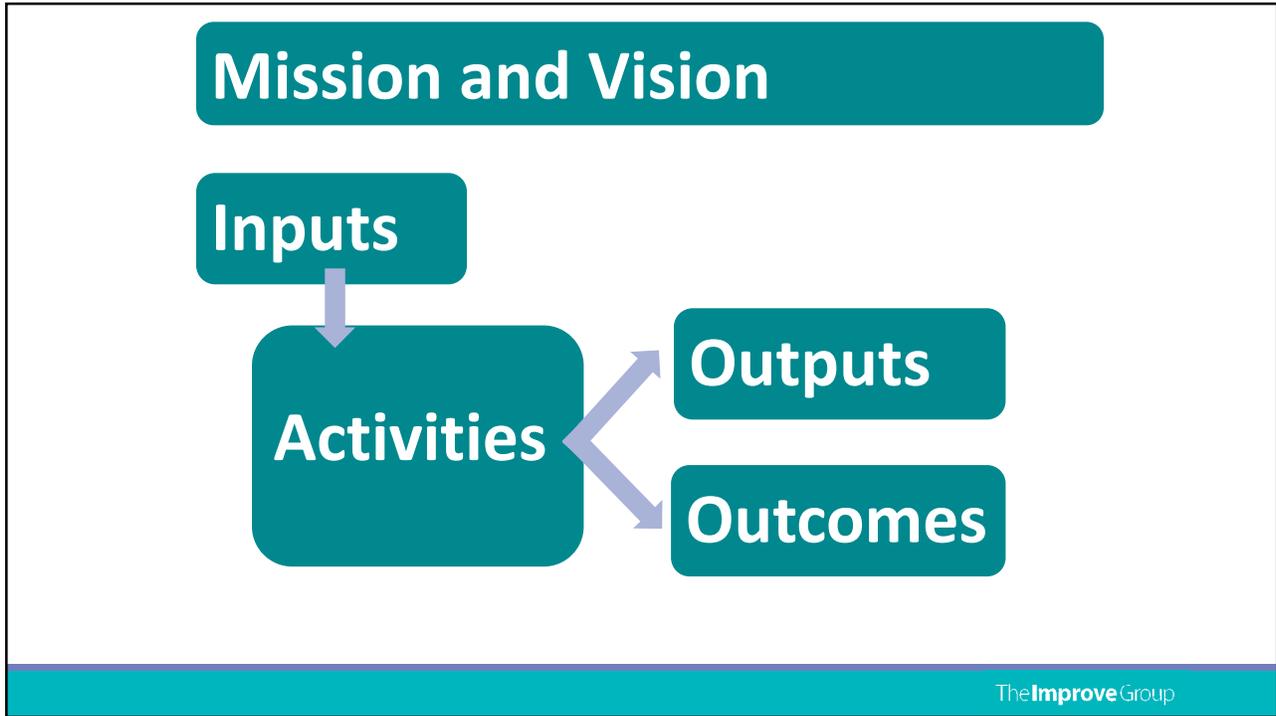


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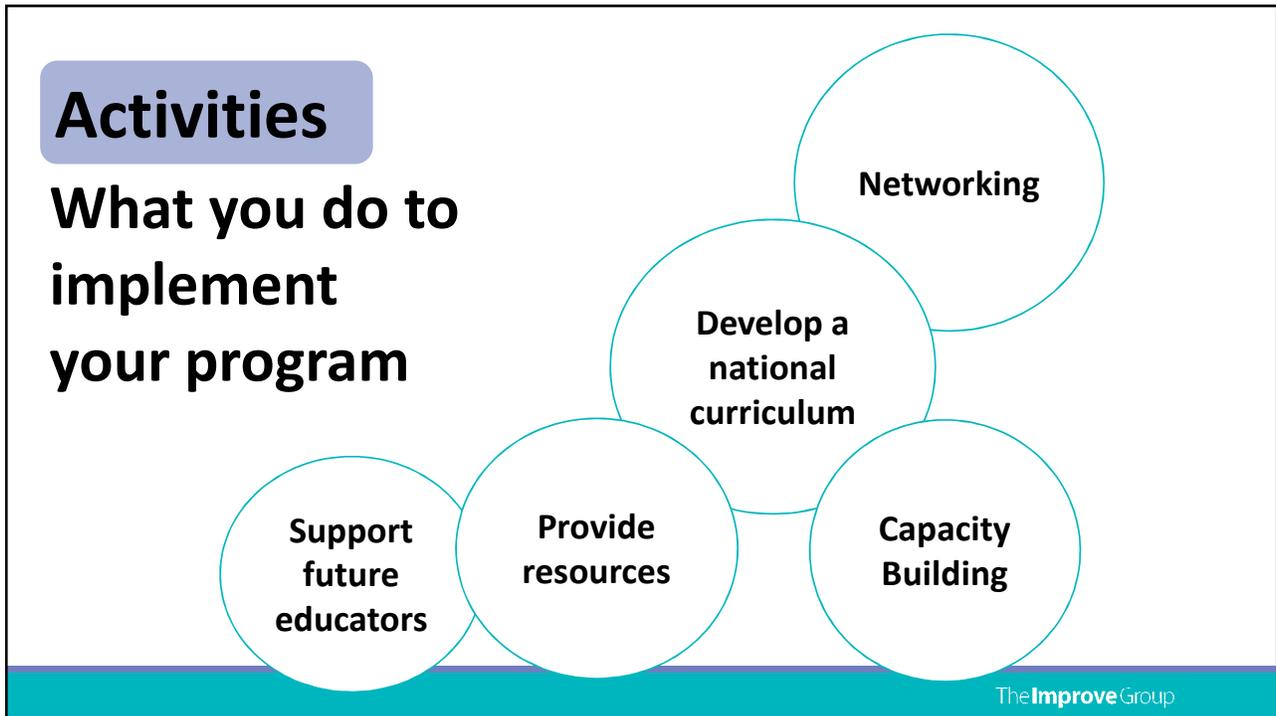
Logic models

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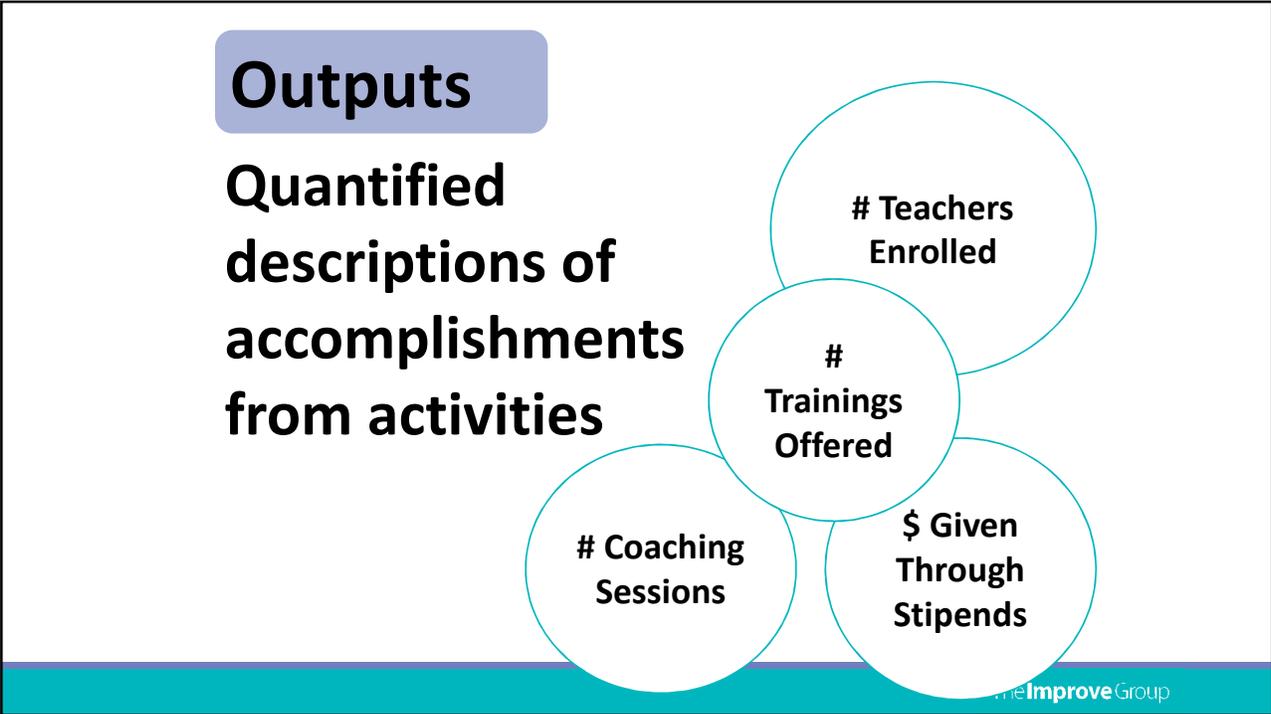
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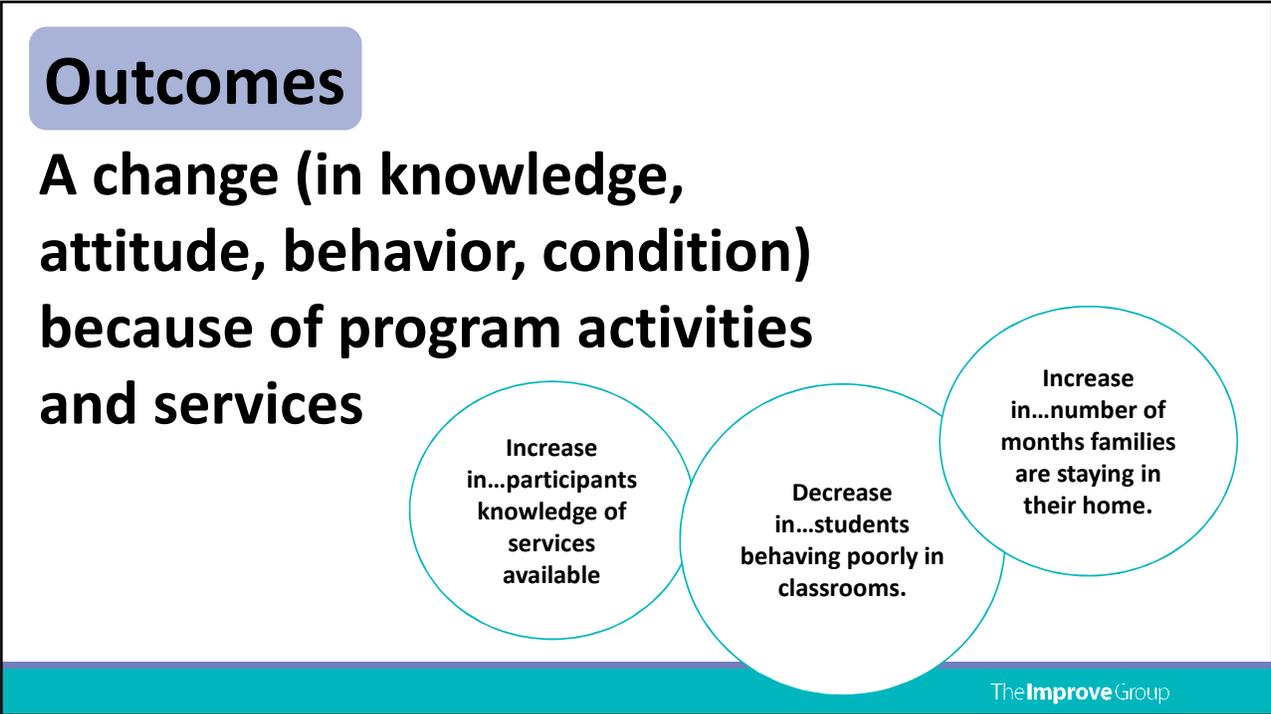
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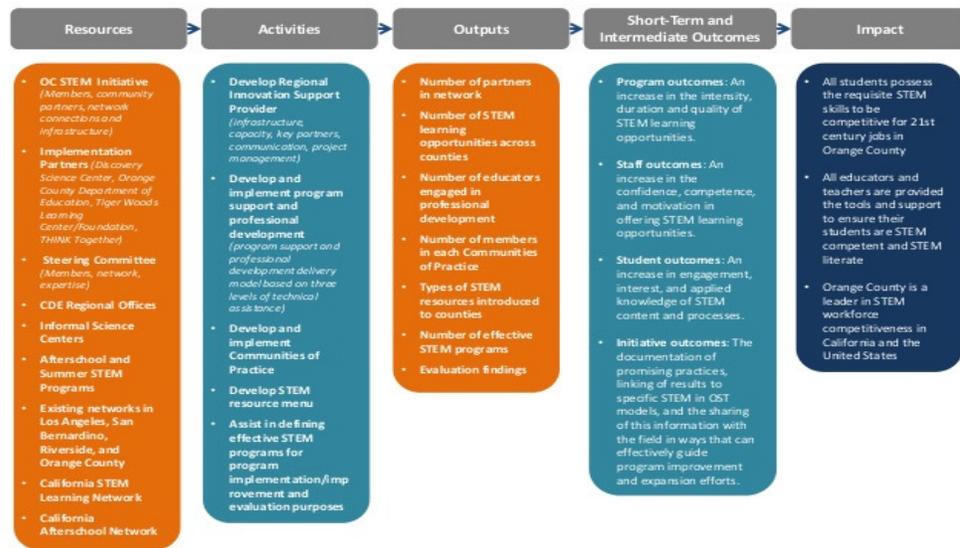
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Example logic model

OC STEM RISP Logic Model



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Developing an Evaluation Plan

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Major Components of an Evaluation Plan

Evaluation Purpose

Evaluation Questions

Evaluation Design

Methodology

Data Sources

Data Collection Process and Plan

Analysis Plan

Use and Sharing of Results

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Key steps

Determine:

- Key stakeholder interests
- Goals/learning
- Use of results
- Evaluation questions
- Approaches & methods

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Acknowledge constraints

- Time
- Money
- Skills
- Participant barriers
- Technology or other system barriers
- Competing priorities
- Perceptions of validity

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Keep communication open

Set up regular times for evaluation leaders and program leaders to talk to each other

As things change, prepare information for funders so they are not surprised later.

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Develop clear timelines

Designing the evaluation tools

Data collection schedule

Analysis planning

Evaluation reporting

Sharing results and data with stakeholder

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Example: Collaboration with CTI

Program team	Evaluation team
<ul style="list-style-type: none"> Described project design Described current conditions Shared their goals for the project Clarified constraints and opportunities in gathering data 	<ul style="list-style-type: none"> Identified indicators of progress Determined possible baseline data Helped clarify outputs, outcomes and impacts Developed ideas for evaluation methods/data sources

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What do we want to know? (evaluation question)	What questions will we ask? (question on data collection tool)	What are we measuring? (Indicators)	How will we get the information? (data collection method)	Where will we get this information? (data source)	Who will interpret the information? (analysis)	Who should get the results? (sharing)
Evaluation Question #1						
Evaluation Question #2						

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Using evaluation

HOW WOULD YOU LIKE TO USE EVALUATION?

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Understanding stakeholder needs

Understanding different perspectives

Different stakeholders have different questions

Stakeholder power and influence

Spheres of control

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Tracking outcomes

Set up data systems early

Make systems easy to use

Use what you are already collecting

Integrate data collection into existing processes

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Using the results

Make plans for use at the beginning of the evaluation

Engage a wide range of stakeholders in interpreting the results and identifying next steps

Tie program changes to evaluation findings

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Opportunities for Sharing

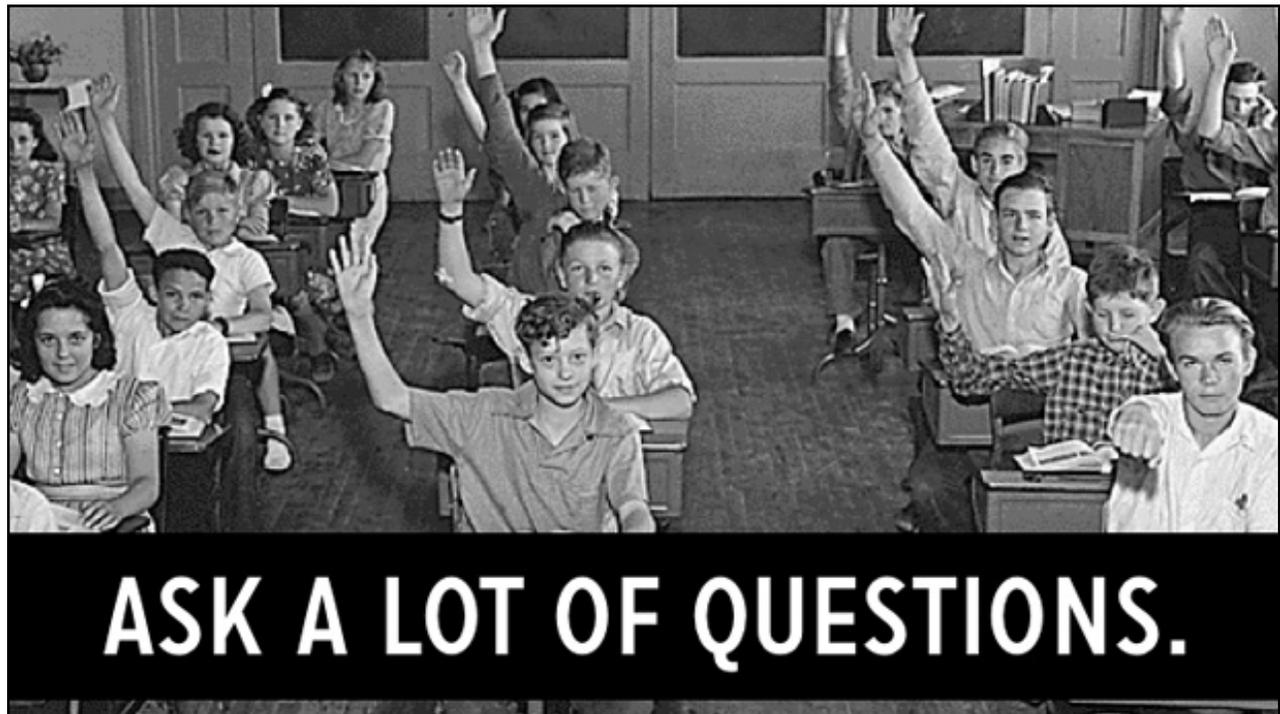
What is required?

Where are there opportunities to embed reflection?

What are the organizational expectations? Timelines?

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Upcoming trainings:

Developing Your Evaluation Strategy and Plan

Fall 2020

In this three-part virtual training, you'll go beyond basic evaluation concepts to learning how to craft strategic, informed decisions about evaluation for your program or organization.

Developing Your Logic Model

Summer 2020

In this virtual workshop at The Improve Group, you'll develop a logic model reflecting your program's work.

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If you need more help on with this or any other evaluation topics, contact us!

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