

**NOAA California B-WET Program  
Evaluation Website Document**

**Tool: Evaluation Assessment (Reviewers' Rubric)**

Use this rubric to assess the evaluation section of your California Bay Watershed Education and Training Program (B-WET) proposal. This rubric is based on the five questions in the evaluation section assessment from the California B-WET RFP and is the one that reviewers will use to score the evaluation section of your grant. To use the rubric, read through your proposal's evaluation section, then read each question below and the directions for scoring on a scale from 3 to 0 and for tallying your score. A top score is 10 points.

<b>Evaluation Questions &amp; Scoring Criteria</b>	<b>Score</b> (enter a # from 3 to 0 for each question)
<p><i>Does the project evaluation description meet the guidelines offered in Section IV.B.2.a(6)?</i></p> <p><u>Score</u></p> <p>3 The evaluation description includes all of the following:            1) it focuses on measuring changes in participants (changes can be in knowledge, attitudes, skills or conservation actions);            2) methods for gathering evaluation data are systematic and if replicated would gather reliable qualitative and /or quantitative data;            3) results could be used to inform programming decisions (either planning the program, making changes to improve the program or judging the program's impact and value).</p> <p>2 The evaluation description includes two of the following: 1) it focuses on measuring changes in participants; 2) methods for gathering data are systematic and if replicated would gather reliable data; or 3) results could be used to inform programming decisions.</p> <p>1 The evaluation description includes one of the following: 1) it focuses on measuring changes in participants; 2) methods for gathering data are systematic and if replicated would gather reliable data; or 3) results could be used to inform programming decisions.</p> <p>0 There is no measurement of outcomes (changes in participants), the methods aren't systematic and reliable, and the results won't be useful for informing programming.</p>	
<p><i>Will the evaluation measure outcomes that correlate to the project's goals and objectives and/or to the B-WET program's definition of meaningful watershed experiences?</i></p> <p><u>Score</u></p> <p>3 The changes to be measured in participants (outcomes) match the project goals and objectives, which include engaging participants in outdoor experiences in the Sanctuary's watershed(s) and attempting to make positive progress in participants' development of environmental stewardship.</p> <p>2 The outcomes match the project's goals and objectives, which include one of the following: engaging participants in outdoor experiences in the Sanctuary's watershed(s) or attempting to make positive progress in participants' development of environmental stewardship.</p> <p>1 The outcomes to be measured match the project's goals and objectives.</p> <p>0 The outcomes to be measured don't match the project's goals or objectives.</p>	

Evaluation Questions & Scoring Criteria	Score (enter a # from 3 to 0 for each question)
<p><i>Are the indicators of outcomes chosen appropriate for this project?</i> (Note: An indicator is the thing that's used to visibly show or point to an outcome. For example, if a project is designed to change knowledge, then a knowledge test score would be the indicator for that outcome.)</p> <p><u>Score</u></p> <p>3 Indicators are clearly defined for each outcome to be measured, are appropriate (good at indicating) for each outcome, and doable given the resources available.</p> <p>2 Indicators meet two of these characteristics: clearly defined for each outcome to be measured, are appropriate (good at indicating) for each outcome, or doable given the resources available.</p> <p>1 Indicators meet one of these characteristics: clearly defined for each outcome to be measured, appropriate (good at indicating) for each outcome, or doable given the resources available.</p> <p>0 There are no indicators for this project or they are do not match outcomes.</p>	
<p><i>Are the data-gathering instruments appropriate for the audience(s) and the outcomes to be measured?</i></p> <p><u>Score</u></p> <p>3 The proposed data-gathering instruments (surveys, tests, interviews, etc.) are clearly identified, appropriate for the target audience/ participants, and appropriate for the outcomes to be measured (i.e., tests for knowledge, demonstration of skills for skills, interviews or attitude scales for attitudes, etc.).</p> <p>2 The proposed data-gathering instruments meet two of these characteristics: 1) are clearly identified, 2) are appropriate for the target audience/ participants, or 3) are appropriate for the outcomes to be measured.</p> <p>1 The proposed data-gathering instruments as described meet one of these characteristics: 1) are clearly identified, 2) are appropriate for the target audience/ participants, or 3) are appropriate for the outcomes to be measured.</p> <p>0 There are no data-gathering instruments identified or described.</p>	
<p><i>Will the documentation of evaluation results as described help guide assessments of the project's effectiveness, impact and/or value?</i></p> <p><u>Score</u></p> <p>3 The documentation of results is clearly identified, is appropriate for this project, and will be complete enough to guide assessment of the project.</p> <p>2 The documentation of results meets two of these characteristics: is clearly identified, is appropriate for this project, or will be complete enough to guide assessment of the project.</p> <p>1 The documentation of results meets one of these characteristics: is clearly identified, is appropriate for this project, or will be complete enough to guide assessment of the project.</p> <p>0 The documentation of results is not included.</p>	
<b>Total</b>	
<i>(add all the numbers in the column to the right)</i>	
<b>Total Score</b>	
<i>(divide <b>Total</b> by 1.5 to determine the total points for this section; max. = 10 points)</i>	