Outcome Measurement and Grant Writing

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Realities of Today ...

- Fewer Dollars
- Increased competition
- Greater expectations for effectiveness
- Increasing scrutiny
- Greater need for collaboration

Some Accountability Questions:

- We gave you $500,000 dollars last year--what did your agency do with them?

- We have supported your program for 10 years, why should we continue this support?

- What are you doing to improve or terminate ineffective programs?

- What new programs need to be developed to meet the needs of the people you intend to serve?

Outcome measurement involves evaluation

- Evaluation is a continual and systematic process of assessing the value or potential value of programs to guide decision-making for the program's future.

- Evaluation or outcome measurement is an important component of grant writing.
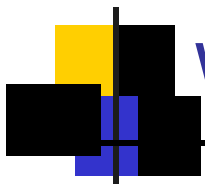
Why evaluate?

- Planning purposes
- Analysis of program effectiveness or quality
- Direct decision-making
- Maintain accountability
- Project impact assessment
- Advocacy

When we evaluate a project...

- We examine the context of the project.
- Study its goals and objectives.
- Collect information about a project's input and outcomes.
- Compare findings to some pre-set standards.
- Make a value judgment about the project.
- Report findings to stakeholders.

Documenting Impact

- "Impact" is a clear description of value of a program to people and society. Generally, these are the longer-term benefits to client or society. It could be:
  - Increased knowledge
  - Improved attitudes
  - Financial gain
  - Production efficiencies
  - Preservation of environmental resources
 - Modified behavior
  - Improved condition
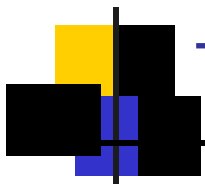
Types of evaluation

- Formative or process evaluation:
  - Focus on information for program improvement, modification, & management
- Summative or impact evaluation
  - Focus on determining program results and effectiveness (merit and worth).
  - Serves the purpose of making major decisions about program– continuation, expansion, reduction, and funding.
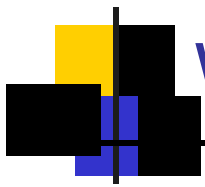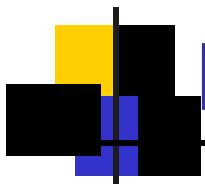
When to evaluate?

- The timing of program evaluation:
  - Project design stage
  - Project start-up stage
  - In-progress of formative evaluation
  - Program wrap-up or summative evaluation
  - Follow-up studies
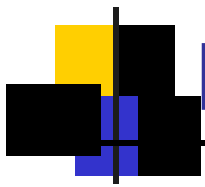
Role of evaluator

- Traditional– expert, scientist, researchers
- Contemporary:
    - Educator
    - Facilitator
    - Consultants
    - Interpreters
   - Mediators or change agents

Evaluators credibility

- Competence:
    - Knowledge of the program
    - Evaluation expertise
    - Data analysis and interpretation skills
    - Report writing and presentation skills
- Personal style:
    - Communication skills
    - Strong interpersonal skills
    - Ability to nurture trust and rapport
    - Sensitivity in reporting

Evaluation Model

THE LOGIC MODEL
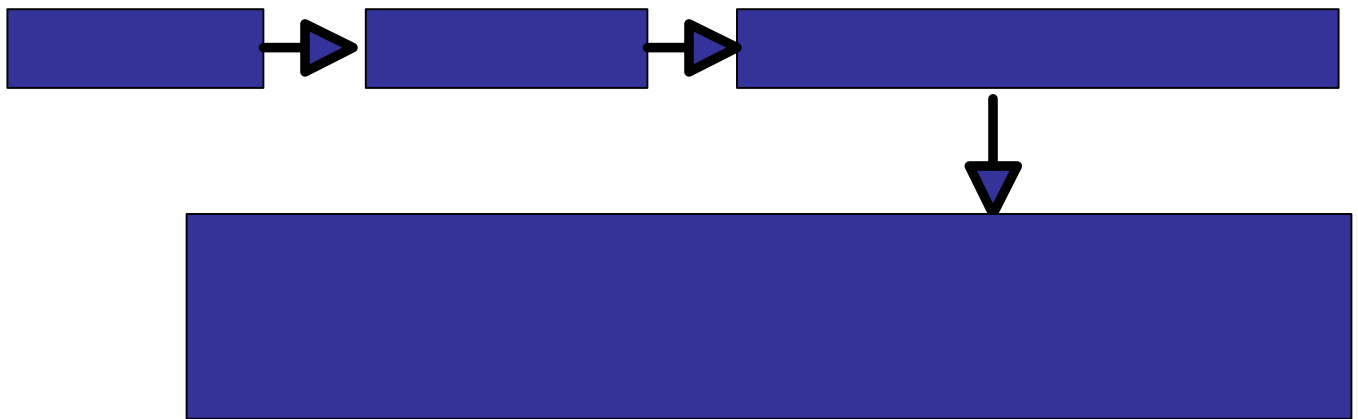
Logic Evaluation Framework

INPUTS

Projects

Test plots

Field days

influential factors

Let us stop here for few minutes

- Do you have Questions?
- Let us Have a break!

Evaluation Planning (Group Exercise)

- Outcomes of the project
- Indicators to be used
- Data Needed
- Method of gathering data
- When Data will be collected?
- Who will collect data? How analyzed?
- How do you plan to share evaluation findings to stakeholders?

Evaluation Checklist for Grant Writers

- Present a clear plan for evaluation achievement of outcome objectives
- State what (outcomes & impacts) will be measured
- State methods of collecting data
- Describe any testing instruments to be used
- State who will do the evaluation
- Show how evaluation will be used for program improvement

Evaluate Your Program's Outcomes

- Refer to the "Evaluation Manual" we have provided
- Contact us if you need help:
  - Planning the evaluation
  - Data analysis and report writing