21W.011   Fall 2015

DESIGNING EVALUATIONS IN GRANT WRITING

A successful grant application always includes an evaluation plan that attempts to measure the success of the program. Before designing such a plan, the grantwriter should identify the purpose of the evaluation, asking:

1) Am I/we evaluating this program or project so that we can improve it mid-stream or adjust for possible problems? Note that one can make changes to a program or project based on an informal assessment of problems. However, a formal midpoint evaluation or *formative assessment* may establish a better knowledge base from which to make changes.

   Am I/we evaluating this program at the end (*summative assessment)* to decide (a) whether to offer it again, replicate it in another site or seek another cycle of funding (b) to assess the success this project or program?

 2. What am I assessing/evaluating in this project
    * Improvement of neighborhood/community (building projects)
     * Positive ("green") environmental impact
    *Use (Building projects)
    *Safety (Building projects, athletic programs)
    *Attitudinal change (Tutoring/mentoring programs, anti-smoking programs)
     *Skill improvement (tutoring, teaching)
     * Behavioral change (tutoring/mentoring, anti-smoking programs)
    *Aesthetic/art/music appreciation

  4. What strategies will I use to assess my project? When will I assess my
    project?

       *Expert Evaluation/Observation
       * Pre and post testing of skills (e.g., math, language)
       * Interviews (at what points)
       *Surveys/questionnaires on behavioral and attitudinal changes

    Evaluation Terms: *formative assessment*
                      summative assessment

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