



Here for Good

Community Foundation
for Monterey County

Community Impact Evaluation Clinic

updated July 2020

Agenda

- Program Evaluation Overview
- Community Impact context
- Review examples
- Small group work by program area with time for individual work; receive guidance from staff

*Call or email us to discuss your proposal idea
and/or draft Evaluation Plan*

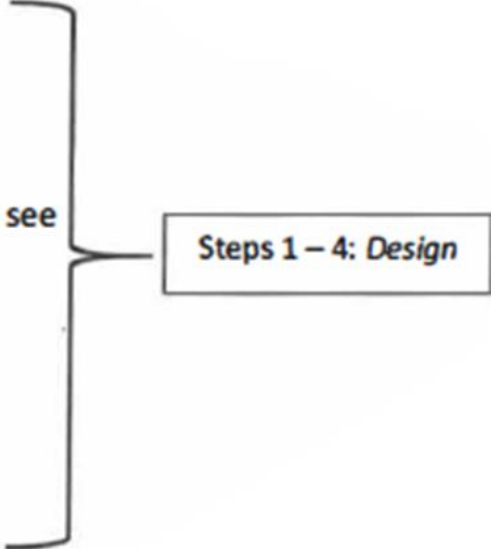
www.cfmco.org/nonprofits/grants/community-impact/contact-us/

OUTCOMES ARE A PIECE OF CAKE!



Evaluation Cycle

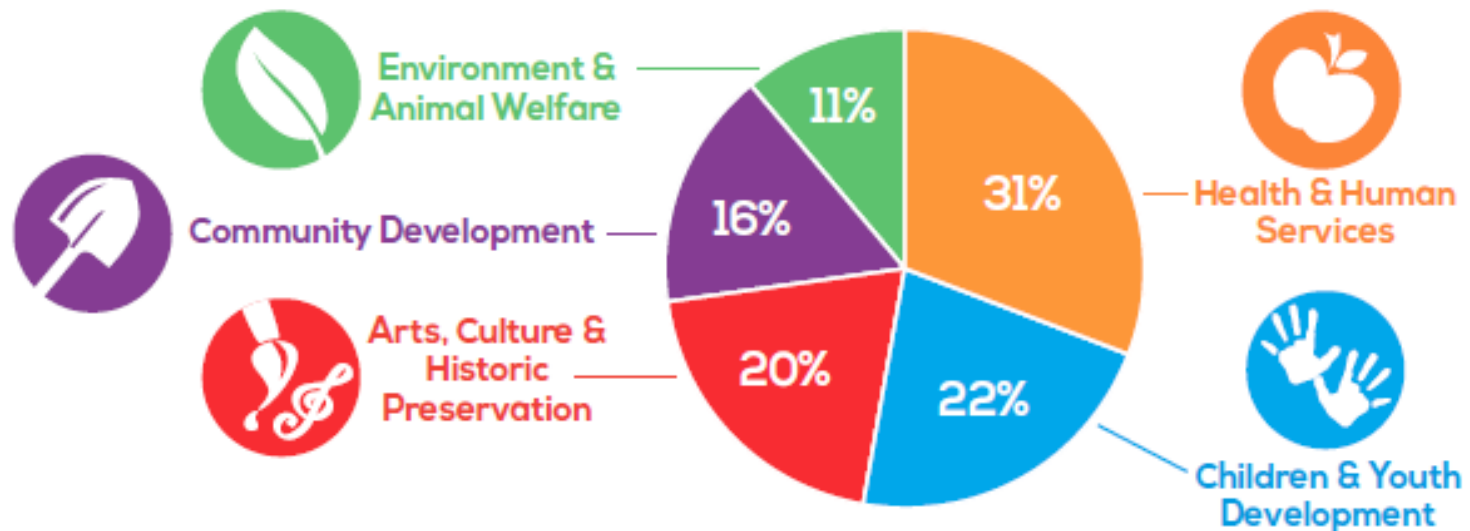
1. Decide what to evaluate
 - a. Evaluation logic model
 - b. Outcomes
 - c. Impact
2. Clarify your expectations about change (impact) you want to see
 - a. Short, intermediate and long term
3. Choose method(s)
 - a. Mixed methods
 - b. Participatory elements
 - c. Decide who will respond (sample)
4. Create questions (items)
5. Gather data
6. Analyze data
 - a. Quantitative
 - b. Qualitative
7. Report out – to users, decision-makers
8. Make changes
9. Plan next evaluation



Steps 1 – 4: Design

Community Impact grants \$2m/yr

ESTIMATED GRANT ALLOCATION BY PROGRAM AREA



www.cfmco.org/communityimpact -- Review 'Selecting Grants' in the grant guidelines and 'Decision-Making Process' to better understand how grants are made.

What We Expect in the Grant Application

- Evaluation Plan proposes how you will demonstrate your progress
- Address the 11-month grant period (see grant agreement at the end of the application)
- Choose realistic, meaningful goals (that address community need and that are connected to the proposed activities)
- Include **measurable goals (with a number)**

| | Community Impact Grants | Small Grants Program |
|-----------------------------------|------------------------------------|------------------------------------|
| Grant Amount | \$15,001 – \$50,000 | \$5,000 – \$15,000 |
| By 5 PM Deadline or earlier | 1st Friday in February & August | 1st Friday in September & March |

What We Expect in the Final Report

- Report on activities within the 11-month grant period
- Final Report is submitted after grant funds are used with an update on actual activities and **accomplishments with numbers** in comparison to what was proposed
- Share what was learned or if any modifications are planned

Follow Up Forms

| FORM NAME | STATUS | EDIT/VIEW |
|-------------------------------|----------|----------------------|
| 2018 CI Small Grant Agreement | Complete | View |
| 2018 CI Small Final Eval | Assigned | Edit |



Examples of Evaluation Plans and Final Grant Reports

Arts example 1

Outcomes

Young people are exposed to the arts and can access affordable art classes and performances

Expected Measurable Results/Indications of Success (Application)

- 25% of students in the beginning dance class will advance to intermediate class and 15% of students in the intermediate class will qualify for the advanced class
- 82% of parents will report that their children practice weekly

Data Collection

- Teachers observe students' knowledge and execution during class and performance
- Optional bi-annual survey to parents

Arts example 1 continued

Actual Measurable Results/Indications of Success (Report)

- 100 students served last year
- 28% of students (n=28) progressed from beginning to intermediate
- 13% of students (n=13) qualified for advanced class and 11 enrolled

This report was submitted incomplete and could have been improved by addressing the proposed goal of parents' information regarding how often students practice.

Note, explain why goals were not met under Challenges' sections.

Historic Preservation/capital example

Expected Measurable Results (Application)

- Repair the structural exterior of the historic building
- Increase the number of visits

Actual Measurable Results (Report)

- Repairs were completed in October
- There hasn't been enough time since the repairs were completed to observe an increase in visitors.

*Capital project goals are often complete or incomplete.
Second goal is not measurable and was not realistic.*

Community Development example

Expected Program Outcomes

1. Youth identify college aspirations and develop a career and education plan
2. Community leaders in Seaside become change agents and organize to advocate for community change

Expected Measurable Results

- 1) At least 100 community leaders will develop leadership capacity and cultivate relationships with policy makers • Policy makers in Monterey County will cultivate relationships with community leaders
- 2) Partnership with Seaside High School
- 3) In the community, Monterey County will create a plan and programs that are advocated by the community leaders

Data Collection

- Observation, documentation, and interviews with the community leaders and the policy makers to measure personal and community level outcomes
- Observation and documentation to measure community level changes

Weak data collection methods; 1/3 goals are measurable.

Community Development example continued

Actual Measurable Results/Indications of Success

- 1) 87 community leaders developed leadership capacity and policy makers collaborated with community leaders
- 2) Partnership with Seaside High School was successful and relationships between youth and policy makers was cultivated.
- 3) Monterey County developed a plan to include community leaders in decision making processes

Weak measurable goals = weak report

Staff recommended that the organization development and improve its evaluation metrics with clearer outcomes for community-wide change.

Environment example

Outcomes

Children and their families are interested in the ocean and marine life; understand age-appropriate science and math including an increased ability to identify marine species; and practice conservation behaviors.

Expected Measurable Results/Indications of Success

- 1,000 children will engage in our hands-on experiences in discovery and science
- 500 parents/caregivers will interact with their children that supports their children's learning

Data Collection

- We will collect data on the number of students, parents and teachers who participate.
- We will measure the frequency and intensity of each activity.

Environment example continued

Actual Measurable Results/Indications of Success

- 977 engaged in hands-on experiences in discovery and science
- 540 parents/caregivers interacted with their children's learning

This is a weak example as simple outputs were used for goals; this does not tell us about the quality of the program/teachers/volunteers.

How could these proposed goals be strengthened?

Arts/Operating example

Expected Measurable Results (Application)

- 1) 80% of youth rate art classes/instruction improving their skill level and creative expression
- 2) 90% of teachers and students rate our arts education programs as positive and beneficial
- 3) The number of visitors to our gallery increases by 10%

Actual Measurable Results (Report)

- 1) 93% said their skill levels increased. Participation in youth art programs increased by 125%
- 2) 93% of teachers and 85% of students rated education programs positively
- 3) The number visitors increased by 8% last year

Good example because it includes programmatic and overall indicators.

Children & Youth Development example 1

Outcomes

- 1) Children have safe and secure school and family environments to meet their social and emotional needs.
- 2) Children have strong self-esteem supported by social, emotional and behavioral skills that support their readiness to learn

Expected Measurable Results/Indications of Success

By the end of the grant reporting period, 85% of the children will have demonstrated an increase in their understanding and application of patterns and skills for social adjustment, positive behavior, healthy interactions and personal safety skill sets necessary for learning and personal/academic achievement.

Children & Youth Dev example 1 continued

Data Collection

Teachers will conduct evaluations on children's demonstrated observable changes in behavior over time in key performance areas:

1. Protecting themselves from teasing and name calling
2. Showing awareness, calm and confidence
3. Using their voices to set firm and clear boundaries and how to leave situations safely
4. Stopping unwanted touch
5. Getting help from adults when they have a problem

Actual Measurable Results

86% demonstrated their understanding in group exercises and throughout the program

Good data collection methods; teachers are trained and expected to be impartial.

Children & Youth Dev example 2

Outcomes

Youth are inspired to pursue academic achievement and enrichment

Expected Measurable Results/Indications of Success (Application)

- 1) 85% of participants of our one-day events will indicate interest in attending post-secondary education
- 2) 90% of survey responses will rate the events as very good or excellent

Data Collection

Program evaluations are requested after every class and event. Teachers from participating schools are also surveyed.

Good measurable goals; however, it is challenging to connect short-term efforts with knowledge gain and behavior change. Self reported surveys can indicate satisfaction and suggestions, but are not as reliable

Health/Generic example 1

Expected Measurable Result (Application)

90% of clients will indicate that they accessed new services

Actual Measurable Result (Report)

Clients document this information through a survey taken after their specific goals are met and in the following year the grant is received

Only propose goals that you can monitor and collect within the 11-month period

Health example 2

Expected Measurable Results (Application)

- 1) The number of participants and organizations will increase by 10%
- 2) The number of stipends and program materials dispersed will increase by 10%
- 3) Four training videos will be developed and shared electronically

Actual Measurable Results (Report)

- 1) Participation increased by 11% in the tri-county area, but we did not meet the 10% increase in Monterey County The number of partner organizations decreased
- 2) Stipends were made, and materials shared

#1 Report did not include the actual number

#2 Goal and report did not include a number, amount or percent

#3 Was not included in report

Health example 3

Expected Program Outcomes

All have access to healthcare services.

Expected Measurable Results

- 1) Provide 1,300 patient visits to 475 uninsured patients
- 2) Average A1C blood glucose levels at 7.8% or lower
- 3) Average LDL-C cholesterol levels at 100 mg/dl or less

Data Collection

- 1) Patient demographic information is collected at every visit
- 2) Patient medical records

Actual Measurable Results/Indications of Success

- 1) Provided 1,310 visits to 425 patients
- 2) Last year, patients A1C average was 7.6%
- 3) Patients LDL average was 107

Good example with bold goals; health outcomes are tracked

Contact Information

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www.cfmco.org/communityimpact, cfmco.org/apply



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Grant processing/
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