

ATTACHMENT B: PROJECT EVALUATION PLAN

INSTRUCTIONS FOR COMPLETION OF LOGIC MODEL AND INDICATOR TABLE¹

LOGIC MODEL INSTRUCTIONS

Complete the attached form using the instructions below.

1. Resources include the elements that constitute the project. List the following:
 - Who provides the services for your project?
 - Who participates in your projects?
 - Where does the project take place?
 - How is the project funded?
2. Activities are the processes or events that you undertake using the resources available. List your major project activities.
3. Outputs describe the number and types of participants served, the number and duration of events, and all products generated by project activities (these output numbers should reflect expectations for an annual grant period). List:
4. Outcomes describe changes in beliefs, attitudes, knowledge, and behaviors that the project produces. Describe appropriate outcomes for your projects at the individual, organizational, and community levels. As you identify your project outcomes, determine whether these are short-term, intermediate, or long-term outcomes of your project work. Structure your outcome statements using the following format:

Desired Effect	In What	For Whom
Increase	Attitude	Project Participant
Decrease	Perception	Client
Maintain	Knowledge	Individual
Improve	Skill	Family
Reduce	Behavior	Neighborhood
Expand	Condition	Organization
Etc.	Etc.	Community

¹Source: Adapted from Foraker Group "Performance Outcome Evaluation" presentation to the Municipality of Anchorage Department of Health and Human Services, 10/15/13.

5. A goal is a broad statement of what the project expects to accomplish. The ultimate impact the project expects to have on the community (“The Greater Good”). State the goal as what the project is to do, not how it will be done, identifying the population, setting, and problem to be addressed. Examples are provided below; these are examples only and do not necessarily represent eligible projects under this RFGP.

Examples: Goals

1. A project that will provide job training and education to homeless women in Anchorage may identify the goal as:

	Population	Setting	Problem to be addressed
Goal:	Homeless women	in Anchorage	are economically self-sufficient.

2. A project to educate Anchorage elementary school children on healthy eating and exercise:

	Population	Setting	Problem to be addressed
Goal:	Elementary school children	within the Anchorage School District	are aware of the effects of obesity.

SAMPLE: Logic Model
(from a child abuse reduction project)

APPLICANT AGENCY: Loving Arms

Resources (Input, resources used or consumed. What the project will need to do the work.)	Activities (Processes or events undertaken. What the program does.)	Outputs (Units of service or products produced for the funding provided. Services the project will deliver “so that” the outcome can be achieved.)	Outcomes (Changes in beliefs, attitudes, knowledge, behavior, status, or condition. The changes the project expects to happen.)	Goal (What the project is to do, not how it will be done.)
<ul style="list-style-type: none"> • Staff: Educator and Administrative Staff • Curricula • Planning time • Funding • Knowledge Base • Materials • Equipment • Space • Technology • Community Partners 	<ul style="list-style-type: none"> • Conduct workshops, meetings • Deliver services • Develop products, curriculum, resources • Train • Assess • Facilitate • Refer • Promote 	<ul style="list-style-type: none"> • # attending workshops • # completing workshops • # receiving referrals 	<ul style="list-style-type: none"> • Increase parent awareness of how to positively interact with their children. • Increase comprehension of the triggers that lead to domestic abuse. • Improve parents’ knowledge of coping strategies and positive discipline techniques. 	<ul style="list-style-type: none"> • At-risk parents in Anchorage learn positive parenting skills.

²Source: U.S. Department of Health and Human Services, Family and Youth Services “PREP Logic Model Tip Sheet” accessed online 11/18/13.

Logic Model Form

Applicant Agency:

Resources (Input, resources used or consumed. What the project will need to do the work.)	Activities (Processes or events undertaken. What the program does.)	Outputs (Units of service or products produced for the funding provided. Services the project will deliver “so that” the outcome can be achieved.)	Outcomes (Changes in beliefs, attitudes, knowledge, behavior, status, or condition. The changes the project expects to happen.)	Goal (What the project is to do, not how it will be done.)

INDICATOR TABLE INSTRUCTIONS

Select one or more outcomes from the logic model to which the Agency believes the project can be held accountable. Complete the attached form to describe the measure(s) (or indicators) by which the Agency will know if the project is successful. For the purposes of this grant, the selected indicator(s) should reflect only what is achievable during the period of the grant.

NOTE: Indicators should reflect only the portion of the project that would be funded by this grant. Example: If the project serves 100 individuals per year and the grant funds received from this award would fund 20% of the program, then the indicator value would reflect service to $100 \times .20 = 20$ individuals.

Use the form as you do the following:

1. Decide upon up to three indicators that are most appropriate for the outcome(s) you have selected. Indicators provide specific, observable, and measurable evidence that outcomes are being achieved. Please note, participant satisfaction is a measure of program quality but should not be used as an outcome measure. Before settling on a specific indicator, ask the following questions:
 - What could the project see, hear, or read that would demonstrate that this outcome is being achieved?
 - Do the indicators make sense in relation to the outcomes they are intended to measure?
 - Are the indicators specific and measurable in some way?
 - Are the indicators useful to the organization in determining the project effectiveness?
 - Based on the nature of the interactions with the target audience, can the project have a meaningful impact on this indicator?
 - Can the indicator(s) selected provide a meaningful measure during the period of the grant?
2. Describe some data gathering strategies appropriate for the indicators selected. They should utilize objective, standardized measurement tools, databases, etc. in comparison to anecdotal or highly subjective measures. For example:
 - Polls, surveys, or questionnaires
 - Interviews or focus groups
 - Direct observations
 - Client records
 - Official documents
 - Pre and post testing

SAMPLE: Indicator Table
(from a child literacy program)

Outcome Carried over from Logic Model (Changes in beliefs, attitudes, knowledge, behavior, status, or condition. The changes the project expects to happen.)	Indicator (Specific, observable, and measurable evidence that outcomes are being achieved. What data the project has identified will demonstrate they are moving towards the success of their outcomes.)	Data-Gathering Strategy (The method(s) the project will use to collect the indicator data.)
Increase parent-child interaction in reading	Amount of parent time spent on reading or storytelling (for example, 80% of parents spend at least 2 hours per week reading or storytelling)	Survey or parent logs
Increase comprehension and use of language by children	Percent of children who demonstrate improved speaking skills (for example, 75% of children demonstrate improved phonological awareness)	Documented teacher observations
Increased reading skills among children	Number of children who read at or above their grade level (for example, 75% of the children exit the program at or above grade level).	Testing by teachers

³Source: Indicator Table includes information excerpted from Outcomes for Success: 2000 Edition, Evaluation Forum, 2000: Seattle, WA

Indicator Table Form

Outcome Carried over from Logic Model (Changes in beliefs, attitudes, knowledge, behavior, status, or condition. The changes the project expects to happen.)	Indicator (Specific, observable, and measurable evidence that outcomes are being achieved. What data the project has identified will demonstrate they are moving towards the success of their outcomes.)	Data-Gathering Strategy (The method(s) the project will use to collect the indicator data.)