

# Beyond Grants 101: SMART Goals & Evaluation Alignment



Laura Lyles Reagan, MS

# Where do I find a grant to apply for?

- ▶ There are 3 types of funders.
  - 1.) Foundations with two basic types, private family foundations and corporate foundations
  - 2.) State Government
  - 3.) Federal Government

## Resources

- A.) Foundation Center (SWBNRC)
- B.) State Paper
- C.) [www.grants.gov](http://www.grants.gov) or Federal Registry
- D.) Subscription Services

# Grant Application vs. Grant Proposal

- ▶ Grant Application - Questions/ Answers

  - Grant Application Examples

- ▶ Grant Proposal

  - Grant Proposal Examples

*Which do you prefer?*



# Needs Statement

- ▶ 1) Tell the Story as Introduction - *Samples*
- ▶ 2) Problem Statement in a Sentence *What social problem will your proposal solve?*
- ▶ 3) Clear Facts & Statistics to Support Need Statement - *Samples*



## Problem Statement

According to the CDC, one in five children in America are overweight or obese. BGC Anywhere has a program specifically targeting childhood obesity! The Rio Grande Valley of south Texas leads the nation in new diabetes cases.

# Effective or Ineffective?

## **MORE EFFECTIVE PROBLEM STATEMENT IS:**

**According to the CDC, one in five children in America are overweight or obese. The Rio Grande Valley of Texas leads the nation with # new diabetes cases. BGC Anywhere has a program specifically targeting childhood obesity!**



# Goals & Objectives

- ▶ Specific
- ▶ Measurable
- ▶ Achievable
- ▶ Realistic
- ▶ Time-bound

BGC Anywhere introduces the Triple Play Program which demonstrates how eating right, keeping fit and forming positive relationships add up to a healthy lifestyle for at least 200 club members.



**Good Goal?**

**True or False**



BGC Anywhere proposes Triple Play, a comprehensive health program for 200 youth that will produce healthy changes in 90% of youth participants.



Good Goal?

True or False

# Effective Goal for Triple Play

- ▶ BGC Anywhere will serve 200 youth with a healthy lifestyles program that demonstrates growth in applied health knowledge for the reduction of childhood obesity and diabetes in 90% of participants within the grant cycle of one year.

# Effective Objectives?

- ▶ Participating youth will increase their nutrition knowledge by 80% (160 youth) as measured by pre and post-tests.
- ▶ At least 50% (100 youth) of participating youth will improve their eating habits by increasing fruit and vegetable consumption, measured by baseline and end of cycle comparisons.
- ▶ At least 70% (140 youth) of participating youth will increase their physical activity level, measured by baseline and end of cycle comparisons.
- ▶ At least 90% (180 youth) of participating youth will increase positive peer relationships as measured by pre and post-tests.

# Program Evaluation



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# Program Evaluation answers:

- ▶ Is it working?
- ▶ How effective is it?
- ▶ How often is it working?
- ▶ Is it cost effective?
- ▶ How can it be improved?

# EVALUATION: FORMATIVE AND SUMMATIVE

- ▶ Definition: The methods by which a program or intervention is determined to be effective
- ▶ Evaluation Types: Classroom evaluation example
  - a) Formative - how are they learning
  - b) Summative - what they learned collected at the end of unit or course
- ▶ Data: Two types
  - a) Quantitative - Numerical data about one point in time
  - b) Qualitative - Data that demonstrates process

# Summative Evaluation Generally Uses Quantitative Data

- ▶ Curriculum pre and post tests
- ▶ TAKS and STARR test scores

Please share examples for individual organization's grant project.

# True or False?

Learning question:

- a.) Is the number of participants an evaluation measure?
- b.) Could a change in number of participants be an evaluation measure?



# Formative Evaluation Uses Quantitative and Qualitative Data

Qualitative data collection examples are:  
focus group results, topical essays, interviews

- ▶ Education Example - Student engagement levels by observation or interview

*Share examples of formative evaluation*

How do you know what evaluation methods need to be conducted?



Goals + Model = Evaluation Methods



# Simple Logic Model

## Introduction

Real Program Evaluation Examples

BGC Triple Play will produce behavior changes in exercise and health eating at 6 months and 1 year after curriculum delivery as measured by...

**EVALUATION ALIGNMENT to SMART GOAL**

# Choosing an internal monitor or an independent evaluator

## Internal Monitor

- When understanding is the goal
- Curb costs
- Familiarity with the subject warrants it

## Independent Evaluator

- ▶ When proving a project as successful is important
- ▶ When required by the RFP
- ▶ Leans towards quantitative methods

# Choosing an Independent Evaluator

- ▶ Evaluation Association Professional
- ▶ Ethics - Conflicts of Interests
- ▶ Examples



# Thank you!

Laura Lyles Reagan,  
lauralreagan@gmail.com