

Evaluation planning

Elevating your grant writing and program evaluation



Please share your...



- Name
- Organisation and role
- What you are hoping to get from today's webinar

1 Program logic

2 Meaningful evaluation

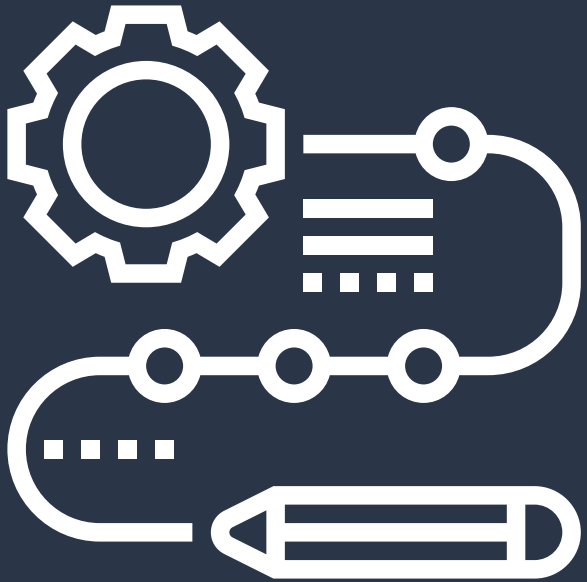
3 Gathering evidence for future applications

4 Bringing it all together

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Introducing program logic

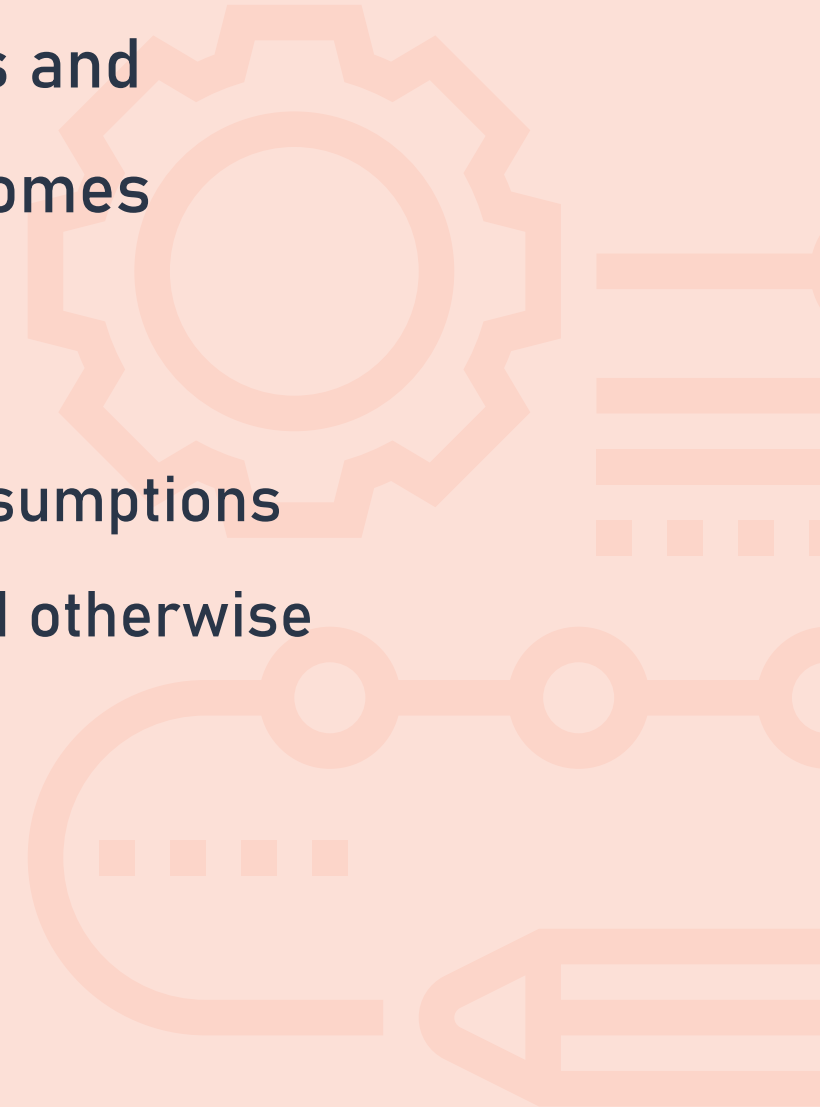
Have you ever...



Have you used a
program logic or
theory of change
process before?

What is a program logic?

- Visual representation of how your program activities and outputs (*what you do*) will lead to the intended outcomes
- Program planning and evaluation tool
 - Supports effective planning, including highlighting assumptions and potential issues that may not have been identified otherwise
 - Helps identify key questions for effective evaluation
- Can be amended during implementation, but should be fully developed **before** the program starts



Program logic components

- Problem statement: Clear, simple description of the issue
- Inputs: Resources invested in the program
- Outputs: What is you/your organisation will deliver
- Outcomes: Desired results, potentially short-, medium- and long-term
 - Short-term, e.g. *Increased hours of social contact across duration of program*
 - Medium-term, e.g. *Increased social connectedness reported after six-months*
 - Long-term, e.g. *Reduced social isolation scores at five-year testing*

Project logic components

Problem statement

- What are we trying to address?
- Who is affected?
- What is causing or contributing to the problem?

Inputs

- What will we invest?
- What will our partners invest?
- What else will be needed and how will we get it?

Outputs

- What will we do?
- What will we provide to our participants?
- What will participants do in the program?

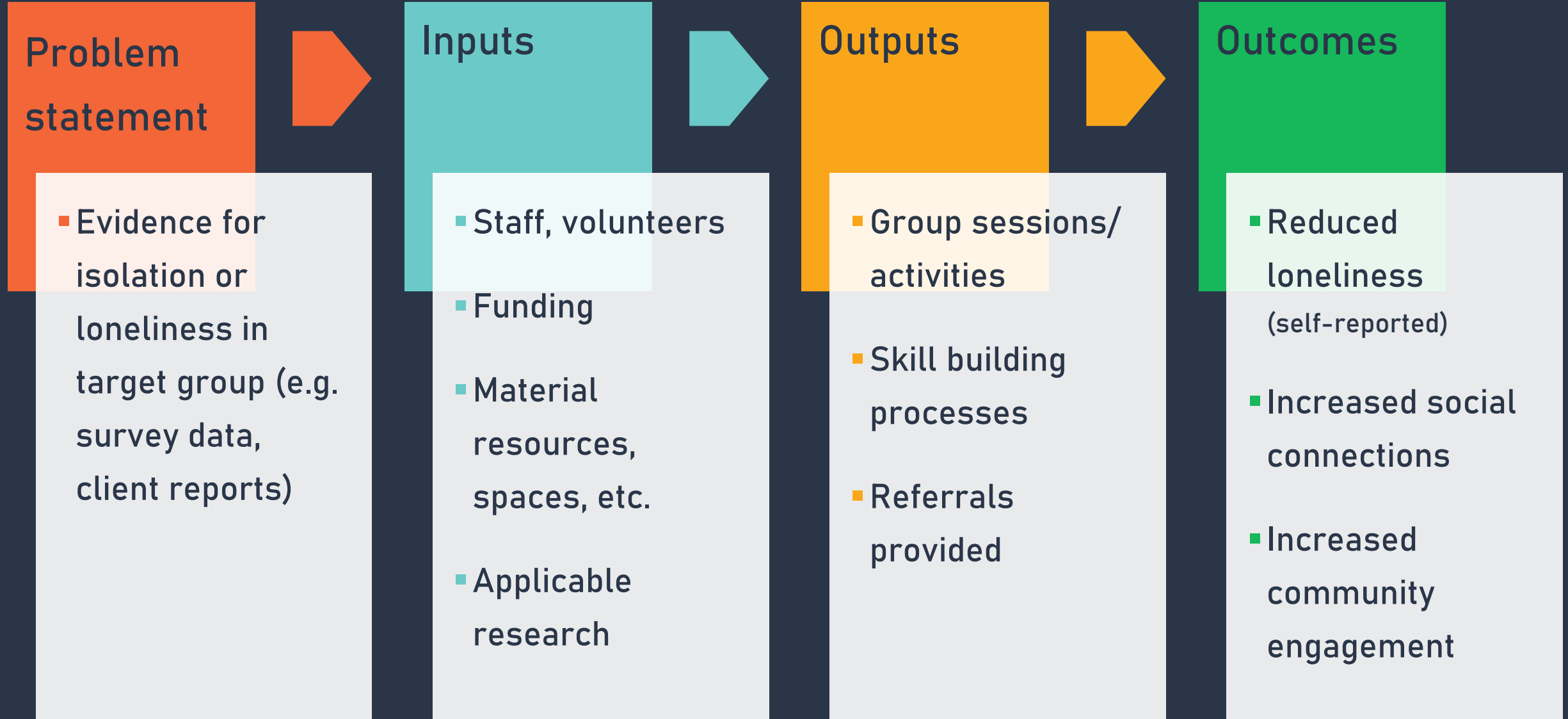
Outcomes

- What effects will our outputs have?
- What changes will we see?
- How will we measure these effects?

Example: Community Innovation Fund

- Grants of up to \$200,000/year to combat social isolation and loneliness
- Proposed programs must be targeted and for **innovative**
- Applicants must demonstrate clear program **rationale** and that they can achieve the target outcomes
 - Solid program logic demonstrates how outcomes will be achieved

Project logic components



Developing a program logic

Involve multiple stakeholders

- Internal staff, current client group, community representatives, etc.

Critical review processes, e.g.

- Learning from previous program delivery
- SWOT analysis

'Backcasting'

- Working 'back' from desired outcomes to outputs and inputs

Getting started: problem statement and backcasting

Step 1. Write a problem statement

Problem

Step 2. Identify the intended outcomes of the program

Inputs

Step 3. Work 'backwards'

- Identify steps (activities/outputs) to meet each outcome
- Single outcomes often have multiple steps

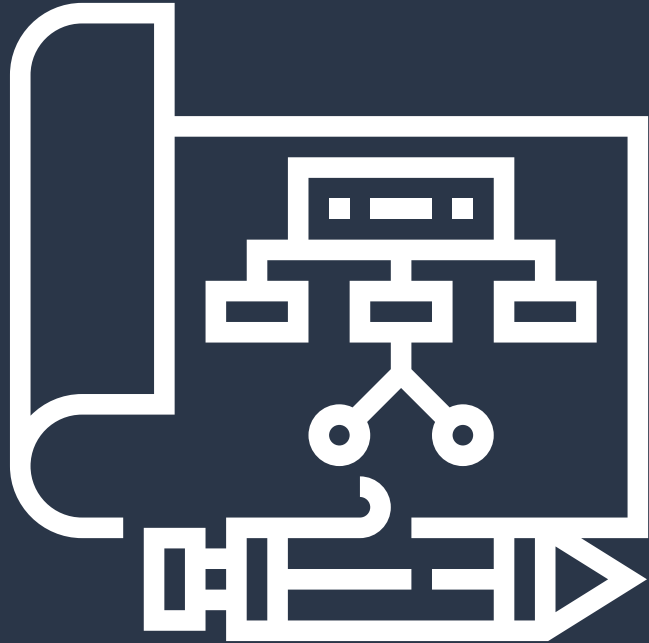
Outputs

Step 4. Review the logic

Outcomes



Examine the logic

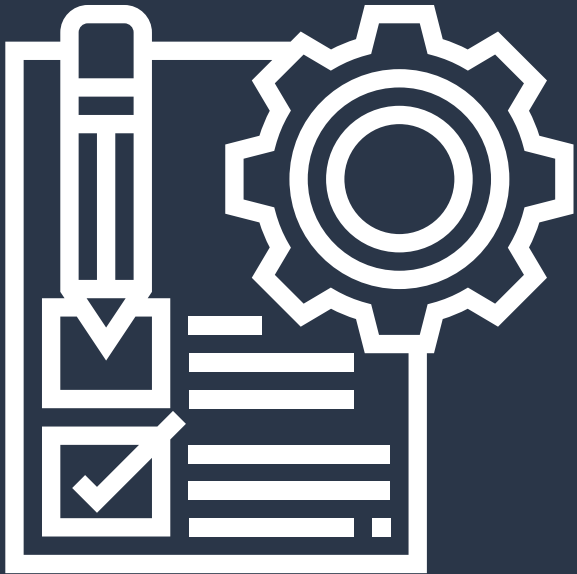


Are there clear links
between your proposed
outputs and outcomes?

Do the outcomes address
the problem/contributors
to the problem?

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Meaningful evaluation



Why is
evaluation
important?

Evaluating inputs – key questions

- What were the actual inputs?
 - How much worker/volunteer time was invested?
 - How much did we spend?
 - What organisational resources did we use?
 - What community resources did we use?
- Were the inputs appropriate and adequate?
- What differences did we find between planned and actual inputs?
- What did we learn about probable inputs for future programs?

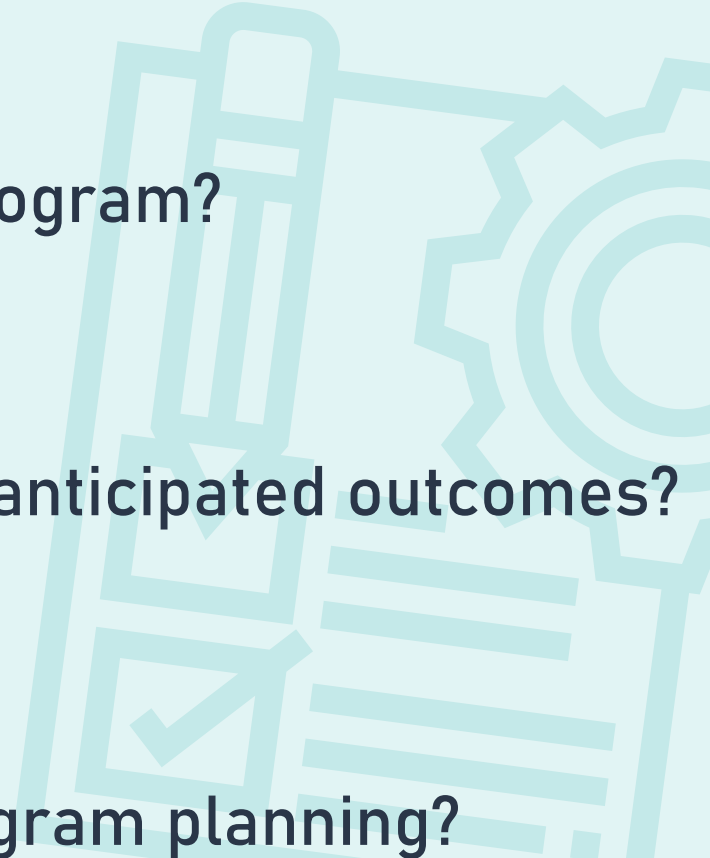


Evaluating outputs – key questions

- Who were our participants?
- How many participants did we have?
- How did participants engage?
- What activities/events/sessions did we deliver?
- What were the attendance/engagement rates?
- Were the outputs appropriate/relevant/accessibile?
- What feedback did we receive?
- What did we learn about outputs that can help us better plan future programs?



Evaluating outcomes – key questions

- What changes did participants experience?
 - Were these changes caused/influenced by our program?
 - How can we tell?
 - How do the outcomes compare with our desired/anticipated outcomes?
 - What unexpected outcomes did we see?
 - What have we learned that can inform future program planning?
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Overall evaluation – has the problem statement changed?

- Is the problem statement still relevant...
 - ... to the participant group?
 - ... for the broader community?
- Was the problem addressed by the program?
 - If so, how?
 - If not, what can be learned from this?
- Did the outcomes justify the investment of resources?
- Are there ways that ...
 - ... the problem could be better addressed?
 - ... the program could be improved?



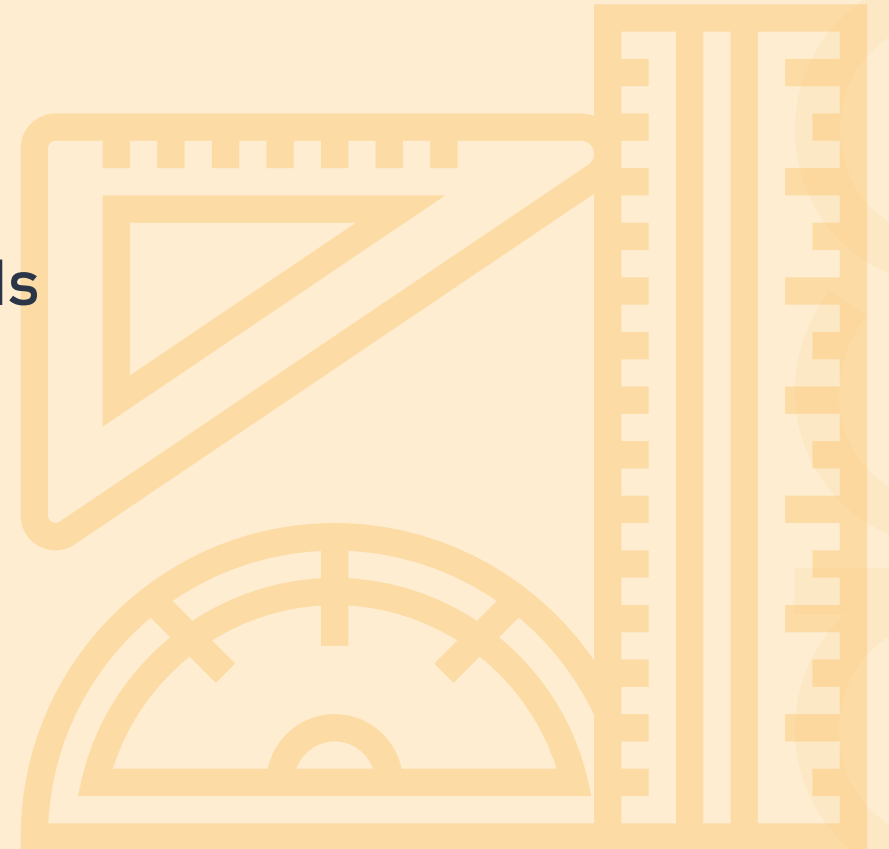
Gathering evidence

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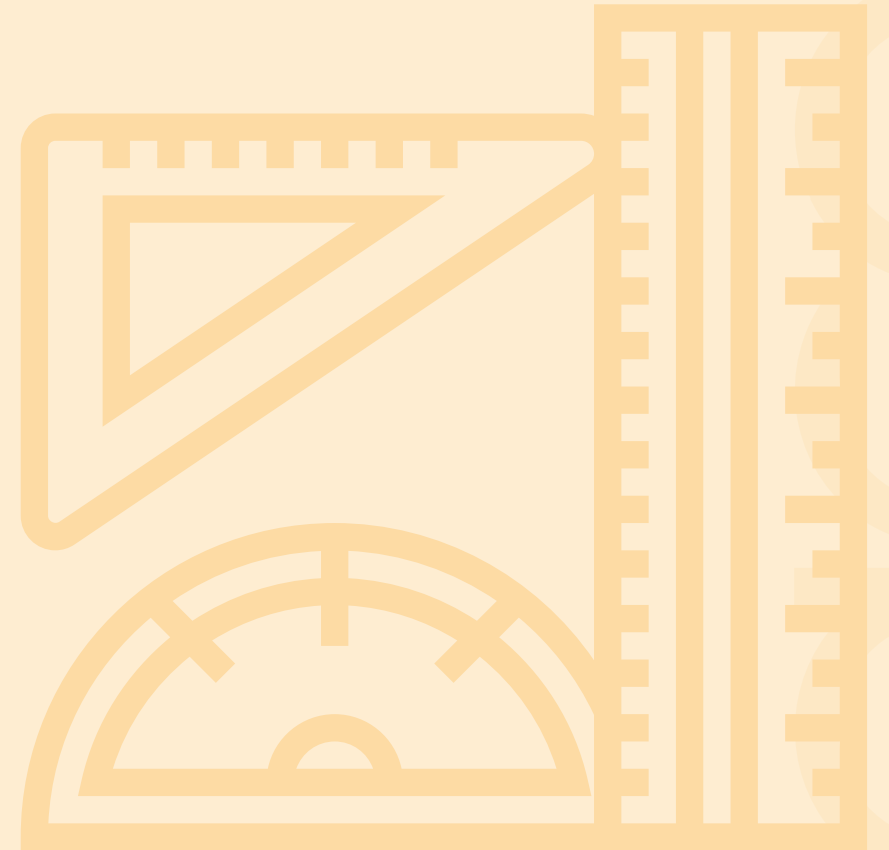
Evaluating inputs – measures and methods

- Activity/program reports
 - Individual/group/family sessions, activities and events
 - Use of staff and volunteers, including worker hours
- Financial reports
- Other administrative and organisational data/records
 - Booking records, meeting minutes, etc.



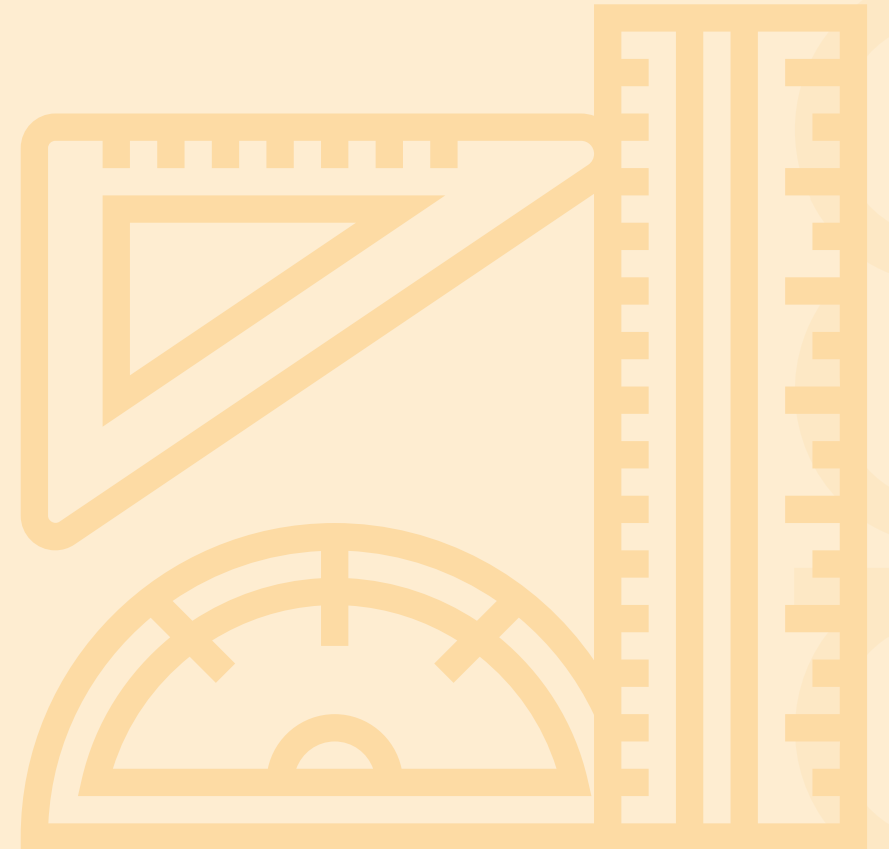
Evaluating outputs – measures and methods

- Activity/event/session records
 - Number
 - Frequency
 - Attendance/engagement
- Participant/stakeholder feedback/reports
- Staff/volunteer observations/reports



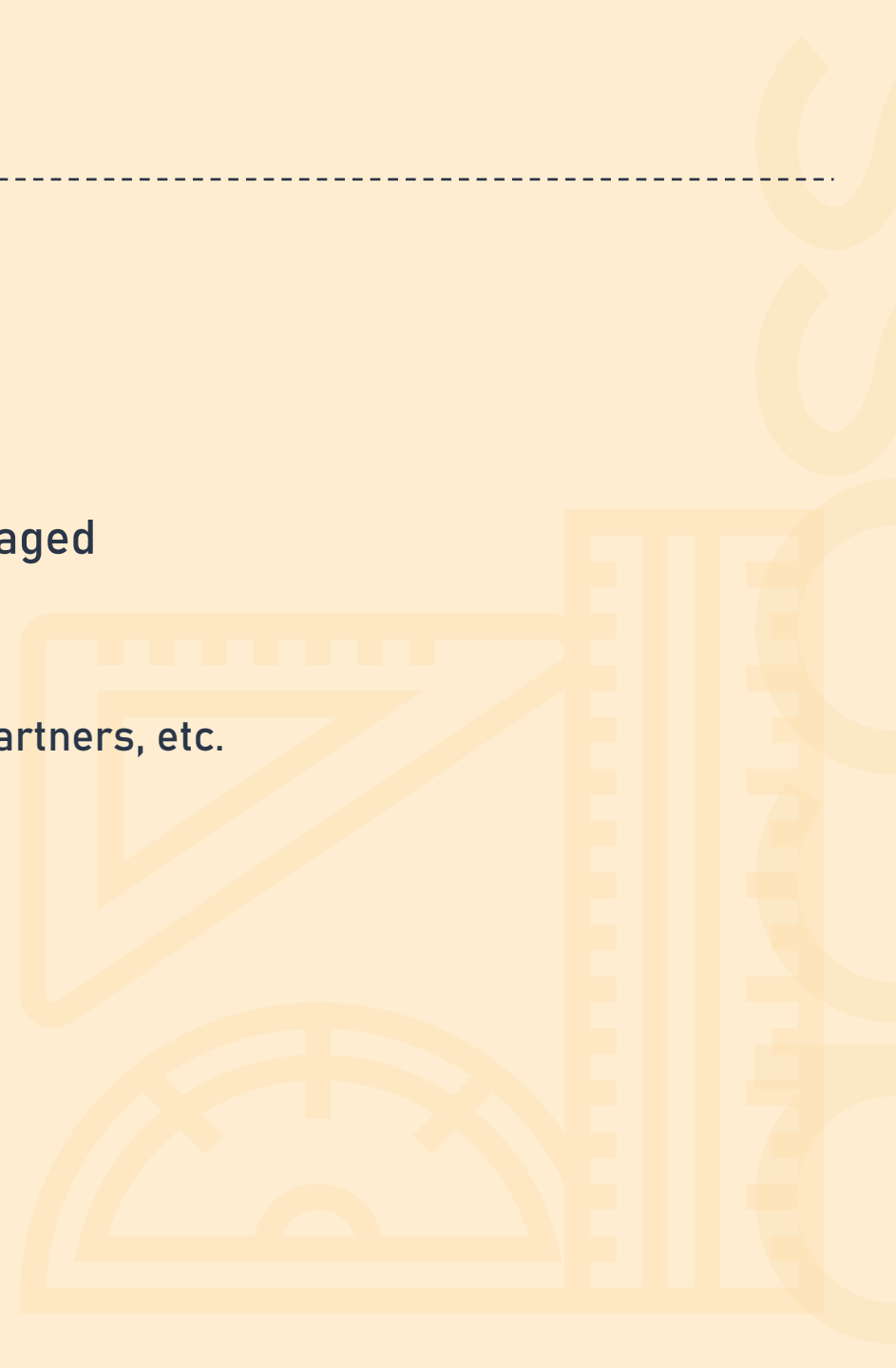
Evaluating outcomes – measures and methods

- Pre- and post-program surveys
 - CIF programs must use *UCLA Loneliness Scale*
- Participant feedback questionnaires
- Participant interviews/focus groups
- Observed behaviour changes
 - Participants, their family, staff and other service providers may all notice relevant changes



Program/project reports

- Initial problem description and planning
 - Including program logic, if one was developed
- Records of inputs, outputs and outcomes
- Risks, problems and unexpected factors and how these were managed
- Feedback from internal and external stakeholders
 - Staff/volunteers, participants, funders, community representatives, partners, etc.
- Evaluation (all areas!)
 - Collection of the measures/methods and answers to key questions
 - ↳ evidence to inform future planning and applications
 - Summary of overall evaluation
- Learnings/plans for improvement



Bringing it all together



Program logic, evaluation and evidence

- Mapping out program logic highlights key areas for evaluation
 - Clear problem description as baseline for measuring outcomes and overall effectiveness
 - Expected inputs/resource use and outputs/activities
 - Desired outcomes to compare with actual/observed outcomes
- Evaluation provides
 - Opportunities to improve future program planning
 - Evidence to support further funding applications



Evidence-supported applications

Program/project reports provide **evidence** of your ability to

- Achieve desirable outcomes
- Appropriately plan, implement and evaluate program
- Manage grant funds and reporting responsibilities
- Critically reflect and continuously improve

... All areas that assessors/funders take very seriously!



Evidence-supported applications

- Use data to illustrate points
 - Numbers of participants
 - Completion rates
 - Satisfaction/self-report measures
- Describe effective use of resources
- Feedback from internal and external stakeholders
 - Staff/volunteers, participants, funders, community representatives, partners, etc.
- Evaluation, learnings and plans for improvement



Evidence-supported applications – examples

- Experiencing managing grants/funding

We fully acquitted the \$--,--- grant, providing ...

- Participant engagement and satisfaction

17 of the 21 registered participants completed ... with an average 4/5 satisfaction rating ...

- Outcomes

On average, loneliness scores reduced by X% and social connections increased by Y% among ...

- Ability to develop and manage partnerships

The effectiveness of our partnership with MNO Social Enterprise is demonstrated by the attached letters of support from MNO's manager and consumer reference group and by ...

- Critical reflection and use of learning to inform future planning

As a result, we propose a hybrid model (in-person and online delivery) to effectively engage ...



Thank you and good luck!

**Keep an eye out for our follow up email which will
contain lots of resources and useful information**

Please let us know what you thought of the workshop