

## UServeUtah Community Engagement Grant Resources:

### PERFORMANCE MEASUREMENT

#### **Introduction:**

The UServeUtah Community Engagement Grant includes questions about your project's theory of change, performance measurement targets, and data collection plan. This document will provide a brief overview of these topics.

The links in this document will direct you to additional resources that provide in-depth information for your use.

Ultimately, these resources are intended to help you develop a stronger application and resulting project that will improve the quality of life in Utah.

#### **Performance Measurement Overview:**

##### **Theory of Change:**

A theory of change is the general underlying idea of how you believe the proposed community engagement project will create change.

There are three foundational elements of a theory of change:

- (1) **Community Need:** The community need identifies the problem(s) that your project will address. In the Community Engagement Grant Application, it should define the group of people (target population) and their needs. When possible, data documenting the community need will substantiate why the target population needs to receive an intervention.
- (2) **Intervention:** The intervention is what your Community Engagement project proposes to do. It is the specific set of activities that will occur to meet the community need and lead to change. Any evidence that you have supporting why this project will lead to the desired outcome(s) will strengthen your application and improve your project.
- (3) **Outcomes:** An outcome is the change in skills, values, and motivation that you expect on the target population. A change in knowledge can also be an outcome, but for the Community Engagement Grant, the expectation is that the grant funding will bring about an active change in the target population that will demonstrate that the quality of life in Utah has been improved.

We recommend that you develop a theory of change for the Community Engagement project for which you are requesting funding. The UServeUtah Community Engagement application requires information on all aspects of a theory of change.

**Logic Model:**

A logic model incorporates your theory of change while also bringing into consideration the inputs (resources) and outputs (direct beneficiaries) of your project.

In the Community Engagement Grant application, you will provide a prediction for the “Number of Individuals Served” for both the output and outcome. Grant recipients must collect data on the number of individuals served by the project and the community engagement change that the target population experiences.



**Selecting Performance Measurement Outcomes:**

Outcome targets are numerical objectives for a program's level of achievement on its outcomes. When selecting outcome targets, keep in mind that they should:



**Data Collection Information:**

**Tools:** Recipients of Community Engagement Grant funding will need to be able to collect data to demonstrate results – both for the outputs and outcomes from the funding received.

To measure outputs, you need to ensure that you have a tracking system that can keep an unduplicated count of the number of individuals served.

To measure outcomes, you need to determine how you will be able to assess that the change in community engagement attitude, skills, or behavior that was experienced by the target population served. You may be able to use a preexisting tool that assesses civic and community engagement or you could develop your own reliable tool – such as a pre-post assessment.

**Plan:** In addition to having data collection tools, you must have a plan to collect this data. Grant recipients must provide data that is valid and reliable. This data will be shared with the Utah State Legislature and be available for public consumption.

The plan that you develop must collect reliable, verifiable, and timely data. This data must be relevant to the activities that the grant funding carried out.

Grant applicants must share their plan for collecting data in the grant application.

### **Additional Performance Measurement Resources:**

Information on performance measurement, theory of change, logic models, and data collection abound on the internet. We recommend the resources below to develop a sound understanding of performance measurement that you can use in writing the Community Engagement Grant and developing a project.

### **Performance Measurement Knowledge Network:**

The Corporation for National and Community Service (CNCS), the federal agency that administers AmeriCorps funding, has developed a performance measurement curriculum. These courses have transferable information to help you understand concepts surrounding theory of change, quality performance measurement, and data collection and instruments. See this webpage with a link directing you to PDFs of the curriculum:

<https://www.nationalservice.gov/resources/performance-measurement/training-resources#overview>.

### **Resources for developing a theory of change and logic model include:**

*Logic Model Development Guide*, published by the Kellogg Foundation in 2004. Available at <https://www.wkkf.org/resource-directory/resource/2006/02/wk-kellogg-foundation-logic-model-development-guide>

*Point K Tools: Logic Model Builder*, by Innovation Network. Available at <https://www.innonet.org/news-insights/resources/point-k-logic-model-builder/>.

*Theory of Change: A Practical Tool for Action, Results, and Learning*, by J. Reisman and A. Gienapp, published by Organization Research Services in 2004. Available at <https://www.aecf.org/resources/theory-of-change/>.

“Theory of Change and Evidence” PowerPoint presented at a CNCS Regional Conference: [https://www.nationalservice.gov/sites/default/files/resource/TOC\\_and\\_Evidence\\_for\\_Regional\\_Conferences.pdf](https://www.nationalservice.gov/sites/default/files/resource/TOC_and_Evidence_for_Regional_Conferences.pdf)

### **Resources for setting realistic performance measurement targets:**

“High Quality Performance Measurement” PowerPoint on CNCS’s Knowledge Network:  
<https://www.nationalservice.gov/sites/default/files/resource/npm/high-quality-pm-powerpoint%20%5BCompatibility%20Mode%5D.pdf>

### **Resources on data collection:**

“Collecting High Quality Outcome Data: Part 1” PowerPoint on CNCS’s Knowledge Network:  
<https://www.nationalservice.gov/sites/default/files/resource/npm/collecting-data-part-1-powerpoint.pdf>

“Collecting High Quality Outcome Data: Part 2” PowerPoint on CNCS’s Knowledge Network:  
<https://www.nationalservice.gov/sites/default/files/resource/npm/collecting-data-part-2-powerpoint.pdf>

*Step-by-Step Guide to Evaluation*, published by the Kellogg Foundation in 2017. Available at  
<https://www.wkkf.org/resource-directory/resource/2017/11/wk-kellogg-foundation-step-by-step-guide-to-evaluation>.

*Measuring Program Outcomes: A Practical Approach*, by United Way of America, published by University of Nebraska in 1996:

<https://digitalcommons.unomaha.edu/cgi/viewcontent.cgi?article=1047&context=slceeval>. This document presents information about performance measurement in a very understandable, easy to read format. See pages 81-102 on “Prepare to Collect Data on Your Indicators” for resources on data collection