



# 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 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 to a theory of change:

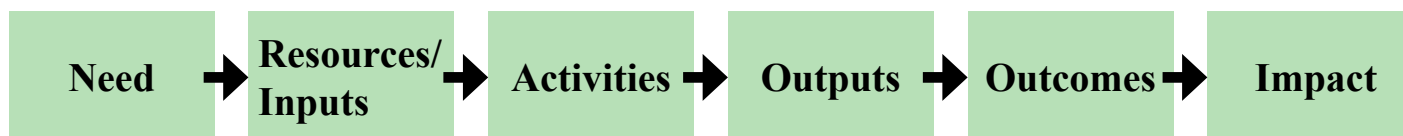
- 1. Community Need:** The community need identifies the problem(s) that your project will address. For the community engagement grant, it should define the group of people (target population) and their needs. When possible, data documenting the community need will substantiate why the target population 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 will make the project stronger.
- 3. Outcomes:** The 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 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 requests that you provide 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 results in the target population.



**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 has occurred to the direct population being served. You may be able to use a preexisting tool that assesses civic and community engagement or 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 information. 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.

**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/>.

**UServeUtah Resources:** <https://userve.utah.gov/resources/>

**UServeUtah Toolkits:** <https://userve.utah.gov/resources/toolkits/>