



Understanding the Full Narrative and Performance Measurement Elements and Requirements

Amy Salinas and Jennifer Cowart



Tips for Participating



- Phones are muted;
- To ask questions, use the Questions panel OR
- Click on the hand icon to let us know you have a question; and
- Links and recording will be available after the session – www.nevadavolunteers.org






Guest Speakers




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Webinars






ALL webinars are from 11:00 a.m. – 12:00 p.m.

- February 15 – Understanding the AmeriCorps Notice of Funding Opportunity and Determining Organization Fit
- February 22 – Understanding the Important Program Design Elements that are a Part of the AmeriCorps Application
- March 8 – Understanding the Full Narrative and Performance Measurement Elements and Requirements
- March 29 – Understanding and Creating Your AmeriCorps Budget





Our Purpose




Understand the following application areas:

- ☐ Narrative; and
- ☐ Performance Measurements





AmeriCorps Application




1. Narrative


- A. Executive Summary – 0 Points**
- B. Program Design – 50 Points
- C. Organizational Capability – 25 Points
- D. Cost Effectiveness and Budget Adequacy* - 25 Points
- E. Evaluation Plan** – 0 Points

*See Budget

**Not included in page count




Application Narrative




Executive Summary – REQUIRED Format:

The [name of the organization] proposes to have [number of] AmeriCorps members who will [service activities the members will be doing] in [the locations the AmeriCorps members will serve]. At the end of the first program year, the AmeriCorps members will be responsible for [anticipated outcome of project]. In addition, the AmeriCorps members will leverage [number of leveraged volunteers, if applicable] who will be engaged in [what the leveraged volunteers will be doing].

This program will focus on the CNCS focus area(s) of [focus area(s)]. The CNCS investment of \$[amount of request] will be matched with \$[amount of projected match], \$[amount of local, state, and federal funds] in public funding and \$[amount of non-governmental funds] in private funding.



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Application Narrative




A. Program Design (50%)

- 1. Theory of Change and Logic Model (28 points)**
- 2. Evidence Base (16 points)
- 3. Notice Priority (0 points)
- 4. Member Experience (6 points)






Application Narrative




Theory of Change

- Intervention is responsive to the identified community problem
- Intervention is clearly articulated including: design, dosage, target population, and roles of AmeriCorps members and (if applicable) leveraged volunteers
- Intervention is likely to lead to outcomes identified in theory of change
- Proposed outcomes in the narrative and logic model represent meaningful progress in addressing the community need
- Rationale for utilizing AmeriCorps members to deliver intervention(s) is reasonable
- AmeriCorps members will produce significant contributions to existing efforts to address the problem



Application Narrative




Logic Model


Elements are logically aligned and depict:

- Summary of the community problem
- Inputs or resources necessary to deliver the intervention including:
 - Locations/sites members will provide services
 - Number of AmeriCorps members that will deliver intervention
- Core activities that define the intervention/program model that members will implement/deliver including:
 - Duration – how long is the intervention
 - Dosage and frequency – how often and for how long the intervention happens
 - Target population – who specifically are the beneficiaries





Application Narrative




Logic Model

Elements are logically aligned and depict:


- Outputs that result from the intervention
 - Number of beneficiaries served
 - Types and number of activities conducted
- Outcomes (changes) that result from the intervention
 - Knowledge/skill
 - Attitude
 - Behavior
- Your performance measurements are clearly listed in the appropriate output and outcome columns



In the application narrative, applicants should outline your chosen measurements and discuss your rationale for setting output and outcome targets for their performance measures.





Application Narrative




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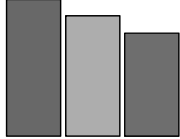


Evidence




Evidence Base (16 points)


Evidence Tier




&

Evidence Quality





Evidence Narrative




- State the evidence tier in which you think you qualify.
- Clearly indicate and describe the evidence that supports the highest evidence tier for which the program is eligible.
- Describe the complete body of evidence that supports the program intervention including evidence from lower tiers.


NOFO –
Pages 16-17

and

Mandatory Supplemental Guidance –
Pages 4-6



Evidence Narrative




In the Evidence Section, applicants must:


1. summarize the study design and key findings of any evaluation report(s) submitted; and
2. describe any other evidence that supports their program, including past performance measure data and/or other research studies.

Must also include:

- Date the research or evaluation was completed and the time period for which the intervention was examined
- Study's relevance to the proposed intervention
- Target population studied (e.g. the demographics)
- Methodology utilized in the study
- Description of the data, data source and data collection methods
- Outcomes or impacts examined and the study findings
- Strength of the findings





Application Narrative




A. Program Design (50%)

1. Theory of Change and Logic Model (28 points)
2. Evidence Base (16 points)
- 3. Notice Priority (0 points)**
4. Member Experience (6 points)





Application Narrative




NOTICE


NOFO – Page 5

Notice Priority (0 points)

- Program is within one or more of the 2019 AmeriCorps funding priorities
- Program meets all of the requirements detailed in the NOFO and in the Mandatory Supplemental Guidance





Application Narrative




A. Program Design (50%)

1. Theory of Change and Logic Model (28 points)
2. Evidence Base (16 points)
3. Notice Priority (0 points)
4. **Member Experience (6 points)**





Application Narrative




Member Experience (6 points)


AmeriCorps members will gain skills & experience as a result of training and service which will be valued by future employers.

Recruit AmeriCorps members from the geographic or demographic communities in which the program operates.

Foster an inclusive service culture, where different backgrounds, talents, and capabilities are welcomed and leveraged for learning and service




AmeriCorps Application




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**See Budget





Application Narrative




B. Organizational Capability (25%)

1. Organizational Background and Staffing (9 points)
2. Compliance and Accountability (8 points)
3. Culture that Values Learning (6 points)
4. Member Supervision (2 points)






Application Narrative




Organizational Capability - (25%)


Organizational Background and Staffing (9 points)

Organization details the roles, responsibilities, and structure of the staff that will be implementing the AmeriCorps program and providing program oversight and monitoring.








Application Narrative




Compliance and Accountability (8 points)

- Organization has a monitoring and oversight plan to prevent and detect non-compliance and enforce compliance with AmeriCorps rules and regulations including those related to prohibited and unallowable activities and criminal history check.
- If applicable, the CNCS-required evaluation report meets CNCS requirements.
- If applicable, the CNCS-required evaluation report is of satisfactory quality.





Application Narrative




Culture that Values Learning (6 points)

Organization's board, management and staff collect and use information, including performance data, for learning and decision making






Application Narrative




Member Supervision (2 points)


Members will receive sufficient guidance and support from the supervisor.



AmeriCorps supervisors will be adequately trained/prepared to follow AmeriCorps and program regulations, priorities & expectations.



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Evaluation Plan




New Applicants

- Description of the applicant's data collection system and how it is sufficient to collect high quality performance measurement data during the first three years of the grant. If the applicant does not yet have a data collection system, describe the plan and timeline for the developing a high quality system.
- Description of how the applicant will use performance data to improve its program




Evaluation Plan




Recompeting Applicants

- Short description of the theory of change
- Outcome(s) of interest that will be assessed during the evaluation
- Concrete research questions (or hypotheses) that are clearly connected to the outcomes
- Proposed research design including a rationale for the design selected, an assessment of its strengths and limitations, and a description of the main components;
- Description of the data sources, sampling methods, measurement tools, and data collection procedures that will be used in the evaluation
- Analysis plan that clearly describes the methodology/ies that will be used to analyze the collected data
- Evaluation timeline
- Qualifications needs for the evaluator
- Proposed evaluation budget




AmeriCorps Application




Section	Page Limit
Narrative – includes facesheet and narrative sections (executive summary, program design, organizational capacity and cost effectiveness and budget adequacy)	10 pages 13 pages for Rural Intermediaries
Logic Model	3 pages







Performance Measures




Quick Performance Measurement 101




What is Performance Measurement?




Ongoing, Systematic
Process of tracking your
program's primary
intervention on its
outputs and **outcomes**







Outputs




Amount of service provided (people served, products created, or programs developed)







Outputs




- Answer the questions:
 - “How much service did we perform?”
 - “What products did we develop?”
- DO NOT answer the question:
 - “What changed as a result of the service provided or product developed?”




Outcomes




- Reflect the changes or benefits that occur
- Can reflect changes in individuals, organizations, communities, or the environment
- Address changes in attitudes/beliefs, knowledge/skills, behavior, or conditions






Outcomes




Answer the questions:

- “What difference did our service make for beneficiaries?” or
- “How did the new system or product enhance the capacity of the organization to serve the community?”




Why National Measures?




- CNCS can focus efforts on national priorities where service has the greatest impact
- High quality data for a strong narrative about National Service

Impact Story.


to ensure CNCS can aggregate the data and report results with confidence, all the guidance they provide must be adhered to = this includes definitions for the intervention, target population, output and outcome; and information on collecting data and calculating the measure.




Requirements




Performance Measurements Requirements







Requirements




- One aligned set of measures (1 output and 1 outcome)
 - Connected to the primary intervention and Theory of Change
 - Numbers and results address the same activity and beneficiaries
- National Performance Measures **follow the required selection and design instructions**
- All **terms and requirements are clearly defined**
- Performance measures screen must be a stand-alone document




Requirements




- **DO NOT** require that you have a set of measurements for every activity members do
 - “All performance measures must reflect significant program activities whose outputs and outcomes are consistent with the applicant’s core theory of change. Applicants are not expected to have performance measures for every program activity.”
 - “CNCS does not expect applicants to select performance measures to correspond to each and every potential member activity or community impact.”
 - “CNCS values the quality of performance measures over the quantity of performance measures.”




Output Only




- Can pick an output only measure, meaning no outcome is associated with it
 - as long as it measures a significant program activity.
- Output only measure does not satisfy the minimum requirement for your performance measurements
 - it can allow you to capture additional counts that are important to your primary intervention that are not captured in your aligned set.
- Not Required




Applicant Determined




- National Measures for Each of the 7 Major Focus Areas
- If you cannot find a national set of measures that fits with your theory of change and logic model, then you can create your own – Applicant-determined measures.
 - “CNCS does not require applicants to use National Performance Measures but expects them to do so if National Performance Measures reflect key outputs and/or outcomes of the theory of change. Applicants may not create applicant determined outputs or outcomes that duplicate existing National Performance Measures.”




Applicant Determined




- CANNOT create applicant-determined measures on the following:
 - Any measures in capacity building that are outside the 1 aligned set in the instructions (includes measures on volunteers members recruit and/or manage)
 - Any measures that capture data on your members or volunteers
- 2019 performance measurements are focused solely on the end beneficiaries, entities, or environments.
 - “Effective for all 2019 applicants (new, recompet, and continuation), AmeriCorps members and other National Service Participants may not be counted as beneficiaries under either National Performance Measures or applicant-determined measures. Some member-focused outputs and outcomes may be reported as demographic indicators.”




Measurement Scenarios




Scenario 1	Scenario 2	Scenario 3
<ul style="list-style-type: none"> • Find a National Output AND Outcome <ul style="list-style-type: none"> – Fits your primary intervention and theory of change 	<ul style="list-style-type: none"> • Find a National Output, but No National Outcome that Fits <ul style="list-style-type: none"> – Must create an applicant determined outcome 	<ul style="list-style-type: none"> • Do not find a National Output or National Outcome <ul style="list-style-type: none"> – Must create an applicant determined output and outcome




Changes




- Almost every focus area has a general output to pick from – number of individuals served
 - Exception of Capacity Building and Environmental Stewardship
- Requirements and instructions have lessened
- Some requirements have changed
- No longer any measures that capture the impact on members themselves




Instructions




1. Table of Contents
2. Requirements – General Summary
3. Selection Rules
4. Specific Instructions divided by the 7 focus areas
 - a. Actual measure
 - b. Definition of key terms
 - c. How to calculate measure/collect data
5. Appendices
 1. Understanding MSY and Member Allocations
 2. Checklist
 3. Frequently Asked Questions






How to Select




- Thoughtfully create your theory of change, logic model, and your outcome question and THEN determine if there is a set of national measurements (output and outcome) that serve as relevant data that will help support what you are trying to affect change on
 - It is a good idea to look at all of the measures they are providing you to choose from


Look first at the Selection Rules Section which can be found on pages 4 – 9.



National Measures



Education Focus Area




Output – ED1A


Number of individuals served.

Outcome – ED5A

Number of students with improved academic performance.




National Measures – What to Do




Scenario 1

- Find a National Output AND Outcome
 - Fits your primary intervention and theory of change

- Go to the table of contents;
- Find your focus area and then go to the page number that is listed;
- For our Education example, we would go to page 14 for more details about both the output and outcome;
- Read the details and instructions of the 2 aligned measurements you are considering (ED1A and ED5A); and
- As you read the details, make sure that you can meet all of the terms and requirements that are outlined.



Key Terms and Requirements




ED1A


- Individuals you will serve;
- Your definition of served
 - CNCS - substantive engagement of individuals with a specific education-related goal in mind.
 - You - How much service will they have to get in order to be counted?
- Tracking tool you will use to count the number of individuals served.
 - "tracking mechanism that ensures an unduplicated count of individuals who have received services".
 - how you will ensure you don't duplicate counts of people served.

ED5A

- Your definition of improved academic performance
 - at what level do individuals need to improve to be counted? Specifically, you need to talk about the level of improvement and the academic subject area of focus.
- Tool you will use to measure improved academic performance.
 - CNCS requires - "Standardized test, report card grade, or other instrument capable of measuring changes in academic performance at the individual beneficiary level. When possible, pre-post assessments should be utilized."




One National Measure – What to Do




Scenario 2

- Find a National Output, but No National Outcome that Fits
 - Must create an applicant determined outcome

1. Go to the table of contents;
2. Find your focus area and then go to the page number that is listed;
3. For our Education example, we would go to page 14 for more details about the output; and
4. Create your own outcome – find ones in other areas that are similar in wording to help.




No National Measures – What to Do




Scenario 3

- Do not find a National Output or National Outcome
 - Must create an applicant determined output and outcome


1. Create your own output and outcome – find ones in other areas that are similar in wording to help:
 - Caution – it is very unlikely that you will not find an output that you can select.

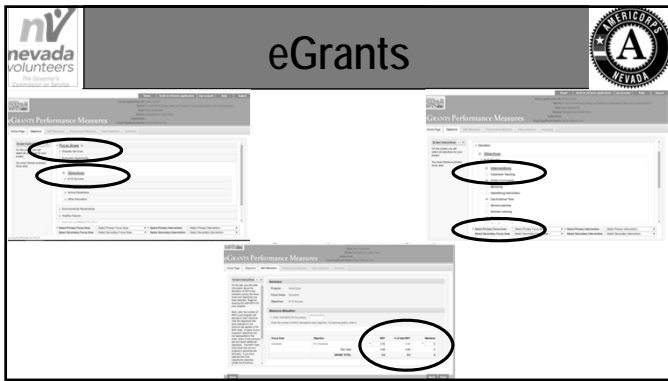


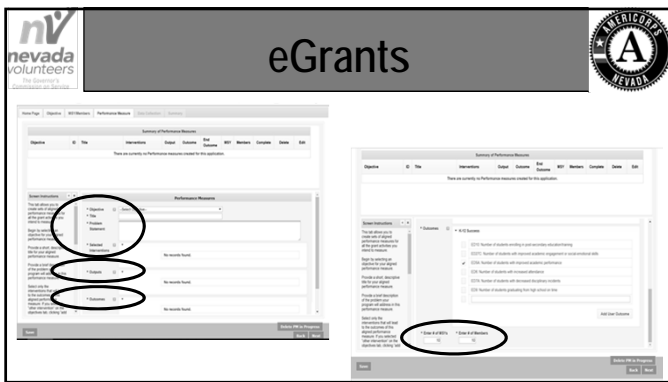
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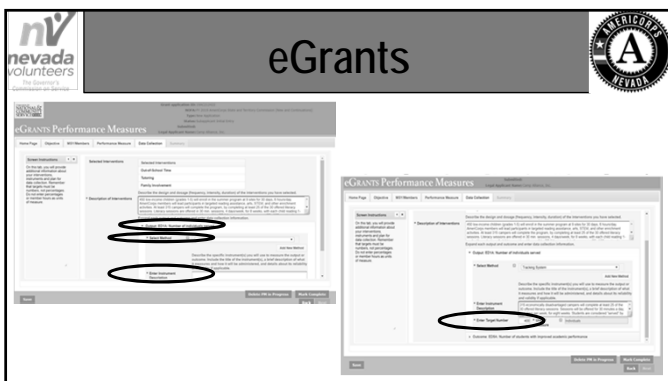


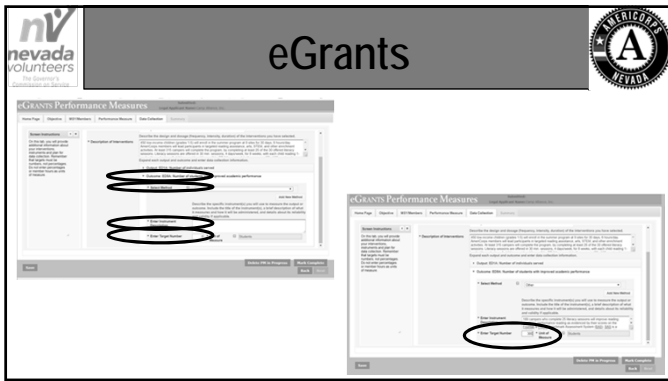
- Theory of Change/Logic Model Section of your Narrative
 - List them
 - Write how you arrived at the targets you set
- Logic Model Document
 - Output measurement should be the first thing listed in the output column
 - Outcome measurement should be the first thing listed in either the short term and medium term outcome column, as applicable
- Performance Measure module in eGrants

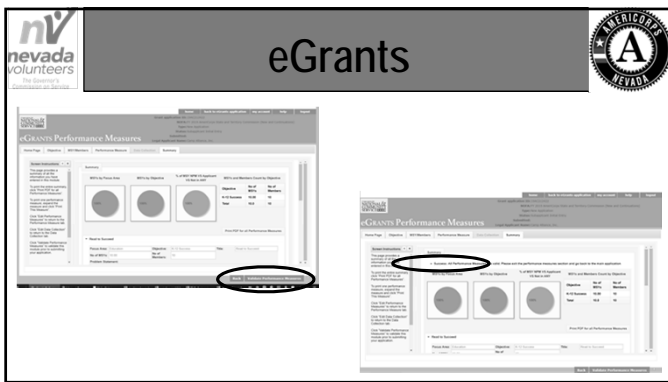















Resources

- Webinar Power Point
- 2019 Performance Measurement Instructions
- [Tutorial - completing the Performance Measures screens in eGrants](#)



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