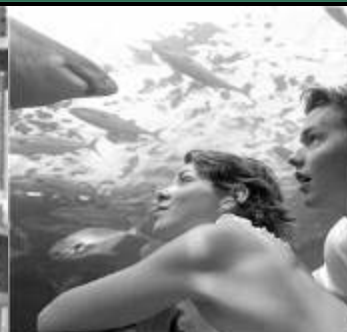


Creating a Nation of Learners



INSTITUTE of
Museum and Library
SERVICES



Webinar on Reporting and Evaluation for Museums for America Grantees

January 6-8, 2009

Purpose of Webinar

- Inform you about the agency's reporting requirements
- Help you share the results of your grants
- Share with you the importance of regular evaluation and provide resources
- Answer questions that you may have about evaluation and reporting

Intended Outcomes

At the end of this session, you will know:

- What IMLS **reporting requirements** are
- How to complete Part 2 of the **Final Performance Report** form
- What **evaluation resources** are available to assist you

Format, Logistics

Part 1

- **Reporting** Requirements (20 minutes)
- Questions from grantees (15 minutes)

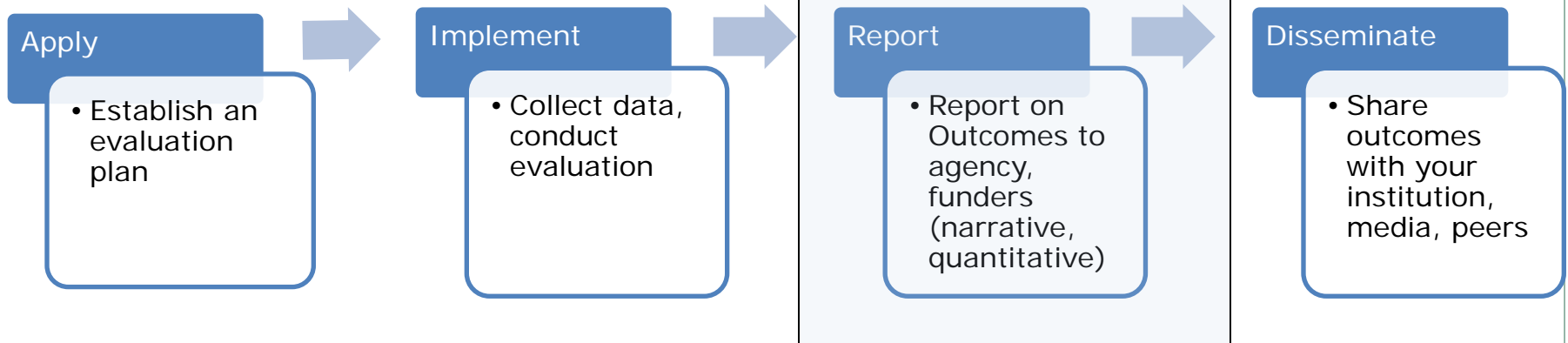
Part 2

- **Evaluation** and Resources (10 minutes)
- Questions from grantees (15 minutes)

Managing your IMLS grant

- Recipients of IMLS grants are required to adhere to grants management terms and conditions. Resources for managing your award are located at:
<http://www.imls.gov/recipients/recipients.shtm>
- Any change to a grant project's activities, key personnel, or budget must first be approved by IMLS. Requests for a change to a grant must be signed by the authorizing official and submitted to the appropriate IMLS program officer.
The request must be approved before the changes can be made!

Grant Life Cycle / Role of Reporting



The Value of Project Reports

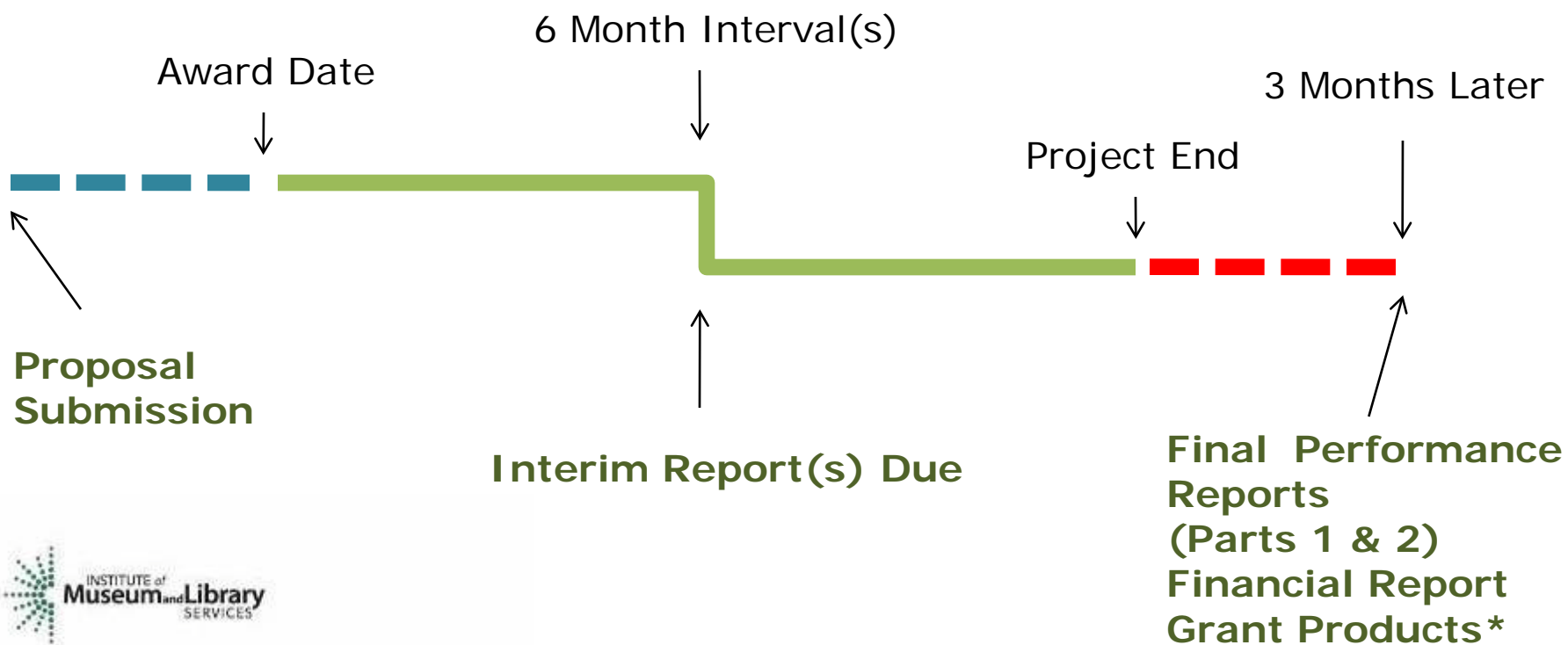
- **Your Organization**
 - Help demonstrate results in concrete terms
 - Provide feedback for program planning and development
 - Help you communicate results to staff, board, community, media, conferences, newsletters
- **IMLS**
 - Government agencies
 - Media, project profiles
 - Annual reports to Congress
 - Reports to the field, profession
 - American public

IMLS' Required Documents

- Narrative reports
 - Interim - due every 6 months throughout grant.
 - Final - due 90 days after the close of the grant.
- Quantitative report
 - Final - due 90 days after the close of the grant.
- Grant products
- Financial report

These forms are available at
<http://www.ims.gov/recipients/administration.shtm>

IMLS Project Reporting Timeline



Glossary of Terms

<http://www.imls.gov/pdf/Glossary.pdf>

- **Activity, activities.** Actions through which the objectives and goals of a grant are accomplished and deliverables are created.
- **Outcome.** A gain or change in an individual's knowledge, skill, attitude, behavior, status, or life condition related to the purpose of a project. An outcome is a type of result, usually produced through some form of learning.
- **Output.** A measure of quantity (e.g. number or percent) or of quality (e.g. produced to a specified standard) of activities, products, or services.
- **Program.** A connected series of steps, services, products, and/or experiences constructed to achieve a desired result.

Outputs/Outcomes

Output examples

- Developed 5 curricula
- Conducted 4 teacher training workshops, each attended by 25 teachers (total 100 teachers trained)
- Program was delivered to 850 students

Outcome examples

- Middle school teachers showed increased interest and improved ability in teaching local history
- Middle school students showed increased knowledge of local history after completing the program

Interim and Final Performance Report

Interim Report

- compare actual accomplishments with goals established
- describe activities or services
- describe any significant findings or accomplishments

Final Performance Report: Part 1 & 2

- project activities and the audiences served
- an analysis of the project's achievements and their value
- summary of lessons learned
- the outcomes and the larger impact
- future plans

Final Performance Report: Part 2

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1 2 3 4 5 6 7

Institution Name: _____

Grant #: _____

A. SITE SPECIFIC PROJECT ACTIVITY: _____

1. _____ Total # of collection items conserved, relocated to protective storage, rehoused, or for which other preservation-appropriate physical action was taken.
2. _____ Total # of collection items digitized, scanned, reformatted, or for which other electronic or digital preservation action was taken.
3. _____ Total # of collection items with new or enhanced accessibility (include items that were cataloged or for which finding aids or other records were created or computerized) [includes _____ items made accessible to users other than grantee staff for the first time, _____ items with new or enhanced access for staff only].
4. _____ Total # of lectures, symposia, demonstrations, exhibits, readings, performances, concerts, broadcasts, Webcasts, workshops, multi-media packages, or other learning opportunities provided for the public (do not include PSAs or other promotional activities) [includes _____ out-of-school or after-school programs, _____ exhibits].
5. _____ Total # of tools created, improved, or produced for searching, information management, or information analysis by users other than or in addition to grantee staff.
6. _____ Total # of conferences, programs, workshops, training sessions, institutes, classes, courses, or other structured educational events provided.

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Three Main Sections to Part 2

- A. Numeric Total of Project Activities
- B. Numeric Total of Grant Products
- C. Numeric of Project Participants/Users/Audience

[Note: No single form can encompass the range of activities funded in this grant program. However this form is an important starting point.]

Project Example: Brown County Historical Society

Performance Report Narrative: Activities List

- 1) **Develop exhibit** (includes developing a Web site, an audio tour, and a gallery guide)
- 2) **Develop accompanying curriculum**
- 3) **Conduct teacher training institute**

A. Activity Example: Develop Exhibit

Institution Name: Brown County Historical Society

Grant #: 12 - 34 - 67 - 899

A. SITE SPECIFIC PROJECT ACTIVITY: Develop and mount local history exhibit, Web site, gallery guide and audio tour

4. 1 Total # of lectures, symposia, demonstrations, **exhibits**, readings, performances, concerts, broadcasts, Webcasts, workshops, multi-media packages, or other learning opportunities provided for the public.

B. Product Example: Develop Exhibit

Institution Name: Brown County Historical Society

Grant #: 12 - 34 - 67 - 899

B. PORTABLE PRODUCTS (relating to the activity named in section A.): Develop and mount local history exhibit, Web site, gallery guide and audio tour

12. 1 Total # of Web sites developed or improved [include URLs/addresses: www.browncountyhistory.org].

13. 2 Total # of learning resources produced [includes oral histories, curriculum resources, curriculums, Web-based learning tools, or 1 other (specify): gallery guide; 1 other (specify): audio tour].

C. User Example: Develop Exhibit

Institution Name: Brown County Historical Society

Grant #: 12 - 34 - 67 - 899

C. PARTICIPANTS/VISITORS/USERS/AUDIENCE (relating to the activity named in section A.)

21. 2000 Total # of **users of Web-based resources** provided by your grant (include all individuals the project served). Choose the measure that best represents your use rate) ✓ visits (hits), unique visitors, pages visited, registered users, other measure (specify).
22. 3500 Total # of **individuals** benefiting from your grant (include all those from questions 18-21 plus others the project served). Only include those who actually participated or used your project services in some way.

First Question and Answer Period

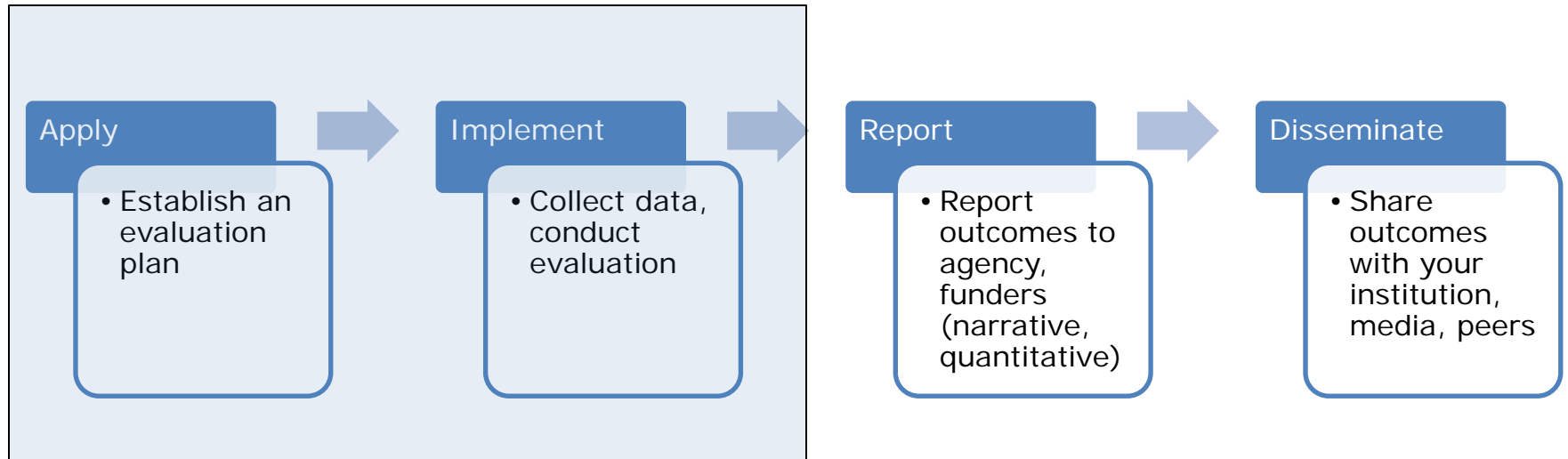
Question guidelines:

- Please try to keep questions somewhat general (i.e., relevant to other grantees)
- Detailed questions can be directed to your program officer after the session or at a later date.

Evaluation and Resources

- a) Overview of evaluation concepts
- b) Links to evaluation resources

Let's Take a Step Back



What is evaluation?

A process that tries to determine the effectiveness and results of specific program activities. (We do what? For whom? For what outcomes?)

Evaluation helps you:

- measure the impact of your program
- show what a difference it made on the people you served
- know that your program is on track

Where does evaluation fit in to my project?

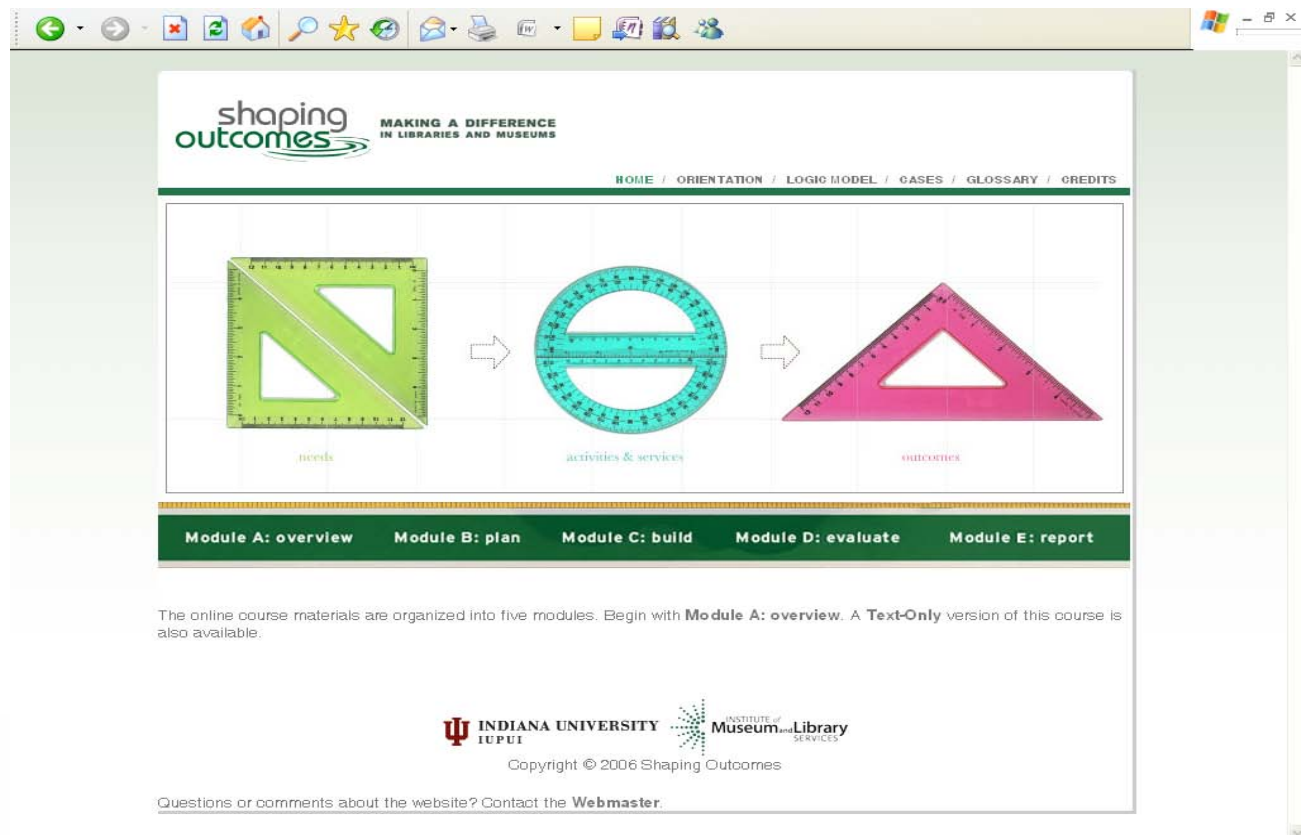
- ***front-end evaluation*** show what has audience appeal and what makes for effective outreach.
- ***formative evaluation*** tells you which ways of communicating information work best for your audiences.
- ***outcome evaluation*** helps you know (and show) that your program creates intended results.
- ***remedial evaluation*** identifies what needs upkeep, repair, or replacement.
- ***summary evaluation*** is done at the end of a project, rather than during it

How do I know what evaluation framework is right for my project?

- Web-based resources/curriculum.
- Evaluation guidebooks.
- IMLS program and research staff.

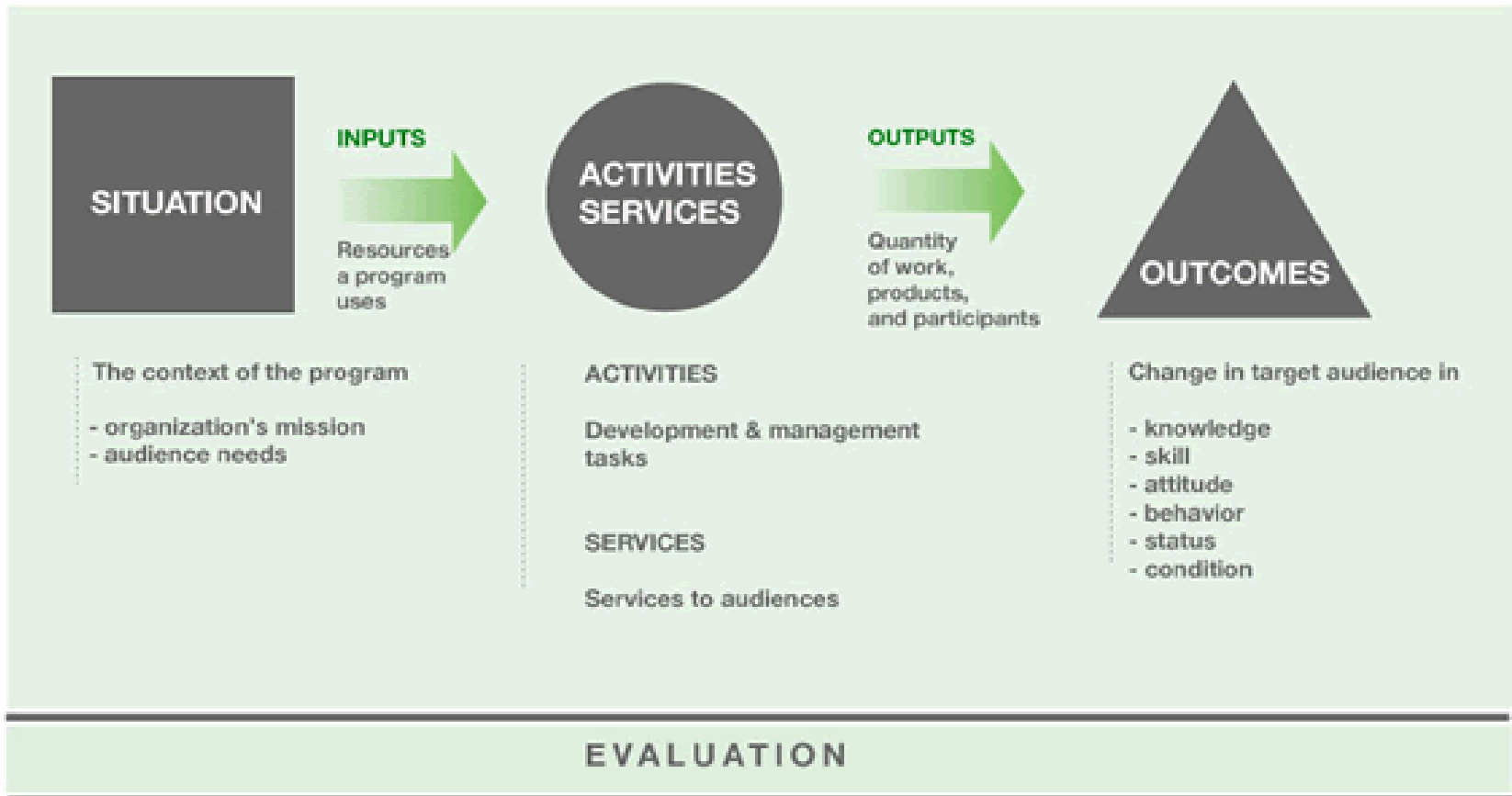
Web-based resource

www.shapingoutcomes.org



The screenshot displays the website's interface. At the top, there is a navigation menu with links: HOME / ORIENTATION / LOGIC MODEL / CASES / GLOSSARY / CREDITS. Below the menu is a diagram illustrating the logic model process. It consists of three stages connected by arrows: 1. A green square ruler labeled 'needs'. 2. A teal circular ruler labeled 'activities & services'. 3. A pink triangular ruler labeled 'outcomes'. Below the diagram is a dark green navigation bar with five buttons: 'Module A: overview', 'Module B: plan', 'Module C: build', 'Module D: evaluate', and 'Module E: report'. Below the navigation bar, there is a paragraph of text: 'The online course materials are organized into five modules. Begin with **Module A: overview**. A **Text-Only** version of this course is also available.' At the bottom of the page, there are logos for Indiana University IUPUI and the Institute of Museum and Library Services, along with the copyright notice: 'Copyright © 2006 Shaping Outcomes'. A footer link reads: 'Questions or comments about the website? Contact the **Webmaster**.'

Logic model development



Evaluation Guidebooks

- **Framework for Evaluating Impacts of Informal Science Education Projects**
 - Edited volume covering a wide range of evaluation methods for evaluating informal learning
 - National Science Foundation
- **Key Steps in Outcome Management Series**
 - 6 book series on different aspects of outcome evaluation
 - The Urban Institute
- **Introduction to Museum Evaluation**
 - American Association of Museums

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Remember Evaluation.....

- should be designed to meet **your** project needs.
- can be a do-it-yourself exercise.
- may cover just one part of a broader project.
- doesn't require a great deal of resources.

Creating a Nation of Learners



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Final Question and Answer Period