

# Capacity Building Workshops

## Program Design

April 1, 2022

# Introductions

- Michelle Gan, Senior Consultant



Guidehouse is an award-winning professional services firm that specializes in helping state and local governments achieve success in navigating challenges and delivering high quality services to residents, businesses, and visitors.

# Capacity Building Workshops

Optional capacity building workshops are designed to provide general support on grant applications. Workshops will be facilitated by Guidehouse.



## Grant Application

March 25, 2022

Topics include:

- Writing a compelling grant application
- Budgets and categorizing costs (e.g., indirect rates)
- Registering for SAM.gov and a DUNS number



## Program Design

April 1, 2022

Topics include:

- Goal Development
- Program planning
- How to align program goals and performance metrics



## Monitoring & Reporting

April 8, 2022

Topics include:

- Program evaluation
- Tracking metrics and key performance indicators
- Federal compliance
- Procurement

Register for workshops: [cookcountyil.gov/JACGrants](https://cookcountyil.gov/JACGrants)

# Agenda

- Program Design Overview
- Program Description
- SMART Framework
- Program Goals
- Program Objectives
- Program Outcomes
- Goals, Objectives, & Outcomes Development
- Key Performance Metrics
- Aligning Program Goals and Performance Metrics
- Q&A

# Program Design Overview



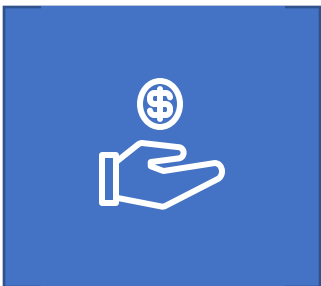
## Program Description

- Detailed outline of your proposed program, including activities to be accomplished and personnel responsible for executing the program



## Program Objectives

- Statements describing the results the programs will achieve, and the actions taken to accomplish that



## Key Metrics

- Performance indicators that measure outcomes of grant activities, demonstrating if program has accomplished goals and objectives

# Program Description

## WHO

- Who in your organization will be overseeing and working on the program? If applicable, who else will be helping you administer this program?
- Who will be participating in the program and receiving the program benefits? What will make them eligible? How many participants will there be?

## WHAT

- What problem or issue are you addressing? How does the proposed program address the identified problem in an effective way?
- What services and resources will you be providing to program participants? What will the program look like day-to-day?

## WHEN

- When will you begin the program? When will you complete it? What is the timeframe?
- When will you achieve your program milestones (e.g., monthly, quarterly, after 6 months)?

# Program Description

## WHERE

- Where will you be providing these program services? In what specific location, community, and/or neighborhoods will you be working?
- If applicable, where will be your program participants based?

## WHY

- Why did you pick your particular program model? What similar successful programs have existed? What research demonstrates the effectiveness of your program strategies?
- Why are you working in the particular location you selected? What rationale did you use to determine eligibility for program participants?
- Why is your organization qualified to carry out this program? What experience does your organization have that enables you to manage and execute this kind of program?

## HOW

- How will you recruit program participants and engage the target population(s)?
- How feasible is your program approach? How did you assess the needs of your target population and determine what program structure would benefit them?
- How will you monitor the progress and performance of your program and its participants?

# SMART Framework

## SMART Goals, Objectives, and Outcomes

- **Specific** – Focuses on the who, what, and where. Clear and specific goals are easier to evaluate and determine if they have been accomplished.
- **Measurable** – Utilizes quantifiable metrics and allows you to track progress and how much change is expected
- **Achievable** – Is realistic and attainable given program resources and planned implementation
- **Relevant** – Aligns to your organizational mission as well as the grant funder's mission. Relates to the problem you are trying to address
- **Time Bound** – Identifies a target date by when the goal, objective, and outcome will be achieved



# Program Goals



Provides realistic, high-level statements that describe what the program will accomplish

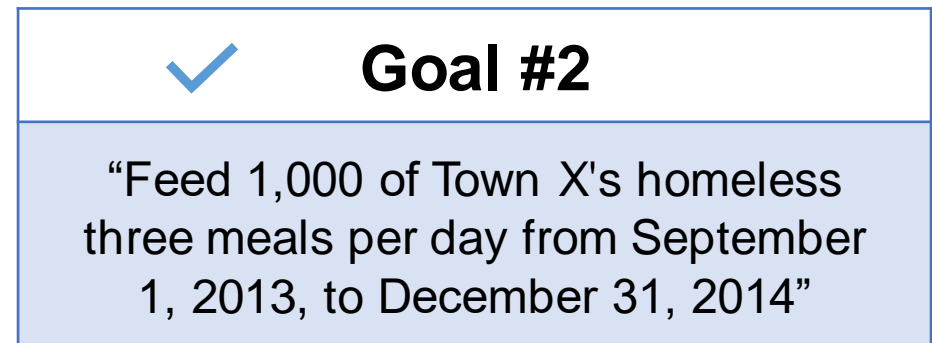
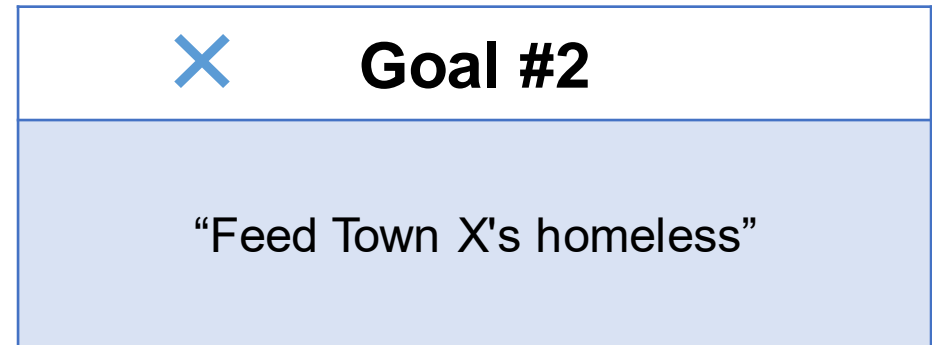
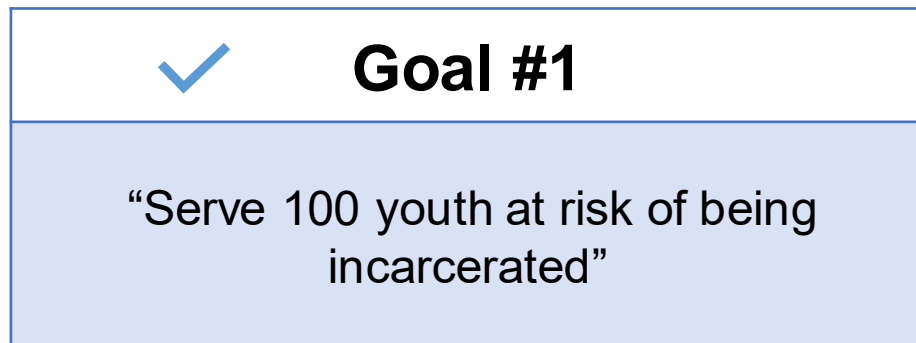
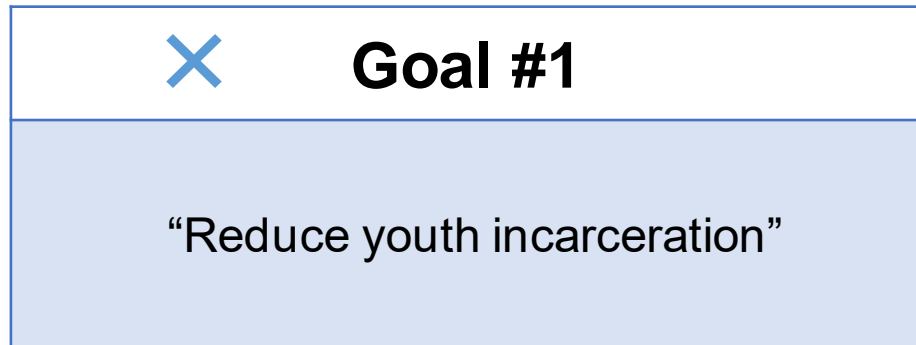


Identifies the target population(s) that you plan to serve



Addresses the specific problem(s) that you have pinpointed

# Program Goals: Examples



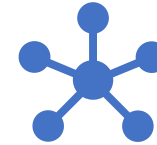
# Program Objectives



Describe the actions and tasks you will take during program



Explains to grant funder how you will accomplish your goals



Requires many objectives to complete a single goal

# Program Objectives: Examples

## ✗ Objective #1

“Help applicants apply to jobs”



## ✓ Objective #1

“Host 20 job training workshops for 200 applicants in 1st year”

## ✗ Objective #2

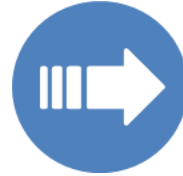
“Give out sports scholarships”



## ✓ Objective #2

“Give out 150 sports scholarships to 6 participants”

# Program Outcomes



Specify benefits or changes for individuals or populations during or after participating in program

Uses quantitative metrics to determine whether outcome has been achieved

Demonstrate to what extent objectives have been met

# Program Outcomes: Examples

## ✗ Outcome #1

“Applicants were more ready for college”



## ✓ Outcome #1

“95% of program participants graduated college in 4 years or less”

## ✗ Outcome #2

“Participants have more housing stability”



## ✓ Outcome #2

“80% of participants will stay in stable housing for 1 year or more”

# Goal, Objectives, and Outcomes Development

## Important Considerations

- What staffing and resource constraints do you have? How does that affect what you can accomplish during the proposed performance period?
- What are the goals of the grant funder? How can you create goals, objectives, and outcomes that align with that?
- What past and current programs has your organization administered? What successes did you have?
- How can you expand successful programs? How can you reach more participants or communities where your organization has relationships?
- What similar programs currently exist? What distinguishes your program from similar programs?
- What innovative and creative programs can your organization implement? What are gaps in services that are being provided in the target population or within this target issue area?

# Key Performance Metrics

Key performance metrics are quantifiable measures of progress towards your program success. Organizations must be able to report on these regularly (e.g., monthly, quarterly, bimonthly).



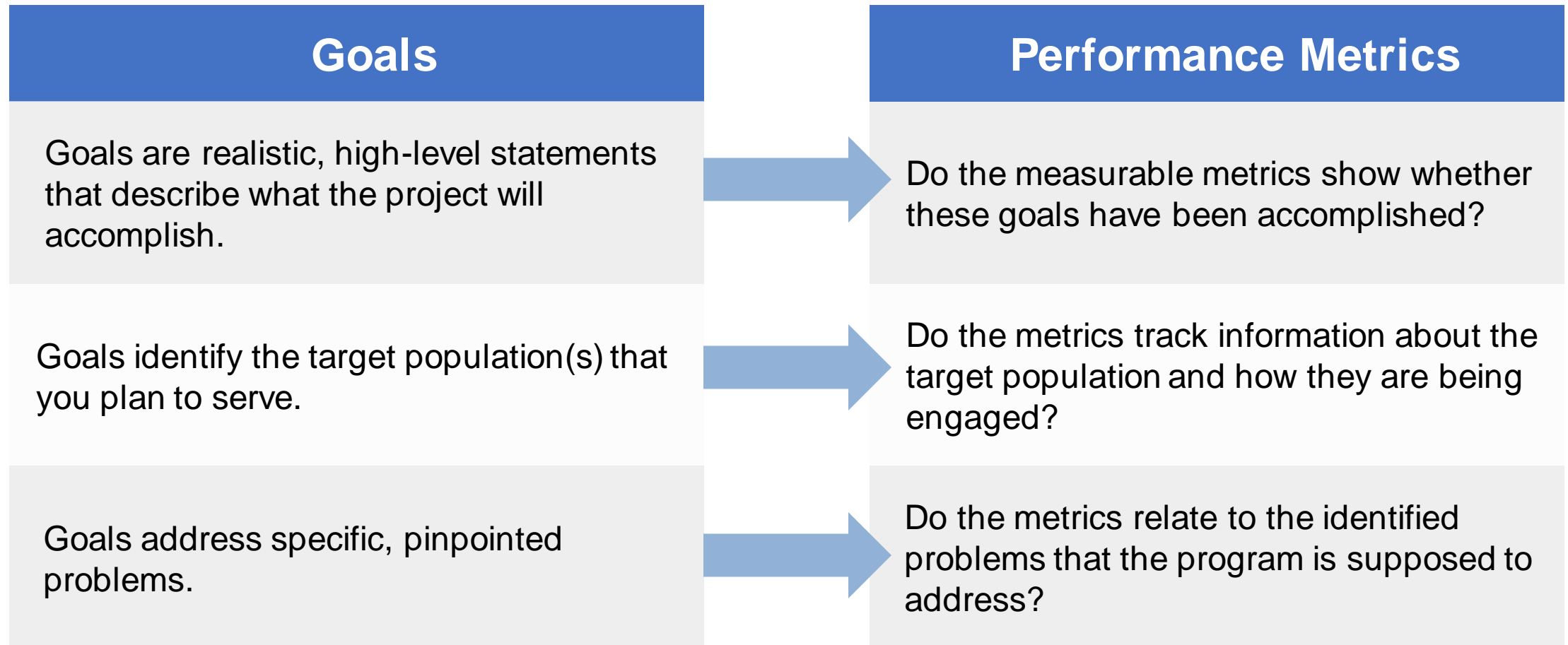
## Examples



- ✓ Percent of people in eviction court who were not evicted
- ✓ Percent of people who are not arrested in 3-year period
- ✓ Number of affordable housing units built
- ✓ Number of youth-mentor relationships established and held for 1 year



# Aligning Goals and Performance Metrics



## Questions?

Please submit questions using the Q & A chat feature.

Visit [cookcountyil.gov/JACGrants](https://cookcountyil.gov/JACGrants) for more information:

- Register for our next Capacity Building Workshop
- [Monitoring & Reporting](#): April 8, 2022, 10:00 – 11:00 a.m.
- Read [FAQs about JAC's Gun Violence Prevention and Reduction Grant](#).