



Evaluation

Evaluation is not something that happens only at the end of your project. Evaluation needs to be planned up front and should drive your activities through the entire life of your proposal. You will need to create your step by step plan and submit it as part of your application. Your goals will be stated first and then you will design your activities etc. based on how you think you will best meet your goals. Evaluating those goals all along the way (**ongoing evaluation**) is really important ... it allows you to either celebrate the effectiveness of your activities or make adjustments to ensure better success.

In the end, you will examine everything you have done to determine if you met your specific goals and ultimately the goal of increasing awareness of and participation in physical activity in your community or in the province of New Brunswick. That will be considered the **final evaluation**.

The **Project Plan/Goals Chart** that is in the application form for this Grant Program asks you to identify and organize the specific components of your proposal. The chart asks for:

- **Specific goals** – these are really the “results”. They tell you what you are trying to achieve. They represent the benefit for your target group and focus on the changes that you want to make through your activities. It is not necessary to have one goal for each activity. Sometimes several activities work together to achieve one goal, and sometimes one activity has many goals. What is important is that you identify the key changes that you expect to make with your project. Goals need to be **SMART** and need to consider the budget and time frame of your project:

Specific
Measurable
Achievable
Relevant and realistic
Trackable

*an example ... “**increase the use of the local mall as a walking facility**”. That goal is specific in that it identifies exactly what we are going to try to do,, it can be measured (could ask walkers to check in at a kiosk to identify themselves), it is achievable depending on my advertisement of the program etc., it is very relevant as it will help overcome the lack of facility barrier to activity and it is trackable with a sign up sheet.*

- **Date(s)** – these need to be identified as a means of helping you plan for and “fit in” everything that you want to do. Not having clearly defined time frames for activities can lead to incomplete plans which

will no doubt jeopardize the success of your proposal. For instance the mall walking blitz could run for 1 month as a trial period with plans for extending it beyond.

- **Activities** - here you will list all of the specific events or procedures that will directly assist in the achieving of goals. If an activity does not work toward a goal then it is unnecessary and a waste of energy and time. Refine your events so that they are the best way to get at your goals.
- **Indicators** – this section asks you to identify “how will you know when you have reached this goal”... in the example above it is the number of walkers that have signed in at the mall. Indicators need to be “SMART” too.
- **Method** – how will you collect the information about whether or not you have reached your goal. You also need to say from whom you will collect information, and when. Thinking again of the example, the actual sign in sheet with the participant names over a one month period is the method. It is the tool used for gathering information around this particular activity.

Taking some time to plan out your ideas and identify the goals etc. is critical to achieving what you want to achieve. No sense going to all that work and then not making a difference! Plan well and you will be celebrating in no time!