Program Evaluation Proposal Guidelines

Maximum Length: 10 pages, double spaced, 12 point font, 1 inch margins, NOT including Program Logic Model or REB application

Proposals will include the following components:
1. Introduction/Literature review
2. Proposed methods
3. Analytic strategy
4. Program logic model (optional depending on the type of evaluation you're doing)
5. REB application (if required; if already granted, include approval certificate as well)

1. Literature review, Rationale and Research Questions (Maximum length: 5 pages, double spaced):
The literature review, rationale and research questions will provide adequate background details about the organization/program and should build a strong rationale for why your community partner's program is important and your evaluation project is needed. Ideas for sub-headings within this section include:
*   History/Description of Organization/Program
*   Importance of the program
*   Rationale for Evaluation (section B.1 of REB application)
*   Potential impact on clients/funders/other stakeholders
*   Purpose/Objectives/Key Questions (section B.1 of REB application)

2. Proposed methods (Maximum Length: 4.5 pages):
The methods section will include a detailed description of the methods for the project including data collection procedures, measures, and intended timeline. Ideas for sub-headings within this section include:
*   Subjects or data sources
*   Recruitment and/or data collection process
*   Data collection tools, scales, methodologies
*   Evaluation Processes to be implemented (briefly) (section B.2 of REB application)
*   Time Line/ Evaluation Schedule (section B.2 of REB application)

3. Analytic strategy (Maximum length: 1 page):
The analytic strategy section will include specific analytical plans demonstrating clear connections between the program evaluation objectives/key questions, data, and intended analysis that will be conducted. Enough detail should be included to act as a "recipe book" for you to follow as you complete your analysis.

4. Program logic model (optional, depending on your project):
A single-page, program logic model will be created to represent the program(s), its intended goals (outcomes), activities, resources, and output. If the goal of your evaluation project is to create a Program Logic Model, you will not have to complete this part of the proposal

5. REB application:

A full REB application using the University of Guelph application will be produced. Sections of this application may be copied from relevant sections of the proposals (some have already been noted in brackets in the sub-heading ideas).

Assessment Rubric/Criteria for Program Evaluation Proposal

Grading Criteria:	Outstanding (90-100%)	Excellent (80-89%)	Good (70-79%)	Adequate (60-69%)	Weak (50-59%)	Unacceptable (0-49%)
Introduction to the organization/program (10 marks) *Introduces the organization and/or program on which the program evaluation will focus; groundwork laid as to the direction of the literature review; definitions provided of key terminology; brief introduction to the intended purpose, scope, and method of your project.*						
Literature review (15 marks) *Review goes from general ideas to specific conclusions; literature review is targeted to the evaluation project; significance and connection to proposed project is clearly evident.*						
Rationale for evaluation (5 marks) *Statement of problem – gap in knowledge; effectively makes the case for conducting the proposed program evaluation; relates importance of topic to key stakeholders, clients, and audiences for the evaluation (i.e., potential contribution).*						
Objectives/Research question/topic (5 marks) *Goals/objectives/research question(s) clearly stated; clear connection to the rationale for the evaluation.*						
Proposed research design and methods (15 marks) *Clear description of proposed program evaluation research design and complete methods for carrying out the research (e.g., tools for measurement, reasons for choosing tools, sample, reasons for sample choice); if using available data, identify source and give description of what is available.*						
Plans for data analyses (10 marks) *Detailed and relevant data analysis plan presented; use of appropriate quantitative or qualitative methods; applicable literature cited to support data analysis.*						
Tone/voice (5 marks) *Demonstration of a clear understanding of task and audience using a formal, academic voice; incorporates the active voice when appropriate; maintains proper scientific "skepticism" in word choice (suggests, implies, indicates, etc.).*						
Writing technique: Clarity, grammar, and mechanics (5 marks) *Language clearly and effectively communicates ideas; writing is crisp, clear, and succinct; errors in grammar, spelling, mechanics, and/or punctuation are minimal; use of pronouns, modifiers, and parallel construction are appropriate; transitions tie sections together, as well as adjacent paragraphs; organization is clear and effective; all in-text citations included in the reference list; citations presented consistently and professionally throughout the text; reference list and paper meets all APA format expectations.*						
Program logic model (15 marks) *Clear, one-page representation of the program(s); goals/outcomes (short- and long-term as appropriate), activities, resources, and output identified; model is professionally presented and visually appealing; model is accessible to all stakeholders (i.e., language use is appropriate).*						
REB application (15 marks) *Complete REB application prepared; all relevant sections are completed; appendices attached and noted within the appropriate sections of the application; if approval is already granted, certificate of approval is provided.*						
TOTAL (100 marks):						