POWER Virtual Workshop

Evaluation and Performance Measurement
Big Idea

It’s 2025. Your POWER grant is complete. You know your program is successful because

________________________________________.
Where to start?

1. What do I hope to achieve? What impact do I hope to have?
3. How will I know I have been successful? What information can I use/collection to tell if I have been successful?
4. What are reasonable estimates for the impact measures? Based on what?
5. What plan will I put in place to make sure I have the data I need to:
   - Report on impact measures
   - Gauge my success
Deeper Dive

• Each ARC project must have **at least** one output and one outcome
  ➢ Focus on a few major outputs and outcomes that reflect project intent

• **Return on Investment**: To remain competitive, proposed POWER projects should include **at least** one or more of the following as their primary outcomes:
  • Jobs created
  • Jobs obtained ("workers/trainees improved")
  • Businesses created

*Exception: TA grants (Reports created)

Please see RFP, page 9
Deeper Dive

• Measures are required in the application phase (projected) and at the project end date (actual)

• Most projects use “paired” measures:
  ➢ Students Served → Students Improved
  ➢ Businesses Served → Businesses Improved

• Some projects use “stand-alone” measures:
  ➢ Jobs Created / Retained
  ➢ New Visitor Days
  ➢ Linear Feet / Square Feet of Improvement
POWER Portal

Project Impact

The core impact measures below are based on the information filled out on the Project Classification page. Each of the core measures must be accounted for by filling in a numeric value in the Projected Value column. If a core measure does not apply to the project or is zero, provide an explanation of why this measure is not relevant or type “N/A” in the description column. You can also utilize the Description column to provide additional information for a measure with a Projected Value.

Press the Add button to select an additional impact measure. This button can be pressed repeatedly to create as many rows of additional impact measures as needed.

Each row of additional impact measures has its own Delete button that allows you to delete one row at a time, if necessary.

Press the Save button to save the data on all rows before leaving this screen. Navigating to another screen without saving first will result in the loss of any new data that has been entered.

<table>
<thead>
<tr>
<th>Impact Measure</th>
<th>Projected Value</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Businesses improved (outcome)</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>2 Businesses served (output)</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>3 Jobs Retained (outcome)</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>4 Workers/trainees improved (outcome)</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>5 Workers/trainees served (output)</td>
<td>0</td>
<td></td>
</tr>
</tbody>
</table>

Additional Impact Measures

You can provide additional impact measures if they pertain to the application. Here, a numeric value must be entered in the Projected Value column.

<table>
<thead>
<tr>
<th>Performance Measure*</th>
<th>Projected Value*</th>
<th>Description</th>
<th>Add</th>
</tr>
</thead>
<tbody>
<tr>
<td>(No optional impact measures have been added to this application)</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
WORKFORCE Impact Measures

PROJECT TYPE / ACTIVITY
- Workforce Training or Student Training

OUTPUTS
- Students served
- Workers trained

OUTCOMES
- Students improved
- Workers/trainees improved
- Programs implemented
BUSINESS DEVELOPMENT

PROJECT TYPE / ACTIVITY

Business Development, Entrepreneurship, Access to Capital

OUTPUTS

• Businesses served

OUTCOMES

• Businesses improved
• Businesses created
• Jobs created
• Jobs retained
• Revenues increased
• Leveraged Private Investment
RECOVERY TO WORK

Impact Measures

PROJECT TYPE / ACTIVITY

Recovery to Work
Health Access/Promotion
Workforce Development
Business Capacity Building
and Leadership

OUTPUTS

• Individuals served
• Patients served
• Workers/trainees served
• Communities served

OUTCOMES

• Individuals improved
• Patients improved
• Workers/trainees improved
• Programs implemented
• Jobs retained/created
• Communities improved
### Broadband Impact Measures

**PROJECT TYPE / ACTIVITY**
- Broadband deployment,
- Broadband design / feasibility study

**OUTPUTS**
- Linear feet (of fiber)
- Data – Mbps
- Plans/reports
- Businesses served
- Households served
- Communities served

**OUTCOMES**
- Telecom sites (wireless)
- Businesses improved
- Households improved
- Communities improved
Example:

Incomplete:

• An opioid recovery training project will serve 400 people and improve 400 people.

Better:

• An opioid recovery training project will **serve** 400 workers **through classes and workshops** and will **improve** 250 workers as measured by employment attainment two years after the grant ends.
POWER Virtual Workshop

Evaluation and Performance Measurement