A successful grant application always includes an evaluation plan that attempts to measure the success of the program. Before designing such a plan, the grantwriter should identify the purpose of the evaluation, asking:

1) Am I/we evaluating this program or project so that we can improve it midstream or adjust for possible problems? Note that one can make changes to a program or project based on an informal assessment of problems. However, a formal midpoint evaluation or *formative assessment* may establish a better knowledge base from which to make changes.

Am I/we evaluating this program at the end (*summative assessment*) to decide (a) whether to offer it again, replicate it in another site or seek another cycle of funding (b) to assess the success this project or program?

2. What am I assessing/evaluating in this project
   - Improvement of neighborhood/community (building projects)
   - Positive (“green”) environmental impact
   - Use (Building projects)
   - Safety (Building projects, athletic programs)
   - Attitudinal change (Tutoring/mentoring programs, anti-smoking programs)
   - Skill improvement (tutoring, teaching)
   - Behavioral change (tutoring/mentoring, anti-smoking programs)
   - Aesthetic/art/music appreciation

4. What strategies will I use to assess my project? When will I assess my project?
   - Expert Evaluation/Observation
   - Pre and post testing of skills (e.g., math, language)
   - Interviews (at what points)
   - Surveys/questionnaires on behavioral and attitudinal changes

Evaluation Terms: *formative assessment*  
*summative assessment*