



## GRANT WRITING DEFINITIONS

### Jargon:

*Goals:* specify the results from program services.

*Objectives:* specific, measurable milestones along the way to achieving program goals.

- *Process:* short term and measurable. Process objectives may be evaluated by audit, peer review, accreditation, certification, or administrative surveillance. Objects of evaluation may include adherence to projected timetables, production, distribution, and utilization of products, and financial audits.
- *Outcome:* refers to the measurable change (increase or decrease) in conditions or behaviors as a result of the project's implementation (ie, By the end of year one, the average SAT score in mathematics for students participating in the project will increase by 5 percentile points).

*Outcomes:* benefits to clients from participation in the program. Outcomes are usually in terms of enhanced learning (knowledge, perceptions/attitudes or skills) or conditions, for example, increased literacy, self-reliance, certifications, etc.

*Outputs:* tangible results, for example: the number of clients served, money made, milestones accomplished, measures of satisfaction among clients per questionnaires, etc.

### Dissemination strategies:

- *Active Verbal:* Conferences and seminars, demonstrations, site visits, Web casts, Teleconferences
- *Passive Verbal:* Conference papers, staff presentations
- *Active Visual:* Courses and seminars, displays and poster sessions, commercial distributors, instructional materials, web sites, video conferences
- *Passive Visual:* Books and manuals, computer disks, executive summaries, interim working papers, journal articles, national information sources, newsletters, press releases.

### Evaluations:

- *Process/Formative Evaluation:* A process evaluation examines internal external characteristics associated with the delivery and receipt of services. Evaluates program structure, the environment in which the program is provided. Provides immediate feedback to help in trying to meet objectives.
- *Outcome/Summative Evaluation:* An outcome eval examines the end result of an intervention. Documents the extent to which the program did what it was designed to do. Identifies outcomes and outputs of the program.
- *Impact Evaluation:* measure the overall worth and utility of the program beyond the grant period. Goes beyond goals/objectives to the larger value: long-term changes, impacts on the community-at-large. Considers the programs overall value, its sustainability, and its replicability.