

# e-CImpact Performance Measures Companion Guide Successful Students Impact Council & Strong Individuals and Families Impact Council RFPs

## I. About the Performance Measures as part of a proposal in e-CImpact

Two places in e-CImpact collect information from the applicant related to Performance Measures

- The *Performance Measures Form*
- The *Proposal Narrative Section on Performance Measures & Evaluation* (question 13 for independent applicants and question 15 for joint applicants)

Applicants must provide performance measure targets *on at least one strategy* in the corresponding *Performance Measures Form* for a proposal submission to be considered valid.

All guidance in this document applies to both independent and joint applications under a single indicator and multiple indicators unless otherwise specified.

## II. The Performance Measures Forms

### 1. About The Performance Measures Forms

Each performance measure table features rows on two different types of performance measures, predefined “required” measures and “optional” measures that may be proposed by an applicant. Differences and requirements on each type of measure are outlined in the following paragraphs. **By default, all applicants are expected to provide performance targets on all “required” performance measures for each indicator addressed by a proposal. For exceptions and their requirements see section 2 of this document.**

For independent applicants featuring multiple, *integrated* programs as part of their proposal, and lead applicants for joint applicants, all performance targets entered into the *Performance Measures Form* must represent the combined targets across all programs and/or collaboration partners included in the proposal.

Note that all applicants featuring multiple, *integrated* programs may be asked to disaggregate the contribution of individual programs or partners to the collective performance targets during proposal reviews. Joint proposals are expected to address the contributions to the targets by each partner in the narrative.

*Example: A joint proposal consisting of two partners is submitting a proposal with both partners planning to deliver the same services under a chosen strategy. Feature only the combined targets across both partners in the performance measures table, NOT individual targets for each partner. Do explain the contribution of each partner to the overall performance in the proposal narrative.*

**For Multi-Indicator applications (joint or independent):** All *Performance Measures Forms* featured in the application on e-Clmpact need to be completed in order to submit a proposal. Forms for indicators not targeted by any strategy in an applicant’s proposal still need to be filled with “0” values.

The performance measures and targets need to be aligned with the proposal narrative, the implementation plan, and the proposed budget as they will be reviewed together.

**All performance measure targets proposed in an application need to be reflective of the entire proposed program budget including any existing funding and/or other co-investments. The targets should NOT only address a portion of the proposed program(s) the applicant is pursuing.**

*Example: A proposal is targeting 100 clients to be served across all funding sources in the applicant’s budget. 40 of those clients per the proposal are intended to be funded by the request included in the application for this RFP and 60 clients to be served through existing funds and/or other co-investments. The performance measure targets set in the *Performances Measures Forms* in e-Clmpact need to cover all 100 clients, not only the 40 proposed to be newly served under the funding proposed in this RFP.*

## **2. Required Performance Measures**

“Required” measures refer to all named performance measures featured on a *Performance Measures Form* that allow for data entry in the target columns of the form. Every *Performance Measures Form* features blocks of performance measures organized by strategy. The applicant must enter target performance values for all fields for all required performance measures for each indicator addressed by the applicant’s proposal. **Fields for required performance measures under strategies not addressed by an applicant’s proposal will need to be filled with “0” values.**

*Example: A *Performance Measures Form* features performance measures for 3 different strategies. The applicant’s proposal is addressing Strategy 1 and Strategy 3. In this example the applicant is required to set target values for all named performance measures featured in the form under Strategy 1 and Strategy 3. As the applicant’s proposal does not address Strategy 2 the performance measure targets for all measures in the section below Strategy 2 of the form will need to be filled with “0” values.*

Many required measures are intentionally stated broadly to be applicable to a wide variety of different applicants and programs.

Many performance measures introduce concepts but intentionally don’t define them in order for applicants to be able to define them in the context of their own proposal. These terms will mean different things for different programs proposed by different applicants. Therefore applicants are asked to **ensure that those concepts are well defined to minimize ambiguity in the interpretation of performance measure targets.** This applies especially to performance measures on how an applicant will assess if a client is “better off.” On each of the required “better off” performance measures, the applicant must explain in the *Proposal Narrative Section on Performance Measures & Evaluation* how the applicant plans to assess its performance on the measure. Definitions for other concepts may be addressed in this section as well.

The following non-exhaustive list features most of the concepts introduced as part of the *Performance Measures Forms*.

Concepts in Successful Students Performance Measures Forms	Concepts Strong Individuals and Families Performance Measures Forms
"After program completion"	"After program completion"
"At-Risk"	"At-Risk"
"Behavioral issues"	"Capacity Building"
"Chronically absent"	"Clients"
"Completing"	"Completing"
"Demonstrating Improvement"	"Demonstrating increased skills"
"Demonstrating increased skills"	"Employed"
"Direct service practitioners"	"Enrolled"
"Disciplinary Referrals"	"Household"
"Enrolled"	"Income increase"
"Gap"	"Increased educational attainment"
"Identified"	"Meeting program dosage requirements"
"Increased attendance"	"Participating"
"Off-Track"	"Recruited"
"Participating"	"System level change"
"Proficiency"	"Systems"
"Reached"	
"Reduced Risk"	
"Reengaged"	
"System level change"	
"Systems"	
"Vulnerable"	

If the applicant’s proposal addresses one or more strategies under an indicator, it must set performance targets for ALL “required” measures featured in a performance measures table for Years 1 and 2 for Successful Students and Years 1-5 for Strong Individuals and Families. **ALL fields for an indicator covered by the applicant’s proposal need to feature a numeric value and no fields may remain blank.** Where priority demographics are mentioned in the name of a performance measure, refer to the process guide Appendix A for corresponding data and definitions aligned with the indicator and/or strategy.

If, due to the nature of the applicant’s proposed programming or services, a “required” measure is not applicable to the proposal (e.g. targets are asked for on outreach when the applicant’s proposal does not propose to conduct outreach), the applicant **must feature a “0” value** in the field and explain in the *Proposal Narrative Section on Performance Measures & Evaluation* why the measure is not applicable. This explanation is **required** for each “required” measure the applicant determines as not applicable to its proposal if it is part of a strategy the applicant is pursuing. No explanation is required for “0” values under an indicator set for strategies the applicant is NOT pursuing.

To be considered a valid proposal, each addressed strategy must feature at minimum three measures total with at least one measure in each of the measurement categories of “How Much,” “How Well,”

**and “How Better Off.”** The applicant is required to propose optional measures to meet that threshold should it determine that the required measures are not applicable. While this number of measures denotes a minimum floor for the number of performance measures under each strategy, each applicant is advised to provide targets on a sufficient number of measures and to outline how its proposal narrative

- satisfies the strategy,
- paints a comprehensive picture of its proposed approach, and
- will ultimately contribute to impact the indicator associated with the strategy.

Applicants are also advised to provide explanations for any set performance measure targets that could be non-intuitive to a reviewer and require context to be understood in the *Proposal Narrative Section on Performance Measures & Evaluation*.

### 3. Optional Performance Measures

To add one or more optional performance measures select “Write in Measure Name” in the *Performance Measures Form* under each strategy covered by a proposal and enter the corresponding measures and targets.

WRITE IN MEASURE NAME

Optional measures are not necessary if the required measures and targets featured for the strategy paint an appropriate picture of the planned performance of the programs and services as proposed. There is no limit on the number of optional measures an applicant may propose for each strategy.

If the applicant is not proposing any optional performance measures, the corresponding rows in the *Performance Measures Form* may stay blank.

Optional measures may be useful in the following cases (non-exhaustive list):

- The optional measure addresses an area of performance that is important to the applicant’s proposal but is not addressed by the required measures and the applicant wants to provide the supplemental information.
- The optional measure disaggregates performance for one or more of the required performance measures for a subgroup of clients.
- The required measures do not match with the approach proposed by the applicant and the applicant is proposing alternate measures to the required measures. In this case optional performance measures are required.

For each optional performance measure the applicant proposes, the following information is required:

- The name for each proposed measure needs to feature the following four components
  - **How** are you measuring/counting - The type of measurement (number #, percent %, ratio, etc.)
  - **Who** are you measuring - The unit of measurement (children, parents or caregivers, families, etc.)

- **What** are you measuring – Description of what is being measured; avoid acronyms reviewers might not be familiar with where possible
- **Type** of measure – “How Much,” “How Well,” “How Better Off” following Results Based Accountability classification rules

*Example: Percent (**how**) of children (**who**) are on target developmentally as assessed by the Early Development Instrument (**what**) (Better Off) (**type**)*

- Performance values for all individual year fields as well as the field with a target across years. If targets for any of the year fields are not applicable, please indicate by featuring the value “0” in the field instead of a target value. Do not leave fields blank.
- If the applicant proposes additional optional “Better Off” performance measures the applicant must at minimum explain in the Proposal Narrative Section on Performance Measures & Evaluation how it plans to assess the performance on each proposed “Better Off” measure as part of its operations and how its performance on each proposed “Better Off” measure is going to impact the indicator and.

Applicants also are advised to provide explanations for any optional performance measure targets that may be non-intuitive to a reviewer and require context to be understood.

III. **Proposal Narrative Section on Performance Measures & Evaluation** (narrative questions 13 (independent applicant) and 15 (joint applicant) on the comparison document)

This section allows the applicant to provide explanations related to the performance measures and targets set in the *Performance Measures Form* on required and/or optional measures. If the proposal addresses multiple indicators and/or strategies, please organize the response by indicator and strategy.

At minimum this narrative section must feature:

- An explanation of how performance will be assessed on each of the required and proposed optional “Better Off” performance measures. This explanation may include a further definition of what “Better Off” means in the context of the proposal, a description of assessment tools used (especially if not covered in the proposal narrative), and additional information considered.
- Definitions of concepts evaluated in the performance measures if not already addressed in another part of the proposal narrative.
- For each newly proposed “Better Off” measure the applicant must explain separately how its performance on each measure is going to impact the indicator and how it is going to assess performance on the measure.
- An explanation for each required measure under a strategy pursued by the applicant where targets in the Performance Measures Form were set to a “0” value because the applicant determined the measure to not be applicable to its proposal. The explanation needs to elaborate why the required measure was considered to not be applicable.

It is recommended that this section also address the following if applicable:

- Explanations of targets set on either required or optional performance measures that may be non-intuitive for proposal reviewers.