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SCHOOL OF APPLIED SOCIAL SCIENCES
CASE WESTERN RESERVE
UNIVERSITY

Partnership for Evaluation, Research
and Implementation

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The Partnership for Evaluation, Research and Implementation has its administrative home within the Begun Center for Violence Prevention Research and Education; Daniel J. Flannery, PhD, is director.

Partnership for Evaluation, Research, and Implementation (PERI) Request for Proposals

Deadline for Submission: October 22nd, 2021 at 5:00 p.m. EST

I. INTRODUCTION

The purpose of this Request for Proposals (RFP) is to invite health and human service-focused nonprofit and governmental organizations in Cuyahoga County to apply for data collection consultation and/or evaluation services through the Partnership for Evaluation, Research, and Implementation (PERI) at the Begun Center for Violence Prevention Research and Education at Case Western Reserve University (begun.case.edu/peri). PERI is designed to be a high quality/low-cost resource for nonprofit organizations seeking information and expertise on program outcomes and quality improvement.

II. ELIGIBILITY

Nonprofit and governmental agencies in Cuyahoga County working in the health and human services sector are eligible to apply, including past PERI applicants. Agencies previously selected to work with PERI are welcome to submit new proposals. Agencies who previously applied, but were not selected, can feel free to reapply with the same proposal, if the desired services have not changed. If you have any questions about eligibility, please email peri@case.edu or call Ashley Bukach at 216.368.0160.

III. BACKGROUND

Nonprofit organizations face increased pressure to show the effectiveness of their programs and services through measurable, positive outcomes. These outcomes ensure that organizations are effectively advancing their missions. As such, funding organizations have placed increased importance on outcomes in determining funding priorities. Although nonprofits provide critical services to the community, they are often unable to evaluate the effectiveness of their programming. Even when organizations collect adequate data on their programs, those data often sit idly waiting for analysis. The lack of demonstrable outcomes can compromise an organization's ability to advocate for additional funding. PERI aims to fill this gap through its innovative service provision model. The Begun Center recognized the need for nonprofit organizations to have access to affordable program evaluation services. Though not exclusively, this appears to be especially true for small and mid-sized organizations, which typically do not have the staff or resources to conduct these activities.

IV. PERI SERVICES

PERI provides services via a team of expert evaluators led by Jeff Kretschmar, Ph.D., Research Associate Professor and Managing Director of the Begun Center. PERI services are focused on two main areas: consultation and evaluation. While not an exhaustive list, the following services will be available through PERI:

- *Evaluation consultation*: Intended for organizations that:
 - Are not currently collecting data for the program/service they are interested in evaluating, but would like assistance with developing an evaluation plan
 - Are currently collecting data, and would like input on
 - Whether the data they are collecting are accurate, sufficient, and/or appropriate for the outcomes they are interested in measuring
 - How to improve their data collection tools, procedures, and systems in order to produce the best data for evaluation in the future
- *Program evaluation*: Developing evaluation plans, collecting/analyzing data, interpreting results, writing reports

V. PERI PROJECT SCOPE

PERI projects are designed to be completed in a short time frame, ideally no longer than 3-4 months. Proposed projects must therefore be focused. One method for focusing a proposal is limiting the request for services to one program or service within an organization. In most cases, a request for consultation and/or evaluation services for an entire organization would be outside the scope of a PERI project. For example, “Agency X” is a youth-focused nonprofit and provides mentoring, mental health treatment, educational services, physical health services, and substance use services. It is likely beyond PERI’s scope to request evaluation services for all of those programs. In this instance, we would advise narrowing the focus of the application to one (or two) areas.

If your organization is interested in organization-wide evaluation services, beyond what would be feasible for a PERI project, it may be possible to contract with the Begun Center for services of this scale. If you have questions about project scope or are interested in organization-wide evaluation services, please email peri@case.edu or call Jeff Kretschmar at 216.368.2305.

VI. PERI FUNDING MODEL

PERI’s funding model is designed to address the reality that many nonprofit organizations are unable to pay current market rates for consultation and/or evaluation services. The model was developed with input from many local nonprofit organizations and Foundations. The funding structure has three key components:

1. *Agencies*: Each nonprofit organization selected to work with PERI provides a reasonable amount of funding as a way to demonstrate their commitment.
2. *PERI*: PERI provides dedicated staff effort and support to all selected projects.
3. *Foundations*: The remainder of the project cost is supported by participating Foundations.

We do not expect the applicant to determine the total cost of the project. Project costs are determined by PERI staff. Once a project cost is established, PERI will work with the applicant to determine an appropriate amount for the agency to contribute. Agency contributions are in large part determined by the agency’s annual budget (i.e. we utilize a sliding scale). In prior rounds, participating agencies contributed between 15%-35% of the total evaluation costs. For example, if we estimate that a project costs \$10,000 to complete, agencies generally would be responsible for between \$1,500 and \$3,500. Applicants are not bound to enter into agreement with PERI if selected for participation. This RFP process will allow PERI staff to identify potential projects, at which point additional discussion between PERI and the selected applicant will occur. These additional discussions, including specific terms related to financial commitments from the applicant, will determine if PERI and the applicant move forward contractually with the proposed project.

VII. HOW TO APPLY

Proposals received on time and that meet eligibility criteria will be reviewed. All proposals should include:

1. Organizational Description

- A brief description of the focus and mission of your organization.

2. Proposed Project

Please describe, in detail, the proposed project for which you are requesting PERI assistance. As a reminder, proposed projects should be focused and feasible to complete in a three-month timeframe. At a minimum, be sure to include all of the following items:

- Describe the program(s) for which you are requesting PERI services. What are the goals of the program(s)? What population do you serve? What services do you provide?
- What changes do you expect to see as a result of your services (e.g. improve participant academic performance, increase participant confidence, decrease participant mental health symptoms)?
- What is the specific nature of the request (i.e. what service(s) are you requesting?). Why did you choose this/these options?
- Describe any previous or current evaluation efforts related to this program/service.
- Explain what your organization hopes to gain/learn from PERI's work.
- Describe how you intend to use the results within/outside of your organization.
- Complete the Evaluation Readiness Assessment on page 5 and attach your answers. The assessment is NOT counted toward the page limit.

3. Available Data

Describe the program/service data currently available related to your request (i.e. what data, if any, are you currently collecting to evaluate the program/service). Examples of data sources include intake forms, program data, client satisfaction surveys, staff observation surveys, etc. Include the following about each data source:

- When is this data source collected, what staff member collects it, and who completes the information? (e.g. The satisfaction survey is administered at the end of programming by the program facilitator. It is completed by the program participant.)
- Are the data available on paper or electronically?
- How much data do you currently have? For example, do you have data on 10 clients, 100 clients, 1,000 clients?
- How long have you been collecting each data source?
- Were there different versions of the collection tools used?
- Attach BLANK copies of any paper or electronic forms/surveys used to collect/track these data. Forms/surveys are NOT counted against the page limit.

4. Additional Information

Please provide information about the following:

- From which Foundations, if any, does your organization receive support?
- Is the proposed program partially or fully funded by a specific Foundation(s)? If so, please identify which one(s).
- What is the overall operating budget of your organization? What is the budget for the specific program(s) for which you are requesting PERI services?
- Please include a statement recognizing that if selected for further consideration, ultimately chosen to partner with PERI on the project, and agree to such partnership, that your organization understands there will be a required financial commitment to the project. This commitment will be negotiated with PERI

during the contractual phase of the award process. Submitting an application during this RFP phase does not obligate the applicant to agree to work with PERI if the terms of such work cannot be negotiated.

- **Be sure to indicate in the proposal the agency contact, including name, phone number, and email address.**

VIII. OTHER SPECIFICATIONS

- Length of proposal narrative – **NO MORE** than 7 double-spaced pages, 12-point Times New Roman or similar font, and 1 inch margins. As a reminder, the Evaluation Capacity Assessment and blank data forms/surveys do NOT count against the page limit.
- Deadline for submission: Friday, October 22nd, 2021 at 5:00 p.m. EST.
- No fax or mailed copies will be accepted; electronic submission only.
- Submit proposals via email to peri@case.edu with the subject “2021 PERI proposal – YOUR ORGANIZATION’S NAME”
- Organizations may submit more than one application for distinct projects.

IX. PROPOSAL SELECTION

PERI plans to select two proposals for services this round. For one project slot, preference will be given to proposals that request evaluation of previously collected data. For the second slot, both evaluation and/or consultation projects will be considered.

There are no established scoring criteria by which these proposals will be evaluated. For example, the description of your organization and mission does not contribute 10 percent to your proposal scoring. Instead, reviewers will be looking for broad themes when determining strength of the application. We will be evaluating several areas within the proposal, including, but not limited to:

- Agency compatibility and proposed project fit with PERI
- Clarity of program goals
- Quality of responses received
- Impact of PERI work/results on the agency and clients
- Feasibility of proposed project
- Estimated cost of the project

Errors and omissions may negatively impact proposal selection; however, PERI reserves the right to waive errors or omissions that do not materially affect the proposal.

All activities and proposed awards described throughout this announcement are contingent upon funding availability and the number of proposals received. PERI reserves the right to make no award, ask clarifying questions, issue conditional awards, and negotiate a best and final proposal with one or more applicant(s).

XI. QUESTIONS

If you have questions regarding this RFP, email peri@case.edu or call Ashley Bukach at 216.368.0160.

Evaluation Readiness Assessment

To help assess your current evaluation capacity, please use the scale below to rate the program(s) for which you are requesting PERI services.

Ratings

- 1: We aren't doing anything in this area, **need a lot of help!**
- 2: We are doing some tasks in this area, **could use some help.**
- 3: We are doing ok in this area, **could use a little help.**
- 4: We are doing great in this area, and **no help needed.**



1. Program Goals Identified

Program has clear program goals and objectives. Program descriptions are consistent and clear. Program activities align with the organization's mission.

CIRCLE YOUR RATING:

- | | | | |
|---------------------------------|----------------------------------|--------------------------------------|-----------------------------|
| 1
Need a lot of help! | 2
Could use some help. | 3
Could use a little help. | 4
No help needed. |
|---------------------------------|----------------------------------|--------------------------------------|-----------------------------|

2. Measurable Outcomes

Program has clear measurable outcomes that align with the program goals. These outcomes identify what change is expected to occur, in what way, and with what group(s). Example: K-3 students reading skills will improve.

CIRCLE YOUR RATING:

- | | | | |
|---------------------------------|----------------------------------|--------------------------------------|-----------------------------|
| 1
Need a lot of help! | 2
Could use some help. | 3
Could use a little help. | 4
No help needed. |
|---------------------------------|----------------------------------|--------------------------------------|-----------------------------|

3. Data Collection Tools

Program has a data collection tool that measures the outcomes. This may include intake forms, surveys, focus group question guide, and other methodologies.

CIRCLE YOUR RATING:

- | | | | |
|---------------------------------|----------------------------------|--------------------------------------|-----------------------------|
| 1
Need a lot of help! | 2
Could use some help. | 3
Could use a little help. | 4
No help needed. |
|---------------------------------|----------------------------------|--------------------------------------|-----------------------------|

4. Data Collection Process

Program has at least one staff member charged with overseeing all data collection efforts. This includes a data collection protocol being established and documented.

CIRCLE YOUR RATING:

- | | | | |
|---------------------------------|----------------------------------|--------------------------------------|-----------------------------|
| 1
Need a lot of help! | 2
Could use some help. | 3
Could use a little help. | 4
No help needed. |
|---------------------------------|----------------------------------|--------------------------------------|-----------------------------|

5. Data management

Organization has a data management system in place. This includes process to enter data (if collected on paper) and an electronic system for storing data, like a spreadsheet or database.

CIRCLE YOUR RATING:

- | | | | |
|---------------------------------|----------------------------------|--------------------------------------|-----------------------------|
| 1
Need a lot of help! | 2
Could use some help. | 3
Could use a little help. | 4
No help needed. |
|---------------------------------|----------------------------------|--------------------------------------|-----------------------------|