

Assessment Protocol

NCA-Funded Projects and Events

(that were approved for funding of \$1,000 or more or for an annual budget)

NCA's leadership regularly has to make difficult decisions about priorities for funding. As such, we ask that those who have been funded by NCA to organize an event (conference or other type of program) or complete a project assess the success of the activity in relation to the goals it was designed to accomplish. Understanding the impact of past funding decisions allows NCA leadership to continue to make thoughtful decisions about its priorities for support over time. In addition, we hope that this assessment process will allow for helpful self-reflection by those who were funded as they consider the impact of their work and the development of future endeavors.

We have developed a protocol that we hope will apply to a wide variety of events and projects in order to make this process as easy as possible for fundees. However, we recognize that sometimes the most important questions one needs to answer to evaluate one's work are event or project-specific. Please try to tailor your assessment protocol to what makes the most sense for your work. If your work does not fit well with the assessment protocol presented here or if you simply prefer to do a different kind of assessment, please discuss your ideas regarding how to meaningfully evaluate your work with the staff member at the NCA National Office responsible for assessment of funded projects (contact information below). If you would like to do a different kind of assessment from the one described in this document, please propose your own protocol when you submit your funding proposal for review. If an alternate assessment mechanism was not approved along with the funding of a project, the default assumption will be that the protocol described in this document will apply.

Please determine whether your work is best classified as a project or an event and refer to the appropriate reporting requirements below accordingly.

Reports should be submitted by their respective due dates as Microsoft Word or PDF documents to Brad Mello, NCA Associate Director for Educational Initiatives, at bmello@natcom.org. Questions regarding the assessment protocol should be directed to Brad via email or phone (202-534-1103).

Reporting Requirements for NCA-Funded Projects

(activities that produce tangible deliverables, e.g., a research paper, a Web site, a film)

Organizers of NCA-funded projects are required to submit the following two reports to NCA unless a different protocol is approved along with the initial funding approval:

1. Short-term evaluation of the project's development and initial impact—Please provide a report *30 days after the completion of the project* that includes the following information:

- ☐ What were the goals of the project?
- ☐ Description of the project's development.
- ☐ To whom and how have the project's results been disseminated?
- ☐ To what extent did the project advance the discipline as described in NCA's Strategic Plan?
- ☐ Description of immediate impact of the project with supporting evidence
- ☐ What plans are in place for a long-term evaluation of the impact of the project after six months? Please note that NCA reserves the right to request revision of this plan up to one month before it is implemented.
- ☐ A final financial report that aligns actual expenses with the proposed budget

2. Long-term evaluation of the impact of the project—Please provide a report *6 months after completion of the project* that includes the following information:

- ☐ To whom and how have the project's results been disseminated?
- ☐ To what extent did the project advance the discipline as described in NCA's Strategic Plan?
- ☐ What are the results of your long-term evaluation of the impact of the project? Please provide supporting evidence. If you did not meet the original goals of the project, why not? Has there been some additional impact of the project beyond what had originally been intended? Do you anticipate that additional impact will emerge over time?

Promotional Activities and Sponsorship Acknowledgement Policy for NCA-Funded Events and Projects

- NCA must be acknowledged as a sponsor of NCA funded events and projects. The NCA logo must be on all official correspondence related to an NCA funded event or project as well as any public documents, reports, or publications. Use of the NCA logo or other NCA trademarks for any other purpose is prohibited without the express written consent of NCA.
- At the discretion of the Executive Committee, with advice from the Finance Board, “National Communication Association” should be incorporated into the official title of NCA funded events, especially when NCA is the sole or majority sponsor.
- At NCA sponsored events, NCA should be acknowledged in public remarks (e.g., welcome remarks, keynote address introductions, luncheon) and the NCA logo should be displayed in a prominent location(s).
- NCA will work with event and project organizers to plan and execute pre- and post-event/project promotional plans, as appropriate, which use various NCA communications channels.
- NCA will place event/project information on the NCA Web site (<http://www.natcom.org>) if appropriate. Relevant text and graphics must be sent to NCA by event/project organizers in a timely fashion. If a Web site other than the NCA Web site is created or used for an NCA funded event or project, NCA will place the URL link on the NCA Web site. Relevant information must be provided by the event/project organizer. If a Web site other than the NCA Web site is created or used for an NCA funded event or project, that Web site must post the NCA logo in a prominent location as well as a link to the NCA Web site.
- Event registration materials should include information about NCA and how to join the association as well as a cover letter on NCA letterhead from the NCA President and Executive Director welcoming participants and thanking them for participating in an NCA funded event. Please request your letter from NCA’s Executive Office when you are putting together relevant materials.
- Event organizers must provide NCA with contact information for event participants with the understanding that NCA may contact them in the future to solicit a membership to NCA.
- NCA will have the full right to use all deliverable data, reports, documentation, and other information pertaining to the work and services to be performed by grantee pursuant to this grant.
- Event/project organizers must write a news-style article about the event/project once it is completed. It should be submitted to NCA’s Communications office for dissemination to members through appropriate channels.