Assessment Protocol*

NCA-Funded Projects and Events

NCA's leadership regularly has to make difficult decisions about priorities for funding. As such, those individuals and institutions who have received funding from NCA to organize an event (conference or other type of program) or to complete a project are asked to 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, this assessment process allows for helpful self-reflection by those who were funded as they consider the impact of their work and the development of future endeavors.

NCA has developed a protocol that we hope will apply to a wide variety of events and projects. Sometimes the most important questions one needs to answer to evaluate one's work are event or project-specific, and this assessment protocol should not inhibit additional information or assessment—responses should be tailored to the specific project or event that was funded. Requests for the use of alternative assessment protocols or procedures should be submitted to the NCA National Office at the time of application. If an alternative 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 the proper classification for the funded work (project or 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 LaKesha Anderson, NCA Associate Director for Academic and Professional Affairs, at landerson@natcom.org. Questions regarding the assessment protocol should be directed to LaKesha Anderson via email or phone (202-534-1103).

*Approved for funding of $1,000 or more or for an annual budget.

Reporting Requirements for NCA-Funded Projects

Projects are defined as those activities that produce tangible deliverables (e.g., a research paper, a website, 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**:

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**:

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 is your long-term evaluation of the impact of the project?

Please provide supporting evidence in both reports. If the project did not meet its original goals, 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?

Reporting Requirements for NCA-Funded Events

Events are defined as those activities that bring scholars/teachers together for some stated purpose and for great exchange (e.g., conferences, meetings, seminars, etc.)

Organizers of NCA-funded events 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 Review**

Please provide a report *30 days after the last day of the event* that includes the following information:

- What were the goals of the event?
- What happened at the event? Please include a description of the activities that were undertaken during the event as well as attendance numbers (preferably broken down by relevant categories if possible, e.g., by session, graduate students/ faculty).
- How well did the event meet its short-term goals? What were the results of the on-site post-event participant survey? Please include a description of immediate outcomes of the event and/or longer-term outcomes that are being planned as well as other evaluative data that is appropriate given the specific goals of the event.
- What plans are in place for a long-term review of the event? For events in which there is a clear list of participants, NCA asks for a draft of a survey that will be administered to participants five months after the event ends that will help to identify the long-term impact of the event (e.g., publications, working groups, grants, new course design) as well as a list of email addresses to which the survey will be sent.
- A final financial report that aligns actual expenses with the proposed budget.
- An articulation of practical "lessons learned" that NCA can share with organizers of future NCA-sponsored events.

2.   **Long-Term Review**

Please provide a report *6 months after the last day of the event* that includes the following information:

- If a survey was administered to event participants five months after the event ended, a summary of findings from the survey.
- A description of any additional outcomes of the event that were not reflected in a survey (both those that have already materialized and those that are currently underway or being planned).
- How well did the event meet its long-term goals?
- Additional thoughts about the event that might be useful to people planning similar events in the future (optional).

Note: If your grant funds a series of events, this assessment protocol should be followed for each event. However, you should submit a summary report that assesses all of the events in the series together rather than separate reports for each event. The deadlines are in relation to the conclusion of the final event in a given funding year. If the series extends beyond one year, annual reports will be due.