Generic Program or Grant Evaluation Matrix

This matrix is adapted from the _Results-Based Accountability_ planning model.

	1. **Quantity**	2. **Quality**
3. Means	**1. How much did we do?** - Logic chart inputs - Program/activity delivery #s - Attendance counts or customers served	**2. How well did we do it?** - Efficiency or unit costs - Staffing ratios, qualifications, morale - Wait lists, wait time - Customer satisfaction - % activities meeting a standard
4. Ends	**3. How much impact did we produce?** - Logic chart outcomes - #s knowledge/skills improved - #s attitudes/beliefs changed - #s behaviors modified - #s circumstances improved	**4. What quality of impact did we produce?** - % of target population reached with outcomes in box 3 - Cost/benefit ratios - Return on investment - Effectiveness of programs

Tips in your evaluation planning

- Quadrant 1 is the least important but the one over which you have the most control.
- Quadrants 1 & 2 answer "how hard did we try?"
- Quadrants 3 & 4 answer "is anyone better off?"
- Quadrant 4 is the most important but the one over which you have the least control.
- The primary purpose of the grid is to help you improve your own performance over time, based on benchmarks that make sense to you (and/or industry standards).
- That said, often having just a couple smart measures in each quadrant will be sufficient evaluation for funders and donors.