

How to Use the Deliverable and Impact Worksheets

During the Negotiation phase of your ISE grant proposal, you will complete three worksheets that are designed to capture information about your (1) project deliverables; (2) impacts and indicators; and (3) study designs and data collection methods. These instructions provide an overview of how to complete these three worksheets, while Exhibit 1 provides an illustration of the information that will be provided on each of these worksheets.

Worksheet A: Project Deliverables

1. Write the name of your project at the top of the worksheet
2. List each deliverable (i.e., product, program, or experience) your project will be designed to produce under Column I (Deliverable Name). You can add as many deliverables/rows as needed (you will need to print out additional pages of the worksheet if you have more than four deliverables). See the corresponding PowerPoint presentation for examples of how to classify ISE deliverables.
3. Use Column II (Audience Type) to indicate whether each of the deliverables listed in Column A will target a public OR a professional audience. For the purposes of this worksheet, you can only specify one audience type—meaning that a deliverable that serves reaches both public and professional audience members will need to be listed twice (since the intent and use of the deliverable will likely differ across the two audience types).
4. Use Column III (Deliverable Type) to indicate the deliverable type for each of the deliverables listed in Column A. For the purposes of this worksheet, you can only specify one deliverable type—see the corresponding PowerPoint presentation for examples of how to classify ISE deliverables.

Worksheet B: Impacts and Indicators

1. Complete a *separate* Worksheet B for *each* deliverable list on Worksheet A. Begin by writing your project name and the deliverable name at the top of Worksheet B.
2. List each impact for this deliverable in Column I (Deliverable Name). For the purposes of this worksheet, impacts are defined as the broad goals that your ISE project intends to achieve with its public and/or professional audiences. Impacts describe how a target audience will change or benefit as a result of exposure to a deliverable. See the corresponding PowerPoint presentation for examples of impacts.
3. Enter one impact per row. You can add as many impacts/rows as needed (you will need to print out additional pages of the worksheet if you have more than two impacts for a given deliverable).
4. Use Column II (Impact Category) to select an impact category for each impact. See the corresponding PowerPoint presentation for definitions and examples of the impact categories.
5. Use Column III (Indicators) to enter between one and five indicators for each impact. For the purposes of this worksheet, indicators are defined as the measureable criteria used to assess progress toward achieving a specific ISE impact. An indicator is more than a reiteration of an impact or a description of the methods that will be used to collect data. It should explicitly convey *how* you will use data to examine whether a broader impact has been met. ISE indicators commonly include (1) the target audience – which may be a subset of the impact; (2) what the change in or benefit to the audience will be; and (3) when and where the impact will be measured. See the corresponding PowerPoint presentation for examples of indicators.

Worksheet C: Study Design and Data Collection Methods for the Overall Project

1. Write the name of your project at the top of the worksheet.
2. Check all study designs that will be used to evaluate any component of your project. For example, if you will use an experimental design to evaluate an exhibit and a qualitative design to evaluate a project website, please check both *experimental* and *qualitative (no comparison group)*.
3. Check all data collection methods that will be used to collect data on any component of your project. For each data collection method, consider when the data will be collected:
 - Before the ISE activity begins (e.g., a survey before a person enters an exhibit);
 - During or at the end of the ISE activity (e.g., an exit-interview as someone leaves an exhibit); or
 - At some point after the ISE activity (e.g., a phone interview a week after the person visited the exhibit).

Exhibit 1: Overview of the information to be provided on each worksheet

Worksheet A:

Consider how the whole project is divided into different products, programs, or experiences. List each deliverable in a separate row. Each deliverable will be entered at the top of a separate Worksheet B.

Worksheet B:

Delineate the impact goals for each deliverable separately, then list the indicators that will demonstrate if the impact has been met.

Worksheet C:

Consider the whole project, each deliverables, and each deliverable's impacts. Think about how you will evaluate each deliverable and each impact. Select the all the study designs and data collection methods you will use to evaluate any part of your project.

