



National Communication Association

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### **NCA's Funding Assessment Protocol**

Individuals and institutions who have received funding from NCA 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 applies to a wide variety of events and projects. Sometimes the most important questions are event or project-specific, and this assessment protocol should not inhibit additional information or assessment—responses should be tailored to the specific project 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 Director of Academic and Professional Affairs, at [landerson@natcom.org](mailto:landerson@natcom.org). Questions regarding the assessment protocol should be directed to LaKesha Anderson via email or phone (202-534-1103).

## 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 three reports to NCA unless a different protocol is approved along with the initial funding approval:

### 1. Short-Term Evaluation

Please provide a report *at the midway point of the grant funding period*. For most projects, this will be *month 6*.

- What are the goals of the project?
- Description of the project's development.
- To what extent does project align with NCA's Strategic Plan and the CCCC goals?
- Explain the evaluation plan for this project.
- Has there been any press or social media around this project? If so, please provide copies (can be electronic).
- A financial report that aligns with the proposed budget.

### 2. Completion 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.

### 3. 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?

Provide supporting evidence in 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?

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**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 Report**

Please provide a report *at the midway point of the grant funding period*. For most projects, this will be *month 6*.

- What are the goals of the event?
- Description of the event's development.
- To what extent does event align with NCA's Strategic Plan and the CCCC goals?
- Explain how the success of the event will be evaluated.
- Has there been any press or social media around this event? If so, please provide copies (can be electronic).
- A financial report that aligns with the proposed budget for the event.

### **2. Completion Report**

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.

### **3. Long-Term Report**

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 the events in the series together rather than separate reports for each event. If the series extends beyond one-year, annual reports will be due.