

GPA Annual Meeting 2018 Highlights– November 7-10, Chicago, IL

The Proposal Writer's Guide to MSU (Making Stuff Up)

By Cheryl Kester and Molly Throgmorton

Uses and Benefits of MSU

- Unstick stalled process
- Clarify program planning
- Generate new ideas
- Build good will

How to Present MSU

- Create content (draft it and insert questions)
- Identify MSU (highlight or comment boxes)
- Offer as a tool (suggestions)
- Leave time (for responses)
- Finalize (clean up comments, get approval)

Downsides

- Laziness
- Inaccuracy
- Over reliance
- May exclude others

Reducing Need for MSU

- Good project management
- Guideline familiarity
- Program familiarity/research
- Strong interview techniques
- Healthy relationships

Providing Excellent Customer Service

- Provide clear, specific guidance
- Adapt to work styles
- Enthusiasm and expertise
- Advocate for detailed, solid proposals

Advanced Evaluation Strategies

By Nancy B. Mueller, Asma M. Ali, and Matt Feldmann

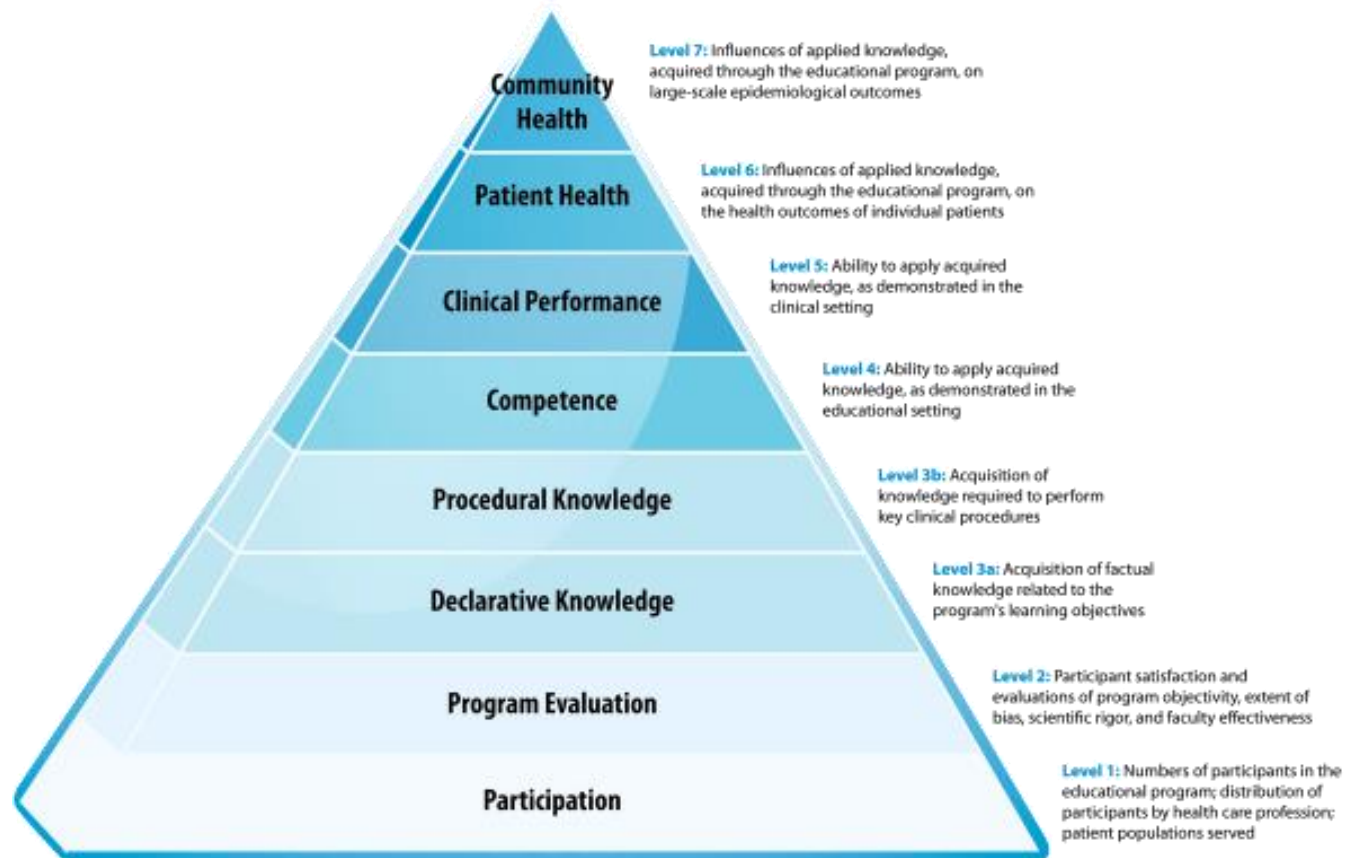
Top Web Resources:

<https://www.betterevaluation.org/>

<https://www.wmich.edu/evaluation/checklists>

Your evaluation plan will depend on the program and purpose (what you're doing and what you want to accomplish)

Forms of Inquiry	Purpose
Research	Generating new knowledge/understanding
Monitoring	Quantitative indicators to routinely measure progress
Developmental Evaluation	Use for innovative, adaptive development to guide decisions
Formative Evaluation	Measures if/how progress is made toward goals
Summative Evaluation	Long-term effects of a program



[Pyramid of Outcome Assessment](#) in Healthcare (from easier to more difficult)

Participation – easier (# participants, distribution, populations served)

Program Evaluation – easier (satisfaction, extent of bias, scientific rigor, teacher effectiveness)

Knowledge – moderate (changes in learning either factual or procedural)

Competence – more difficult (applied, demonstrated knowledge in educational setting)

Top levels are system changes – difficult, including **Clinical Performance** (applied, demonstrated knowledge in clinical/program setting), **Patient Health** (influence of program knowledge that impacts patient outcomes), **Community Health** (large scale epidemiological outcomes)