UCLA | Institute of the **Environment & Sustainability**

ASPIRE Grant Writing Workshop

Video 5: Project Goals & Indicators and Outputs

In this video we will

• Review expectations and requirements for the Project Goals and Indicators and Outputs sections

• Learn how these sections relate to your Theory of Change Logic Model

• So that you are able to
    1. Differentiate between goals, indicators, and outputs
    2. Demonstrate how success looks for your proposed project at multiple levels

PROJECT PROPOSAL

Please provide a detailed description of the proposed project as described below.

Background and Rationale* – *Up to 250 words. Introduce your project and the question you plan to address. Be sure to support your statements with appropriate references. If the work is part of a larger project, please explain how*

Goal and objectives* - *Up to 150 words. Describe the main goals and objectives of the project*

Methods* - *Up to 400 words. What methods will you use to achieve the project goals and objectives? Be thorough and specific. If using a questionnaire, please provide enough details about the questionnaire to allow a reviewer to assess its effectiveness. If educating or raising awareness among communities is your goal, be specific about how that will be done and what will be taught. Remember, the reviewers may not be experts in your field. Describe what data will be collected and what statistics you will use to analyze it. Justify your methods (i.e., why are you using them, how do they address the problem or fill the knowledge gap you have identified, and provide any references).*

Indicators and Outputs* - *Up to 250 words. What will be the tangible outputs of the project (peer-reviewed papers, reports, evidence of changed attitudes, improved sustainability or protection). What will provide evidence of project success?*

Who will benefit? * *Up to 150 words. Who (individuals/communities/agencies) will benefit from this work and how? If your output includes recommendations, to whom will those recommendations be presented? Do you know they are receptive to your recommendations?*

Preliminary results* - *Up to 100 words. If you have some preliminary results, please describe them briefly. Otherwise, please indicate "none."*

Indicators, Outputs, and Goals

- **Goals:** the impact you hope your project will have in the world. This should *not* be a checklist of information you hope to collect.

- **Indicators &Outputs:** the ways you measure success and project progress
  - **Outputs** are tangible – ex: peer reviewed papers, reports
  - **Indicators** are less tangible but can still be measured — ex: evidence of changed attitudes, improved sustainability or protection for a specific species

- **Both map onto the "Therefore" from your ABT**

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Background and Rationale - OCAR

- **O**pening: Introduce your background, characters, and setting. (70-80 words)

- **C**hallenge: What is the main problem/question that your research aims to answer? (110-120 words)

- **A**ction: This is the work you hope to do to answer the above question. (20-30 words)

- **R**esolution: This describes how the world, you, and your characters will be changed by your action (what happens when the challenge is addressed?) (10-20 words)

Adapted from Schimel, J. (2012). Writing science: how to write papers that get cited and proposals that get funded. Oxford [England] ; New York, Oxford University Press.

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Project Goals

- Your project goals are the impact you hope your project will have in your region and/or in the world.

- Goals map onto your **R**esolution from the OCAR structure (This describes how the world, you, and your characters will be changed by your action (what happens when the challenge you've identified is addressed?)

Problem statement: What's wrong about the way that things are?				
Inputs	Activities	Outputs	Short and Medium Term Outcomes	Long Term Outcomes (Impacts)
Resources	How you will use your resources	What is produced by your activities	Changes in learning and action	Changes in conditions

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Problem statement: Over half of central Africa's sea turtles are considered threatened or endangered, yet their biggest threats are unclear. These species are important food sources for locals.

Inputs	Activities	Outputs	Short and Medium Term Outcomes	Long Term Outcomes (Impacts)
Resources	How you will use your resources	What is produced by your activities	Changes in learning and action	Changes in conditions
• ASPIRE grant financing • Connections with WWF and Cameroon's Ministry of Forestry & Wildlife	• Interviews with over 100 fishermen in 8 communities • Daily reports of turtle capture numbers • Community training program planning	• Written report outlining main causes of sea turtle death (bycatch) • Daily turtle reporting network • Sensitization campaign presented to 200 people	• Increased community awareness • New community skills for removing turtles stuck in nets • Better guidance for policy design protecting turtles	• Fewer turtle bycatch deaths • Turtle decline slows or stops • More available food for locals

Example: Project Goals

*Adapted from 2016 awardee Ursla Bénédite Koumbo Tabacum's CARN ASPIRE research
https://www.conservationactionresearch.net/articles/a-sheros-journey-to-saving-sea-turtles
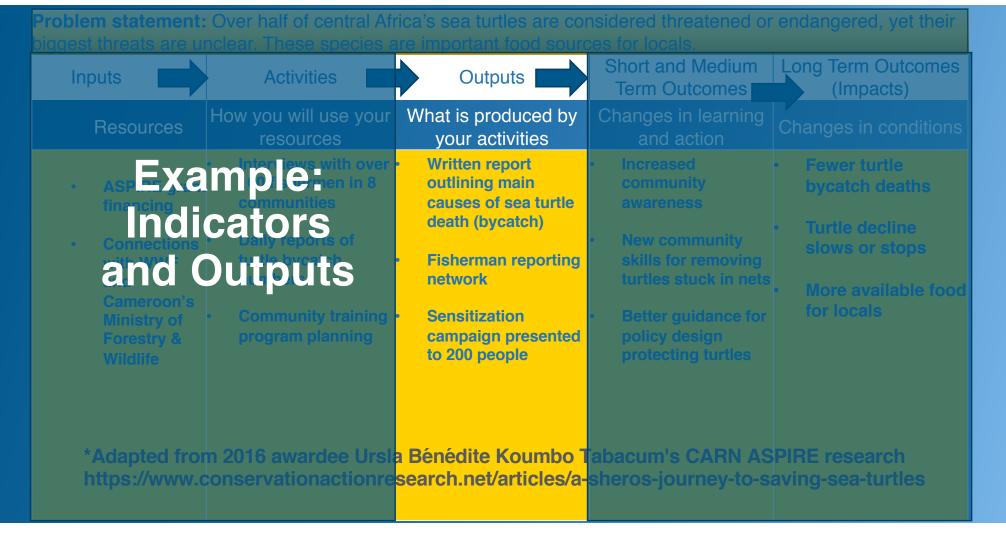
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Indicators and Outputs

- the ways you measure project progress and success

- Outputs are the direct result of your **A**ction from the OCAR structure (the work you hope to do to answer your problem).

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Project Goals – Written Example

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The main goal of this project is to improve the conservation success of birds in Cameroonian cocoa farms. Given that one of the biggest challenges for the current conservation effort is lack of knowledge about how habitat choice and disease prevalence impacts existing bird populations, this project seeks to assess the differences in infected bird numbers across cocoa farms. We will focus on three main objectives: (1) prevalence and intensity of haemosporidian parasites in the targeted species (2) seasonal variation in parasite prevalence and intensity, and (3) risk factors associated to parasite prevalence.

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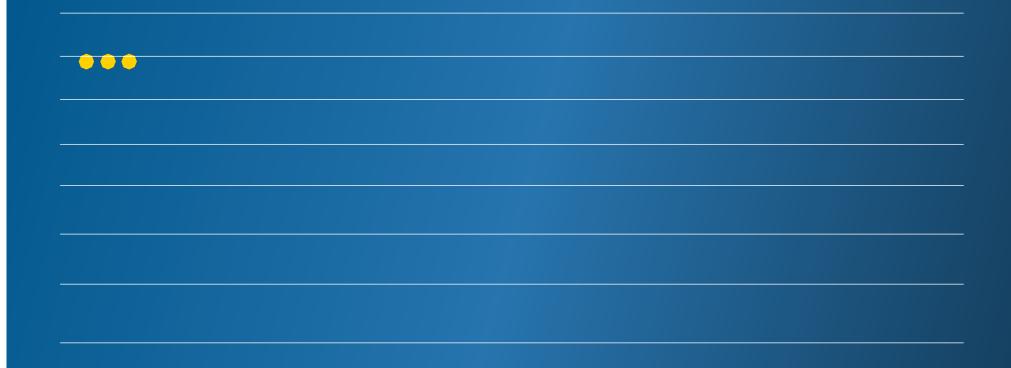# Indicators and Outputs – Written Example:

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To communicate the results of this study, we will prepare a paper to be submitted to peer review publication journals such as Nature and Science. We will also prepare a one-pager for and work directly with the Cameroonian Parks Service to share our findings so that they are able to incorporate new information about the prevalence of the parasite into upcoming conservation policies. Finally, should the prevalence of infected birds appear extensive (>80% infection rate), we will prepare a flyer that can be used to communicate the impact of the pest to cocoa farmers in the region, as well as provide suggestions for how to manage the pest prevalence in a way that does not interfere significantly with crop production or other conservation goals.

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Project Goals (150 words max)

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Indicators & Outputs (250 words max)

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