APPENDIX H – HAVCP Application Form Guidance

1. Application Evaluation Criteria

The EAC has instituted procedures that provide for an objective review of applications and to assist applicants in understanding the standards against which applications will be judged. The evaluation criteria are based on the information required in the application. *See APPENDIX D. Scoring Rubric for more detail on how applications will be evaluated and scored.*

Reviewers will award points based on the evaluation criteria described below:

* Program Design/Strategy (50%)
* Organizational Capacity (35%)
* Budget/Cost Effectiveness (15%) *See* *APPENDICES B and C for additional details on completing the Budget Worksheet and Narrative*

**Program Design/Strategy 50%**

The EAC will consider the quality of the proposed design based on:

* The soundness, relevance, and creativity of the applicant’s proposed project;
* The applicant’s approach to measuring achievement of outcomes and how data collected will be used to modify and improve strategies, products, and services;
* The applicant’s approach and expertise in using innovative solutions to implement new, or expand existing efforts to increase the number of college poll-workers including efforts focused on recruiting historically underrepresented individuals;
* The extent to which the proposed program considers information found in EAC’s Guidebook for Recruiting College Poll Workers; and,
* The scope of the project including the number of targeted college poll workers.

**Budget/Cost Effectiveness 15%**

The EAC will consider the budget based on:

* Cost-effectiveness of the proposed activities in relation to the scope of the project;
* Clarity and completeness of the budget and budget narrative; and,
* Cost sharing identified by the applicant.

**Organizational Capacity 35%**

The EAC will consider the capacity of the applicant to deliver the proposed services based on:

* Demonstrated relationships/partnerships with relevant State and local entities needed to make the project successful;
* Ability to manage a federal grant as evidenced by previous federal grants experience or similar size and complexity grant;
* Experience with managing volunteer recruitment efforts including experience working with historically underrepresented groups, as defined by the federal government, within the college student body, as appropriate for the proposed program model; and,
* Experience of the organization and staff as evidenced by brief staff biographies and other past organizational programs.

1. HAVCP Poll Worker Grant Program Performance Measures

Grant recipients will be required to report on at least three performance measures, one required universal measure and two optional measures selected by the applicant from the list below. Every recipient must report on the number of college students served (PW-1 below). Beyond this universal performance measure, each recipient should select at least two additional Performance Measures from a set of standardized capacity-building performance measures. Selected performance measures should accurately reflect grant recipients’ accomplishments, improve EAC’s ability to report on the impact of its grant programs, and standardize measures across programs where appropriate.

When selecting performance measures, applicants should also consider their proposed project design, such as geographic scope; recruitment and outreach activities; training type and length of training offered; and other factors relevant to the achievement of each performance measure. Applicants must include numerical targets for the full grant period for each of the required and selected option performance outcome measures; percent increases, or other types of data projections, are not acceptable. The standardized performance measures to select from are identified and defined in the table below. Applicants can also propose additional measures that are appropriate for their project.

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| **HAVCP 2-YEAR POLL WORKER GRANT**  **EAC Required Performance Measure (one)** |
| **PW-1.** **Total number of college student participants served.**  This performance outcome measure includes the total number of unique college student participants served during the grant period of performance. Reporting will include the total number of college students who: (1) enrolled in training, (2) received training, (3) registered to serve as a poll worker, and (4) completed work on election day. |
| **EAC Standardized Performance Measures (select two)** |
| **PW-2. Partnerships Developed.**  Total number of partnerships established. |
| **PW-3. Outreach plans developed and executed**  Number of outreach materials developed (provide counts for any used): telephone scripts, panel discussions, poll-worker program training materials or workshops developed, promotional videos created, newsletters, social media, websites, blogs, podcasts etc. |
| **PW-4. Social media engagement, impressions, reach, share of voice, referrals and conversions and response rate and time (cumulative 2-year total for College Program)**  This performance outcome measures the social media campaigns targeting college students. The EAC is looking for strong measures proposed by applicants in this category depending on what is proposed. |
| **PW-5. Workshops, Presentations, Trainings, Conferences - number of college students served (in-person** **or virtual audience):**  Total participants reach for live event audiences by tracking attendees via sign-in sheets, digital registrations, RSVPs, completion of pre-event surveys, etc. |

* 1. System or Process for Tracking, Collecting, and Reporting Participant Data

Applicants must provide specific details about the procedures for tracking performance outcome measures and other participant data such as demographic information, training provided, and describe staffing, technology, computer applications, and other resources already available to accomplish this task. Applicants should also provide a specific plan for procuring the resources needed to meet this requirement if the resources are not already possessed by or accessible to the applicant.

Applicants are encouraged to align their goals with specific activities. Sample activities may include project administration and ramp-up; partnership engagement, outreach, and recruitment; enrollment and training; poll-worker placement; and follow-up with students to track outcomes.

For planning purposes, the applicant should identify key deliverables and the timeframe for achieving each deliverable, including any milestones to indicate the progression of activities. The applicant should also provide the name of the lead or supporting institution engaged in each activity or producing each deliverable, including any partner organizations.

1. HAVCP Service Day Grant Performance Measures

HAVCP Service Day grantees will be required to select at minimum two Performance Measures from a set of standardized performance measures including one required performance measure (SD-1 below). Applicants must include numerical targets for the full grant period for each performance measure. Percent increases, or other types of data projections, are not acceptable. The standardized performance measures to select from are identified and defined in the table below.

For each performance measure, applicants must select and describe the instrument(s) that will be used to measure the outcome. Instruments are specific tools used to collect information such as a checklist, questionnaire, or attendance sheet. Include the title of the instrument(s), a brief description of what it measures and how it will be administered, and details about its reliability and validity if applicable.

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| **HAVCP SERVICE DAY GRANT**  **EAC Required Performance Measure (one)** |
| **SD-1.** **Total number of college student participants served.**  This performance outcome measure includes the total number of unique college student participants served during the grant period of performance. Reporting will include the total number of college students who: (1) enrolled in training, (2) received training, (3) registered to serve as a poll worker, and (4) completed work on election day. |
| **EAC Standardized Performance Measures (select one)** |
| **SD-2. Outreach plans developed and executed**  Number of outreach materials developed (provide counts for any used): telephone scripts, panel discussions, poll-worker program training materials or workshops developed, promotional videos created, newsletters, social media, websites, blogs, podcasts etc. |
| **SD-3. Partnerships developed**  Recipients can estimate the total number of partnerships established between relevant entities. |
| **SD-4. Workshops, Presentations, Trainings, Conferences - number of college students served (in-person** **or virtual audience):**  Recipients can estimate the reach for live event audiences by tracking attendees via sign-in sheets, digital registrations, RSVPs, completion of pre-event surveys, etc. |
| **SD-5. Digital platform reach (e.g.,** **Social Media, Websites, Blogs, etc.):**  Recipients can estimate the number of college students reached via digital platforms by tracking unique browser websites visits, subscribers, clicks, views, shares, reads, etc. This digital engagement can be analyzed via free web analytics tools such as Google Analytics and Facebook for Business. |
| **SD-6. Number of listeners or viewers (podcast, radio, TV, Public Service Announcements, ads)**  Recipients can estimate the reach of on-air methods by the average number of listeners/viewers for the day and time the outreach airs. College populations can be more selectively targeted according to geographic location and the station format (e.g., college radio station, podcast streaming from college website etc.) Methods for increasing reach include advertising over longer periods of time and multiple times a day, using short-duration commercials, and using a variety of stations/methods. |
| **SD-7. Print methods reach (magazine, college newspaper, print ads, etc.)**  Recipients can estimate the total number of college students reached via print methods by looking at the geographic coverage areas and associated populations, newspaper/magazine ratings/subscribers/average number of readers/etc. Other print methods, such as print ads and infographics, can be estimated through methods such as number of dorm rooms, on-campus housing receiving the outreach, Quick Response (QR) codes, average number of people exposed to the print ad location, or number of outreach handouts taken at a Student Union Building or other access point. |

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Applicants are encouraged to align their goals with specific activities. Sample activities may include project administration and ramp-up; partnership engagement, outreach, and recruitment; enrollment and training; poll-worker placement; and follow-up with students to track outcomes.

For planning purposes, the applicant should identify key deliverables and the timeframe for achieving each deliverable, including any milestones to indicate the progression of activities. The applicant should also provide the name of the lead or supporting institution engaged in each activity or producing each deliverable, including any partner organizations.

1. Budget Category Information

**BUDGET CATEGORY DESCRIPTIONS**

These descriptions will help you determine how to allocate expenditures to specific predefined program categories.

**Personnel**: Compensation paid for employees engaged in grant activities must be consistent with that paid for similar work within the applicant organization. In the budget narrative, include a description of the responsibilities and duties of each position in relationship to fulfilling the project goals and objectives. All requested information must be included in the budget detail worksheet and budget narrative.

**Fringe Benefits:** Fringe benefits should be based on actual known costs or an approved negotiated rate by a Federal agency. If not based on an approved negotiated rate, list the composition of the fringe benefit package. Fringe benefits are for the personnel listed in the budget category (A) and only for the percentage of time devoted to the project. All requested information must be included in the budget detail worksheet and budget narrative.

**Travel:** Itemize travel expenses of staff personnel (e.g. staff to training, field interviews, advisory group meeting, etc.). Describe the purpose of each travel expenditure in reference to the project objectives. Show the basis of computation (e.g., six people to 3-day training at $X airfare, $X lodging, $X subsistence). In training projects, travel and meals for trainees should be listed separately. Show the number of trainees and the unit costs involved. Identify the location of travel, if known; or if unknown, indicate "location to be determined." Indicate whether applicant's formal written travel policy or the Federal Travel Regulations are followed. Note: Travel expenses for consultants should be included in the “Contractual/Consultant” data fields.

**Equipment**: List non-expendable items that are to be purchased (Note: Organization's own capitalization policy for classification of equipment should be used). Expendable items should be included in the "Supplies" category. Applicants should analyze the cost benefits of purchasing versus leasing equipment, especially high-cost items and those subject to rapid technological advances. In the budget narrative, explain how the equipment is necessary for the success of the project, and describe the procurement method to be used. All requested information must be included in the budget detail worksheet and budget narrative.

**Supplies**: List items by type (office supplies, postage, training materials, copy paper, and expendable equipment items costing less than $5,000) and show the basis for computation. Generally, supplies include any materials that are expendable or consumed during the course of the project. All requested information must be included in the budget detail worksheet and budget narrative.

**Contractual/Consultant**: For each consultant enter the name, if known, service to be provided, hourly or daily fee (8-hour day), and estimated time on the project. All requested information must be included in the budget detail worksheet and budget narrative.

**Subgrants:** (see “Subaward” definition at 2 CFR 200.92): Provide a description of the Federal award activities proposed to be carried out by any subrecipient and an estimate of the cost (include the cost per subrecipient, to the extent known prior to application submission). For each subrecipient, enter the subrecipient entity name, if known.

**Other Costs**: List items and the basis of the computation. All requested information must be included in the budget detail worksheet and budget narrative.

**Indirect Costs**:

Indirect costs are allowed only if: a) the applicant has a current, federally approved indirect cost rate; or b) the applicant is eligible to use and elects to use the “10% de minimis” indirect cost rate described in 2 C.F.R. 200.414(f). (See paragraph D.1.b. in Appendix VII to Part 200—States and Local Government and Indian Tribe Indirect Cost Proposals for a description of entities that may not elect to use the “de minimis” rate.)

Grantees may recover indirect costs under this grant up to 10 percent of the total Federal share of the grant. If an applicant has an approved federal indirect cost rate, the remainder of the indirect costs can be used as a matching contribution.

An applicant with a current, federally approved indirect cost rate must attach a copy of the rate approval, (a fully executed, negotiated agreement.) If the applicant does not have an approved rate, one can be requested by contacting the applicant’s cognizant Federal agency, which will review all documentation and approve a rate for the applicant organization, or if the applicant’s accounting system permits, costs may be allocated in the direct costs categories. (Applicant Indian tribal governments should review Appendix VII to Part 200—States and Local Government and Indian Tribe Indirect Cost Proposals regarding submission and documentation of indirect cost proposals.) The narrative for any indirect costs should clearly state which direct costs the indirect cost agreement is being applied to. All requested information must be included in the budget detail worksheet and budget narrative.