



Stronger Together Capacity Building Workshop: Program Design

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March 27 and 29, 2024



COOK COUNTY
HEALTH

Optional Virtual Capacity Building Workshops

Grant Applications

Wednesday, 3/20 | 12-1 pm CT

Friday, 3/22 | 12-1 pm CT

- Key Open Call components
- Common grant application elements
- Grant application best practices

Program Design

Wednesday, 3/27 | 12-1 pm CT

Friday, 3/29 | 12-1 pm CT

- Program design overview
- SMART goals, objectives, and outcomes
- Budget categories and narrative

Monitoring, Reporting, and Legal Agreements

Wednesday, 4/3 | 12-1 pm CT

Friday, 4/5 | 12-1 pm CT

- Tracking metrics and KPI's
- Federal compliance (ARPA)
- Legal Agreements

Stronger Together Open Call Important Dates

Description	Date
Open Call Launches	Wednesday, March 6, 2024
Information Sessions	Friday, March 8, 2024, from 12-1 PM CT Wednesday, March 13, 2024, from 12-1 PM CT
Capacity Building Workshops: Grant Applications	Wednesday, March 20, 2024, from 12-1 PM CT Friday, March 22, 2024, from 12-1 PM CT
Capacity Building Workshops: Program Design	Wednesday, March 27, 2024, from 12-1 PM CT Friday, March 29, 2024, from 12-1 PM CT
Capacity Building Workshops: Monitoring, Reporting, and Legal Agreements	Wednesday, April 3, 2024, from 12-1 PM CT Friday, April 5, 2024, from 12-1 PM CT
Application Deadline	Wednesday, April 17, 2024, at 5 PM CT
Grant Recipients Announced	Week of June 5, 2024
Program Planning	Week of June 5 – Week of September 9, 2024
Program Launch	September 2024 (estimated)

Program Design Workshop Agenda



Program Design Overview



Work Plan: SMART Goals, Objectives, and Outcomes



Budget: Categories and Narratives



Q&A



Program Design Overview

- Program Design Structure
- Mission Statement

Program Design Structure



Project Mission Statement

A **Mission Statement** is a one-sentence summary of a clear **challenge/need and solution**.

- **Challenge/Need** should focus on specific populations and communities
- **Solution** should be reflected in your goals
- For this grant, include your mission statement in the **Proposal Description**

Example:

“This program will improve mental health in X, Y, and Z neighborhoods.”



“The Mental Health Project will address insufficient mental health resources for residents of X, Y, and Z by increasing access to treatment and support through community engagement, outreach, and direct mental health services.”

Work Plan Overview

- SMART Overview
- Goals
- Objectives
- Outcomes

SMART Framework

	What details to include:	Where reviewers will look:
✓	Specific Who, what, where, and why	Goals, Objectives, Leaders, Comments
✓	Measurable Numbers to capture both progress and results	Outcomes
✓	Achievable Small, realistic (not lofty) steps towards goals	Objectives, Outcomes
✓	Relevant Connection to mission statement challenges/needs	Goals, Objectives, Comments
✓	Time-Bound Timelines and deadlines for project steps	Timeline

Creating SMART Work Plans

*In the following slides, we'll review examples of how to include SMART details in your **goals, objectives, and outcomes***

Goal 1:				
Objectives	Timeline	Outcome	Person/Area Responsible	Comments
<i>Define each action step on its own row. Define as many action steps as necessary by adding rows to the table.</i>	<i>An expected completion date (month and year) must be defined for each action step.</i>	<i>An expected outcome must be defined for each action step.</i>	<i>A responsible person must be identified for each action step.</i>	<i>Comments are optional.</i>

Creating SMART Goals



Specific

Goals are high-level statements describing what the proposal will accomplish



Measurable

- High-level steps needed to make the solution in your mission statement a reality
- Focus on identified populations and communities



Achievable



Relevant



Time-Bound

Example:
“Improve harm reduction service offerings.”



“Provide harm reduction services to 2,000 residents of X, Y, and Z neighborhoods through mobile outreach by 2026.”



Creating SMART Objectives



Specific

Objectives are the specific actions/steps taken to achieve a goal



Measurable

➤ Include timeline, measurable outcomes, and person/ leader responsible for each objective



Achievable

➤ Mention any partners and describe their role



Relevant



Time-Bound

Example:
“Increase mobile harm reduction.”



“Purchase and outfit one van by January 10, 2025, to provide harm reduction services and supports in X, Y, and Z neighborhoods.”

Creating SMART Outcomes



Specific



Measurable



Achievable



Relevant



Time-Bound

Outcomes are measurable results of objectives that capture progress towards goals

- Numbers, not just descriptions
- Capture progress over time for both the project and recipients/ participants

Example:

“Serve more residents with a new harm reduction service van.”



- # of participants served by new harm reduction van each month
- # of communities served by new harm reduction van each month



Sample Work Plan with SMART Goals

Goal 1: Increase access to mental health services for youth ages 13-18 within X, Y, Z communities				
Objectives	Timeline	Outcome	Person/Area Responsible	Comments
Increase access to mental health screenings for youth ages 13-18 within X, Y, Z communities	September 1, 2024- November 30, 2026	Provide mental health screenings to 500 youth ages 13-18 within X, Y, Z communities.	Community outreach staff, mental health staff, and support staff	
Increase mental health group-based prevention programming for youth ages 13-18 within X, Y, Z communities	September 1, 2024- November 30, 2026	Provide age-appropriate group-based prevention programming for 2000 youth ages 13-18 within X, Y, Z communities	Community outreach staff, mental health staff, and support staff	

Work Plan Spotlights: Comments



Specific

Use the **Comments** section of the Work Plan to add details that don't fit into other columns



Measurable

- Populations served
- Reasoning for unique details or obstacles



Achievable



Relevant



Time-Bound

Why so much detail?

Reviewers want to understand all the Proposal Description details to score applications—see the scoring rubric in the Open Call website at cookcountyhealth.org/strongertogether/

Budget Categories and Narrative

- Budget Overview
- Eligible and Ineligible Expenses
- Spend per Category
- Budget Narrative

Budget Development Process

Select your **Strategy**



Select your **Funding Track** and note it in the **Application** and **Budget Template**



Organize your budget request into **Budget Spend Categories**



Justify your Budget Spend Categories in the **Budget Narrative**

Track Funding

- **Track 1:** Up to \$500,000
- **Track 2:** Up to \$1,000,000

Note: The only difference between tracks is the **total** funding amount; amounts are total over 26/27 months, not per-year

What details to include:

Annual amounts of money in each eligible expense category

Description of why you are allocating money the way you are

Budget: Eligible Expense Categories

Salary & Wages (Personnel)	Include staff time supporting program activities. This may include percent time of existing staff or salaries of new staff.
Fringe Benefits	Include costs of leave, employee insurance, pensions, unemployment benefit plans, etc. should be based on actual costs or an established formula.
Consultant Costs	Include costs related to hiring an individual who will give professional advice or services (e.g., training, expert consultant, etc.) for a fee.
Equipment	Include costs of any item of property that has a per unit acquisition cost of \$5,000 or more and has an expected service life of more than one year.
Supplies	Include costs for supplies that support program activities (e.g., computers, printers, computer software and applications, educational materials, naloxone, fentanyl test strips, and general office supplies).
Local Travel	Include costs for local travel during project period if this is applicable to your respective strategy.
Other	Include costs associated with your activities not covered in other categories (i.e., stipends and incentives).
Contractual Costs	Include costs for: 1) work performed by an independent contractor requiring specialized knowledge, experience, expertise, or similar capabilities. 2) purchase of a product or service to be procured by contract and an estimate of cost.
Indirect Costs	Indirect Costs can be calculated using a Negotiated Indirect Cost Rate Agreement with the federal government, or subrecipients may elect to use a 10% de minimis rate that is calculated based off Modified Total Direct Costs, as defined by Uniform Guidance.

Budget: Ineligible Expenses

Funding from the Stronger Together Open Call cannot be used on any of the following:

- Political or religious purposes
- Contributions or donations
- Fundraising or legislative lobbying expenses
- Conference registration fees
- Payment of bad or non-program related debts, fines, or penalties
- Contribution to a contingency fund or provision for unforeseen events
- Food or beverages, including alcoholic beverages
- Membership fees, interest or financial payments, or other fines or penalties
- Purpose or improvement of land or purchase, improvement, or construction of a building
- Expenditures that may create conflict of interest or the perception of impropriety
- Exhibit fees of any kind
- Airfare
- Out of state travel costs
- Bonus pay
- Cash assistance
- Loan reimbursement
- Research
- Reimbursement for pre-award costs



Budget: Narrative

Budget Narratives are brief descriptions for each budget category

- Space for each category in each year with instructions
- Share formulas where relevant
- Tie to data and previous experience

Note: Each year has its own Narrative tab at the bottom of the budget template

Example:

“Stipends will be used for adolescents.”



“Transportation is a commodity that many families and youth in the communities we serve do not have. Therefore, to increase inclusivity and equity and remove the transportation barrier, we provide a small stipend to our adolescents to pay for transportation to and from the workshops.”

How to Apply

1. Go to www.cookcountyhealth.org/strongertogether/ and review the Grant's overview and other information.
2. In the **Downloadable Files** section, download and review the “Open Call Information Packet,” and download and complete the “Open Call Application,” “Work Plan Template,” and “Budget and Budget Narrative” forms.
3. To access the **GovGrants portal** to submit the application, click the **Link to Submit** tab on the Grant's webpage.
 - ✓ Review the Grant overview in the portal.
 - ✓ Click “Submit Application” to begin the application.
 - ✓ Under the Organization Profile tab, enter all required information (fields marked with red asterisk).
 - ✓ Under the Files tab, upload required application materials to submit your application.
 - ✓ Save application. Organization profile and application file uploads must be complete to save and submit your application.



Questions?

Please raise your hand and we will call your name and ask you to unmute to ask your question.

- All questions and answers will be captured in the FAQ document; questions that we don't have time to answer today will also be addressed in the FAQ document on: www.cookcountyhealth.org/strongertogether

Email additional questions: strongertogetheropencall@cookcountyhhs.org