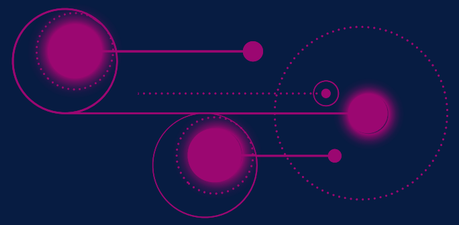
JANUARY 2025

SHARING EVALUATION PRACTICES

From KPIs to SMART Goals for Federal Educational Programs



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FREE WORKSHOP SERIES
GRADUATE CERTIFICATE IN EVALUATION

Few notes before we start:

- Recording not allowed
- Judgement-free zone
- Presentation will be posted in the Graduate Certificate in Evaluation website.

Learning Objectives

This workshop focuses on three objectives:

1.Understand KPIs and how they drive SMART Goals.

2.Learn to recognize the importance of aligning KPIs to program objectives.

3.Explore examples of KPIs in federal educational programs.

1 Understanding KPIs

Key Performance Indicators (KPIs): Measurable values or metrics to track progress towards program objectives.

Process KPIs

Measure how well the program is being executed.

Example:
% of teachers completing professional learning activity

Program Participants KPIs

Measure program's impact from the perspective of those directly involved.

Example:
% of participants reporting overall satisfaction

Outcomes KPIs

Measure the results or impact of the program.

Example:
% of students improving scores by 5% from pre test to posttest

How KPIs drive SMART goals

Example 1

% of Title I students improving math proficiency from pre-test to post-test

Example 2

% of teachers completing Title II funded professional learning sessions

Example 3

% of schools identified for chronic absenteeism support increasing student attendance

Example 1

By the end of SY25/26, 75% of Title I students will improve their math proficiency at least 1 scaled score from pre-test to posttest as measured by the State standardized assessment.

Example 2

By June 2026, 90% of the teachers will complete at least two professional learning sessions focused on instructional strategies as evidenced by completion roster.

Example 3

By the end of first semester (Dec 2025), 90% of schools identified for chronic absenteeism support will have increase attendance rates by 5%.

2 KPI Alignment Matters

*KPIs should align with the program's **specific purpose and activities** to provide meaningful data and drive improvements.*

WHY IT MATTERS?

- Misaligned KPIs result in irrelevant data and fail to measure the program's true success.
- Effective KPIs ensure the program's intended objectives are accurately assessed and progress is tracked.

Examples of Misalignment

Program Purpose

Student support for college readiness

Program Activities

Students receive counseling to identify college and career interests, select relevant courses, complete community hours, and tutoring for the college admission exams.

Common KPI

Graduation rates as the % students who graduate.

Misalignment

Graduation requirements differ from college/university admission requirements.

Program Purpose

Social and emotional support for newly hired teachers.

Program Activities

Newly hired teachers are paired with an experienced teacher serving as mentor and regularly conduct check-ins, help teacher navigate school protocols, and provides resources as needed.

Common KPI

% teachers retained

Misalignment

Retention can be influenced by many factors beyond social-emotional support.

Components of Effective KPI Alignment

Define the program's purpose

Clearly articulate the main objective or purpose of the program.

Focus on the **activities** the program will be implementing and what these **activities** are explicitly designed to achieve.

Select relevant KPIs

Choose KPIs that directly reflect the program's success in achieving the identified purpose. **Avoid unrelated or overly broad measures** that may be influenced by factors outside the program's scope.

Avoid Generic KPIs

Link KPIs to the program's unique activities and goals. Generic KPIs like "teacher retention" or "student enrollment" might seem logical but often fail to capture the specific impact of the program.

Examples Realigned

Program Purpose

Student support for college readiness

Program Activities

Students receive counseling to identify college and career interests, select relevant courses, complete community hours, and tutoring for the college admission exams.

Aligned KPIs

- number of students who received each of the services
- number of tutoring sessions provided
- attendance rates of tutoring sessions
- % of students who applied for college/university
- % students who were admitted and enrolled in their preferred institution

Program Purpose

Social and emotional support for newly hired teachers.

Program Activities

Newly hired teachers are paired with an experienced teacher serving as mentor and regularly conduct check-ins, help teacher navigate school protocols, and provides resources as needed.

Aligned KPIs

- number of check-ins conducted
- % of teachers who experienced lower negative emotions or less stress
- %of newly hired teachers reported higher morale
- % of teachers indicating greater job satisfaction

3 KPIs in Federal Educational Programs

Title I Part A

Improving Academic Achievement of the Disadvantaged

School-level

- % of Title I schools meeting annual academic growth targets in math and reading.
- % of schools with effective school improvement plans addressing achievement gaps.
- % of Title I schools maintaining or improving school climate survey results.
- % of Title I schools reducing chronic absenteeism.

Student-level

- % of economically disadvantaged students improving proficiency on state standardized assessments.
- % of Title I students receiving targeted interventions achieving proficiency levels.
- % reduction in chronic absenteeism among Title I students.
- % of students served by Title I funded programs progressing to the next grade level.

Parent & Family Engagement

- % of parents participating in Title I funded parent engagement activities.
- % of parents reporting increased knowledge of how to support their child's academic progress after Title I events.
- % parents attending parent-teacher conferences.
- % parents completing surveys about Title I activities, with feedback on program effectiveness.

Teacher-level

- % teachers completing Title II funded professional learning activities.
- % teachers reporting increased confidence in instructional practices post-training.
- % of new teacher hires retained after one year in Title II supported district.
- % increase in teacher satisfaction with professional growth opportunities
- % of classrooms observed demonstrating effective instructional practices.

School Administrator-level

- % of principals participating in leadership development programs funded by Title II.
- % of principals reporting improved leadership skills in areas such as instructional leadership or data-driven decision making.
- % of school leadership vacancies filled within 30 days using Title II supported recruitment initiatives.

Title II Part A

Preparing, Training, and Recruiting High-Quality Teachers, Principals, and Other School Leaders

Title IV Part A

Student Support and Academic Enrichment (SSAE)

Fine Arts

% of music programs performing at excellent levels in the Music Performance Assessment

%of teachers with students submitting artwork to the Museum of Art contest

number of students with artwork selected to the Museum of Art contest

Dual Language

% of students who graduate with a Florida Seal of Biliteracy

STEM Programs

% of students with passing scores in the lab skills assessment

number of students registering in the school science fair

Acceleration Programs

% increase of CTE program students identified as program completers

% of high school students earning AICE/IB diploma

% of students enrolled in accelerated coursework

Practical Tips

1. Define Program Objective

- Clearly state the main purpose or goal of your program.
- Think about what we are trying to accomplish and do not forget what we just learned about **alignment with program activities.**

Example: "To improve student literacy rates in Title I schools."

2. Identify Relevant KPIs

- Select implementation KPIs (track what's being done).
- Select outcome KPIs (track program results).
- KPI Template:
  - Implementation KPI: "% of [stakeholder group] completing [specific activity]."
  - Outcome KPI: "% of [stakeholder group] achieving [specific measurable result]."

3. Write SMART Goals

- Combine the program objective and KPIs into a single SMART Goal.
- SMART Goal Template:
  - "By [timeframe], [specific stakeholder group] will [achieve measurable result] by [specific activity]."

Example: "By the end of the 25-26 school year, 80% of Title I students will improve their reading comprehension by one grade level, as measured by standardized assessments, after attending weekly literacy interventions."

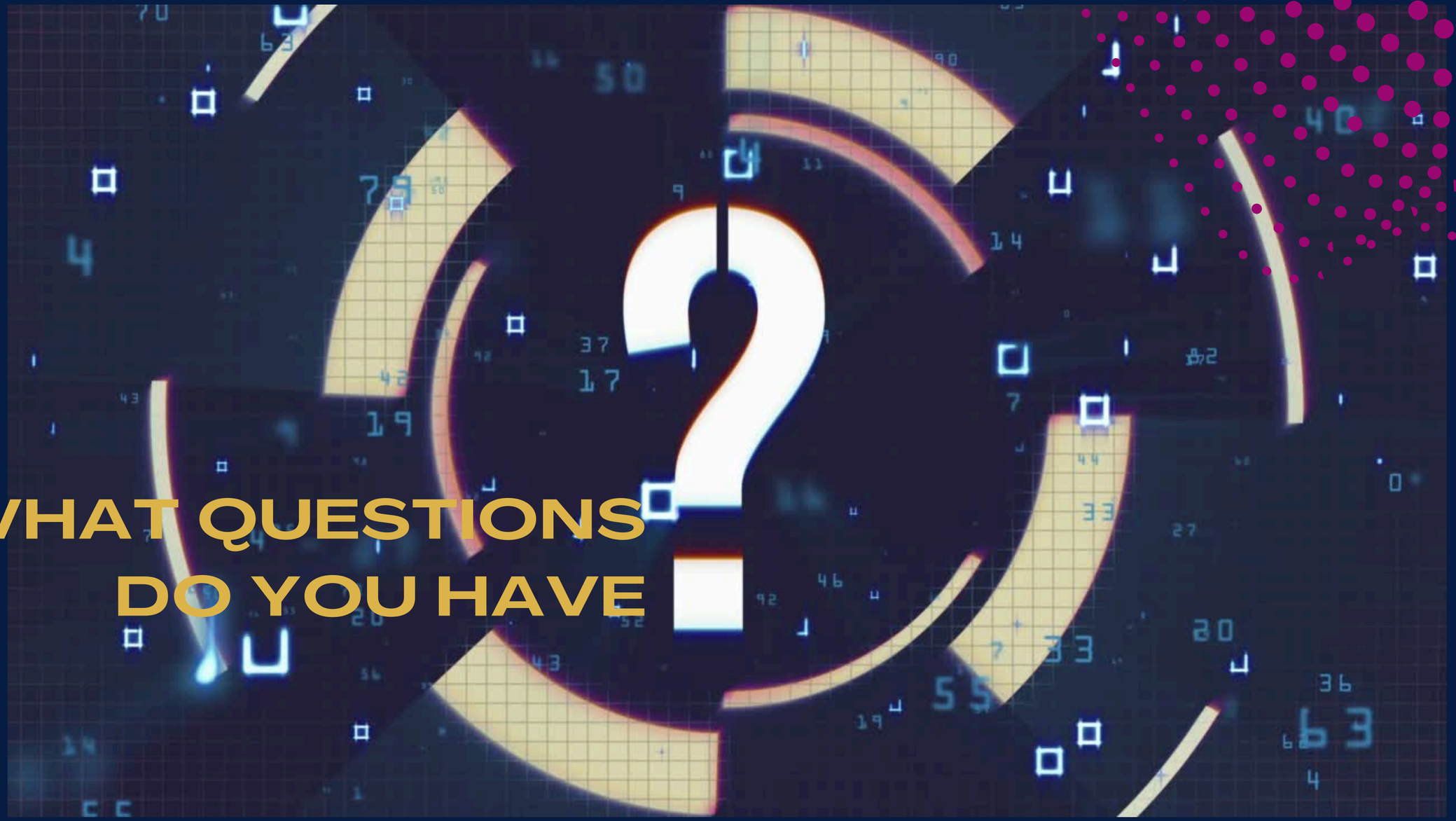
4. Plan for Monitoring

- Define how and when progress on KPIs will be tracked.

Example: "Track weekly attendance for intervention sessions."

- Specify tools or data sources to collect evidence.

Example: "Use standardized test results to measure proficiency improvements."



WHAT QUESTIONS DO YOU HAVE

INTERESTED IN LEARNING MORE ABOUT EVALUATION?

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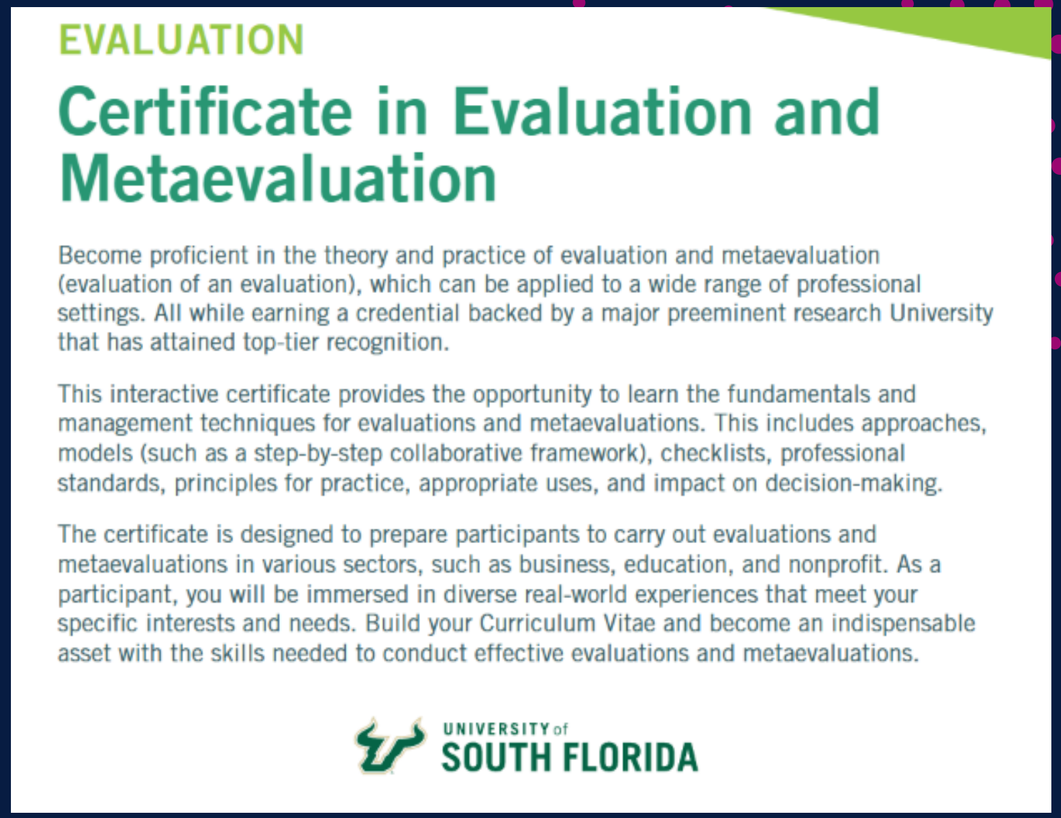
2025GOBULLS



LET'S CONNECT!

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