

Call for Expression of Interest: Data Analytics and Evaluation Project

FamilySmart’s vision is that families and other caring adults have greater knowledge and capacity to connect with and support the mental health of children, youth, and young adults. Our commitment to child and youth mental health started 23 years ago and it continues to grow as does the number and complexity of mental health challenges impacting children, youth, and young adults.

We help children and young people by helping their families and other caring adults. We know that children and young people do better when the adults who care about them are supported.

FamilySmart continually collects feedback on all its programs and services in order to know our reach and understand what is helpful to parents, caregivers, and others accessing our programs and services. The large amount of data collected is for both our funders and for FamilySmart who use the feedback to make improvements to our programs and services.

We are seeking evaluation expertise (6 months engagement) to assist us with the following:

Objectives

- a. **Reporting** to funders (qualitative and quantitative)
- b. **Informing improvements** to FamilySmart programs and services
- c. **Showing impact** to funders (current & potential), FamilySmart staff and potential new staff, families accessing services and potential new families, service providers, educators, and the general public

Scope of Work

- a. Develop a Data Analytics and Evaluation Plan to reach the above Objectives.
- b. Perform quantitative and qualitative analysis to produce information products.
Examples:
 - i. Themes of survey responses
 - ii. Data stories - what the data tells us
 - iii. Standard reporting (automation and standardization)
 - iv. Training of staff on regular reporting and data collection
- c. Identify gaps on Data, Reporting and Evaluation
 - i. Gap Analysis
 - ii. Roadmap to address these gaps including some infrastructural/tool data collection methodology considerations and recommendations

Timelines

- a. Initial meetings and planning December 2023
- b. January 2024 provide workplan with milestones and timelines
- c. Year-end reporting is March 31, 2024
- d. Project wrap-up and Funder Reports due May 2024

Application Process

Please provide a **one-page** expression of intent with information on relevant experiences, your approach to project implementation, cost, and 2-3 references.

Please reply to careers@familysmart.ca

Subject Line: Evaluation Project