



# Strengthening Families Program (SFP) Evaluation

## OVERVIEW

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Children's Trust of South Carolina (Children's Trust) seeks proposals from qualified evaluation consultants or firms to conduct a comprehensive program evaluation for the Strengthening Families Program (SFP).

Children's Trust is the state's largest network of community-based organizations working to prevent child abuse and neglect. Its mission is to strengthen families, organizations, and communities to prevent child abuse and neglect. Our vision is a South Carolina where every child thrives.

All proposals will be treated with the highest confidence and used internally in our decision-making process. All proposals must be submitted to Jennifer Haley ([jhaley@scchildren.org](mailto:jhaley@scchildren.org)) by 11:59 pm on Monday, July 22, 2024. Select proposals may be asked to participate in an interview as part of the selection process. All consultants will be notified of the decision by Monday, Aug. 5, 2024, with immediate implementation following contract execution. Questions may be submitted via email to [evaluation@scchildren.org](mailto:evaluation@scchildren.org).

## PROGRAM BACKGROUND

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The Strengthening Families Program (SFP) is an internationally and nationally recognized evidence-based prevention program for parents and children ages 6-17 in high-risk families. Dr. Karol Kumpfer developed it in the 1980s as a family skills training program for children at risk from households with substance use/misuse. SFP is a 10-14 session resiliency-based family skills training program with instructor-led group sessions. SFP is different from most parenting programs in that parents and children attend sessions and learn skills simultaneously that they practice together before going home to implement them. A session begins with a half-hour family meal. Parents and children then meet for one hour in separate classes, where caregivers learn parenting skills and children learn social skills. Following the skills training, parents and children reconnect for 30 minutes in a family session to practice their learned skills.

SFP teaches life skills and self-regulation throughout the sessions. Children's Trust SFP providers routinely achieve high-fidelity implementation of the program and significant outcomes that include improvements in parent, child, and family behaviors and skills.

Children's Trust is the state's lead agency for SFP. Children's Trust provides funding and intermediary support to SFP sub-recipients. A sub-recipient (or provider or lead implementing agency) is defined as an agency or organization funded in a local service area to implement SFP. Children's Trust SFP coordinator staff also provide training and technical assistance to SFP providers to support high-quality implementation.

## SCOPE OF WORK

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The qualified consultant will be responsible for developing and delivering a comprehensive program evaluation of the Strengthening Families Program (SFP) initiative in South Carolina. The evaluation will provide a systematic

approach to collecting, analyzing, and using data to assess the quality and effectiveness of SFP. It will monitor program activities, assess the impact of SFP, and guide continuous program improvement to achieve the program's goal of preventing child abuse and neglect.

## Evaluation Design

As an evidenced-based program, SFP been proven to be effective at preventing substance use and, therefore, lowering the risk of children experiencing adverse childhood experiences (ACEs). The evaluation plan is designed to understand what it takes to achieve success in the participating counties.

## Overview of Data Collection and Monitoring Processes

Currently, Children's Trust supports 25 implementing agency grantees to provide 90-95 groups of SFP annually with approximately 1,800 referred families and 1,000 enrolled families. On average, 10-11 families participate in a group together, with 2-3 individual participants per family with at least one caregiver and one child participating together for an average of 2,500 annual enrollees.

Identifiable data about the referred and enrolled families is collected at program intake. This data is collected as a family record and includes names, dates of birth and contact information. Additional demographics and household information are collected for families that enroll in the program. Data is collected for each family member that may be present in the group to include children in the family outside of the curriculum's age range. Data is collected for up to 3 caregivers and six participating or present children. Information about the referral source and referrals for additional needed program services is captured for the family.

Family data is collected through an electronic survey/form or paper form and is submitted through forms in a database. Family attendance information and participation are also tracked for each class or session to measure dosage. All data is collected and entered by the SFP site coordinator. Data is encouraged to be collected and entered in real time; however, some sites wait until after the group is completed to submit data. Data submission guidelines and policies may be updated during the design and implementation of a new database that Children's Trust is developing.

At the end of the curriculum, participants are also asked to complete a retrospective outcomes measurement and satisfaction survey. The survey can be completed by both caregivers/parents and participating children.

SFP Family Coaches complete program model-developed fidelity checklists and self-ratings after each delivered session. Children's Trust SFP Coordinators provide technical assistance, including site visits, quality-assurance consultation, and training and capture data for those encounters. Children's Trust aims to shift to a formative evaluation process where Children's Trust SFP Coordinators can use process data to make recommendations and mid-course corrections for active SFP implementation.

SFP Provider Sites submit summary data for the group at the end of the cycle. In addition, sites also regularly check in and submit weekly reports to Children's Trust SFP Coordinators. Children's Trust also collects and maintains data about the agency name, location, number of SFP groups granted or planned for the year, and particular locations or sites of the groups.

## Scope of Work Description

Children's Trust is requesting the evaluation consultant provide the following services:

### 1. Logic Model and Performance Measurement Plan

- a. Develop and document a logic model for SFP and the expected inputs, activities, outcomes, and impacts of partnered implementing agencies providing SFP to families in South Carolina.

- b. Create an outputs and performance measurement plan using program developer-recommended tools in consultation with Children’s Trust to establish and document required data elements, analysis, and reporting cycles. Performance measures should be based on established fidelity benchmarks for the program and may be determined based on quantitative and qualitative data elements. Children’s Trust will provide resources on the program design, including the curriculum, training and learning/consultation meetings.

## **2. Program Delivery Monitoring and Data Management**

- a. Facilitate the collection of necessary program outputs, process and outcomes data for all funded cycles or groups of SFP by partner agency and site or county location in the established database. Ensure complete and accurate data submissions. Coordinate communication with Children’s Trust SFP Coordinators for data requests.

## **3. Ongoing Evaluation Technical Assistance:**

- a. Participate in quarterly or bi-monthly program development, technical assistance, and quality assurance conference calls to support program implementation evaluation and technical assistance model while offering real-time feedback.
- b. Provide additional calls with coaches as needed. Provide telephone and online technical assistance, fidelity assurance, and consultation through email, as well as ongoing contact with Children’s Trust SFP coordinators and management.

## **4. Parent, Child, and Family Outcomes Evaluation Coordination**

- a. Coordinate the collection of retrospective caregiver, child, and family outcomes data after program participation. A validated survey for expected immediate short-term outcomes will evaluate changes in parent, child, and family skills and behaviors. The survey consists of 55 questions. At least one adult and one youth participant in each family will complete the survey. Survey data will be provided to a vendor for analysis – results will be normed against a national database of program participant families. The survey may be adapted for additional items for the performance measurement plan.

## **Required Deliverables**

The Consultant will provide the following deliverables:

1. Documented logic model and performance measurement plan
2. Children’s Trust Annual SFP Evaluation Reports
  - a. A 2025 year-end evaluation report will be submitted to Children’s Trust on or before March 25, 2026, or within 60 days (about two months) after receipt of all data.
  - b. The year-end report will include an executive summary, cumulative annual program delivery outputs, outcomes, fidelity, and participant satisfaction evaluation project findings for all cycles completed during the contract period, a comparison to national norms, and recommendations for future efforts. It will also include appendices with data tables for up to 27 sites with an N of 12 or more.
  - c. Generate up to 27 Agency Evaluation Summary Reports with fidelity and outcome findings specific to the agency compared to SC FY24 and SFP National Norms.
3. Annual evaluation review presentation and consultation site visit
  - a. The consultant will present the 2025 Evaluation Report to Children’s Trust leadership and SFP funders at the Children’s Trust corporate office in Columbia, South Carolina. The presentation will

include a review of 2025 findings with recommendations and consultation for future implementation and planning.

#### 4. Evaluation Snapshots

- a. The consultant will create up to a 5-page executive summary of the Annual SFP Evaluation Report and up to 5-page quarterly program performance reports across all SFP delivery sites that completed at least one group in that quarter. Reports are to include mostly tables and data visualization with relevant graphs and charts to increase understanding and application of the evaluation report to future cycle implementation.

## VENDOR(S) EXPECTATIONS

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- Relevant experience: Demonstrated experience in developing evaluation frameworks for social programs, particularly in family-strengthening initiatives.
- Technical competence: Proficiency in using evaluation tools for data collection, analysis, and reporting, encompassing quantitative and qualitative methods.
- Collaborative approach: Ability to effectively work with program developers, evaluators, and partner agencies, demonstrating strong communication skills for coordination and feedback.
- Quality assurance: Commitment to upholding data integrity and ethical standards, including fidelity checks and validation procedures.
- Results and utilization focus: Prioritization of delivering actionable insights and recommendations, with the capability to translate evaluation findings into clear reports for various audiences.
- Client satisfaction: Responsive support and openness to feedback, with a dedication to meeting client needs and continuous improvement.

## SUBMISSIONS OF PROPOSALS

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Please include the following information in your submission:

#### A: Introduction/Organizational Capacity (Limit two pages)

Provide a summary of your strategy for the project. Provide a brief history of your organization and experience with similar projects.

#### B: Personnel (Limit two pages with resumes as attachments)

Please provide a brief description of the qualifications and experience of your staff/team that will be working on this project and provide their resumes as attachments.

#### C: Work Plan (Limit five pages)

Provide a narrative description of how you will meet the requirements outlined in the project's scope. Also, include any information required from Children's Trust to complete the planning process.

#### D: Timeline (Limit 1 page)

Provide a timeline for the project that includes when surveys will be started and completed, and if relevant to a proposed performance measurement plan for when the focus groups/interviews will be started and completed.

E: References (Limit 1 page with attachments)

Please provide at least three references with names and addresses from projects similar in size and scope to the one requested by Children's Trust (references from other non-profits preferred). You may provide one or two sample products or links to final documents that have been completed for similar products.

F: Budget (Limit two pages)

Please provide a budget summary and justification. This can be a separate document in an Excel spreadsheet or a PDF document. Children's Trust does not require a detailed budget. It does require enough information to demonstrate you understand the requirements for the project and have planned for implementation costs needed to complete the project successfully.

All proposal components should be contained within a single PDF document, appropriately labeled and in the above order. Web addresses and/or links to sample work are acceptable. Any attachments to the proposal may not be considered.

**All proposals should be emailed to Jennifer Haley, executive assistant, by 11:59 PM, Monday, July 22, 2024.** Select proposals may be asked to participate in an interview as part of the selection process. Confirmation receipt will be sent by email within 24 hours. If you do not receive confirmation, please call 803-744-4050. Any proposals received after the due date may not be considered.

## TERMS AND CONDITIONS

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- The initial term of the contract is one year, with the option to renew it yearly.
- The successful bidder will not release records or information related to Children's Trust unless an application for public information is submitted to and approved by the Children's Trust Board of Directors.
- Children's Trust reserves the right to reject any or all proposals received, to request clarification of any proposal, to request a face-to-face interview, to waive informalities or irregularities, and to select a service provider not based solely on the lowest cost.
- Pricing included in your proposal must be valid for at least 90 days and may not be modified, withdrawn or canceled.
- Children's Trust will not pay for any information requested herein, nor is it liable for any costs incurred by the participant in responding to this request. All proposals submitted become the property of Children's Trust and will not be returned.
- None of the information released, either verbally or in writing, shall be deemed binding to Children's Trust in any manner.
- All proposals or offers must be signed by a duly appointed officer or agent of your company.
- Children's Trust may terminate the contract if services are not performed satisfactorily.