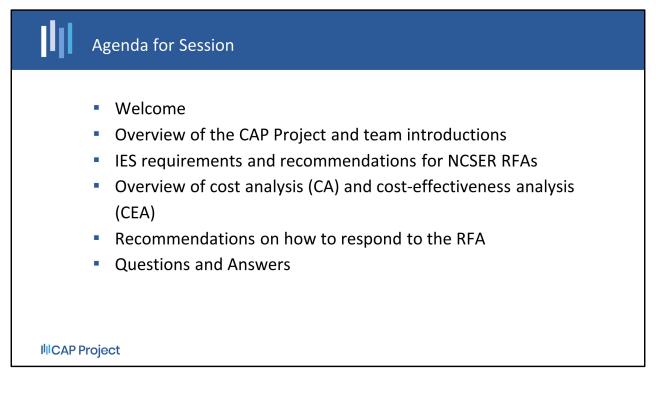


COST ANALYSIS AND COST-EFFECTIVENESS ANALYSIS FOR IES PROJECTS

August 4, 2022

Welcome! We will start shortly.

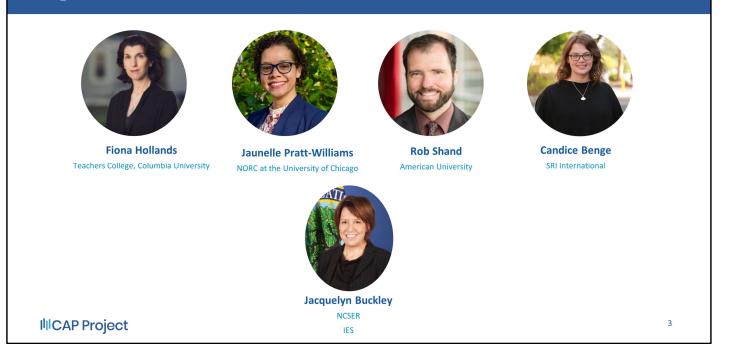
Please feel free to submit questions via the chat while you wait.



"Good afternoon and thank you for joining us. I am Jaunelle Pratt-Williams from NORC at the University of Chicago and I am the co-PI for the CAP Project. Before we begin, we ask everyone to please mute your microphone until the Q&A. If you have a question before then, please use the chat to share it with everyone.

The main goals for today are to provide some guidance and allow you to ask questions as you plan for a cost analysis or cost-effectiveness analysis in your grant application. We will briefly spend some time introducing the team and providing an overview of the CAP Project. We will share the RFA requirements and recommendations, an overview of economic evaluations, and provide suggestions on how to respond to the RFA. We will share CAP Project resources along the way that can help you plan and conduct your analysis. We will use the Q&A time to answer questions starting with the questions you submitted in advance."

The CAP Project Team for Today



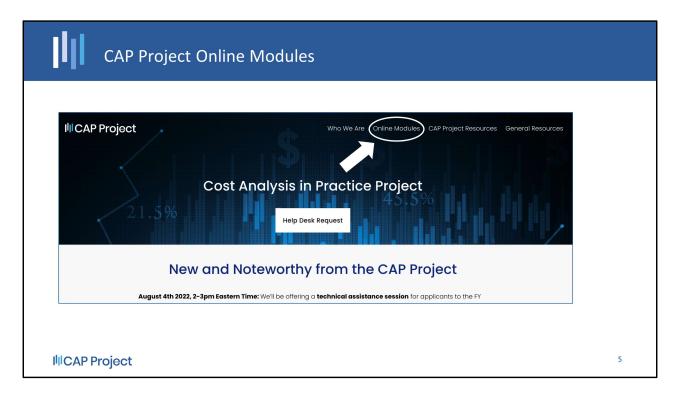
Jaunelle

"We have a few members from the CAP Project team here today and we each will introduce ourselves. As I mentioned, I am Jaunelle Pratt-Williams and I am the co-PI for the project."... each person reads slide up to Candice introducing themselves.

"We are grateful to also have Jackie Buckley, Team Lead for Disability Research at the National Center for Special Education Research, join us today to answer specific questions about the RFA and NCSER's expectations for the cost analysis and cost effectiveness analysis."

The Cost Analysis in Practice (CAP) Project				
MCAP Project Or Project Or Project Resource Or Project Cost Analysis in Practice Project Web Deak Request New and Noteworthy from the CAP Project Agust 6b 2022.2-2pm fastern Time: We'l be offering a technical assistance session for applicants to the 1Y	 Three-year initiative funded IES Provides free, on-demand tools, guidance, and technical assistance to researchers and practitioners who are planning or conducting economic evaluations More Information and resources at <u>https://capproject.org/</u> 			
IIICAP Project	4			

The Cost Analysis in Practice (CAP) Project is a three-year initiative funded by the Institute of Education Sciences, U.S. Department of Education. We provide free, on-demand tools, guidance, and technical assistance to researchers and practitioners who are planning or conducting economic evaluations. On our website, capproject.org, you can find more information and resources...



...such as our Online Modules which provide an overview of economic evaluations, how to carry out each stage of a cost analysis, and how to use the CAP Project resources. Each module includes a series of short videos by topic.

Online Modules Site	
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We just launched the first 2 of the series and, very conveniently, Module 2 covers designing a cost analysis, which should be helpful to you at the proposal stage.



You can also access the CAP Project Resources page where you will find...

Resources to Get Started	
Control Started with Cost Analysis Operating Starte	 Templates, guidance and resources at <u>https://capproject.org/</u>
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Planning your Cost Analysis	
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...templates, guidance, and other resources for getting started with cost analysis,

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	Getting Started with Cost Analysis	7
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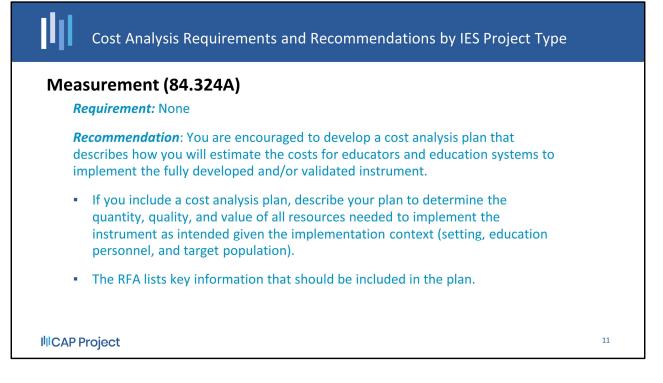
"...and for planning, executing, and reporting your cost analysis. As I mentioned, we will highlight some of these tools today throughout the session."

IES COST ANALYSIS AND COST-EFFECTIVENESS ANALYSIS REQUIREMENTS AND RECOMMENDATIONS

III CAP Project

Jaunelle

Now, Jackie will share NCSER's requirements for cost analysis or cost-effectiveness analysis and recommendations from IES for strong applications. Rob and I will follow with an overview of economic evaluations before Fiona shares suggestions on how to respond to the RFA.





Development and Innovation (84.324A)

Requirement: Describe a cost analysis plan for determining the costs associated with implementing the fully developed intervention in the context

of the pilot study.

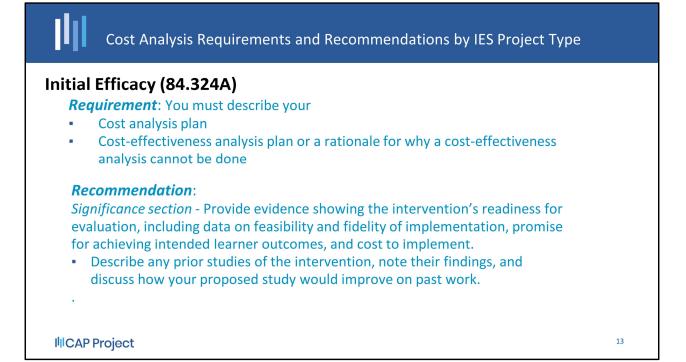
Even if you already have an estimate of the cost of implementing the intervention, you still must include a plan to collect this information during the pilot study. You must gather information about the costs of implementing your intervention even if you intend to offer the intervention free of charge.

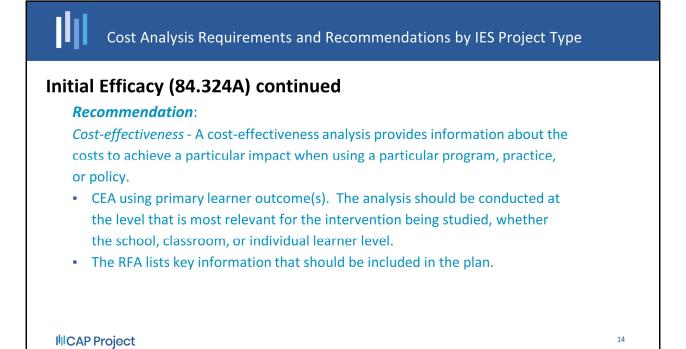
Recommendation: Describe your plan to determine the quantity, quality, and value of all resources needed to implement the intervention in your study.

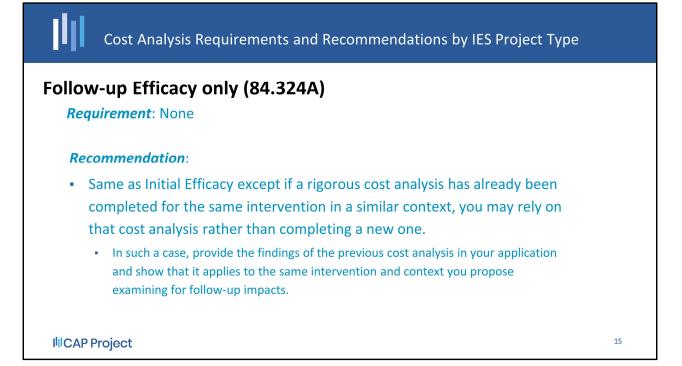
The RFA lists key information that should be included in the plan.

IIICAP Project

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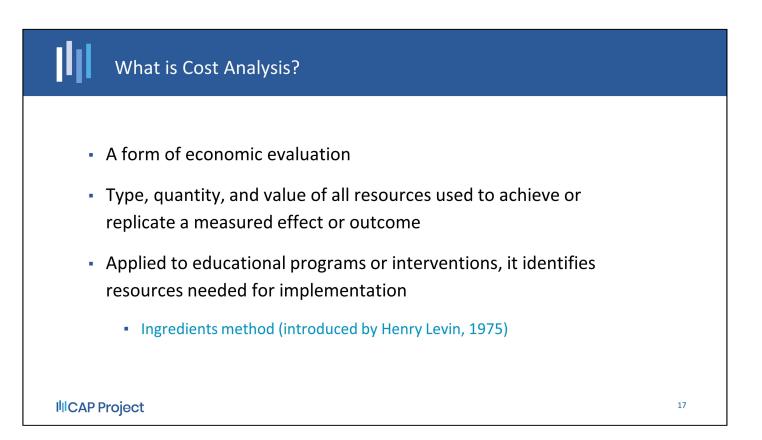


WHAT IS COST ANALYSIS (CA) AND COST-EFFECTIVENESS ANALYSIS (CEA)?

III CAP Project

Rob

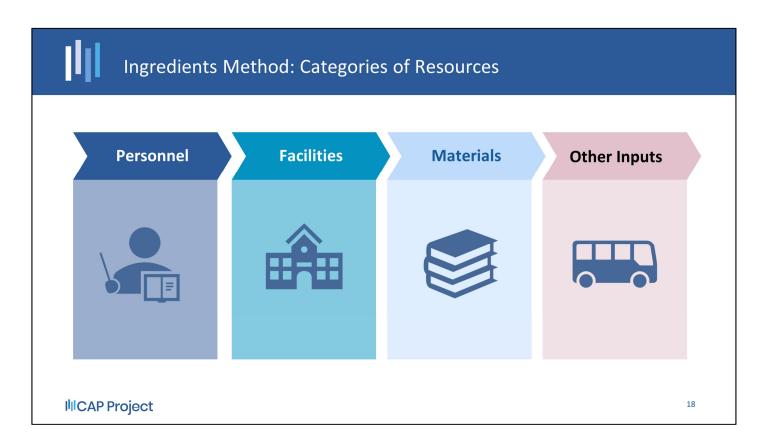
"Thank you, Jackie and Jaunelle. With the RFA requirements in mind, let's briefly discuss 'what is a cost analysis and a cost-effectiveness analysis'."



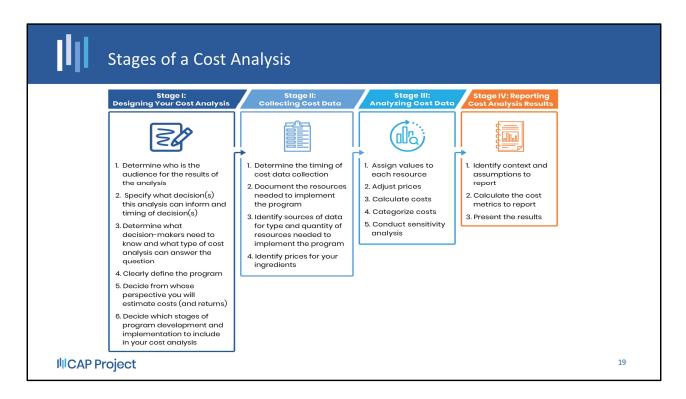
"A cost analysis is a form of economic evaluation in which you carefully document the type, quantity, and value of all resources needed to achieve or replicate a measured effect or outcome.

In education research, we are often evaluating specific programs or interventions that are intended to produce improvements in student or teacher outcomes. Relevant cost analyses would identify what new and existing resources are needed to implement the program or intervention in order to produce those outcomes.

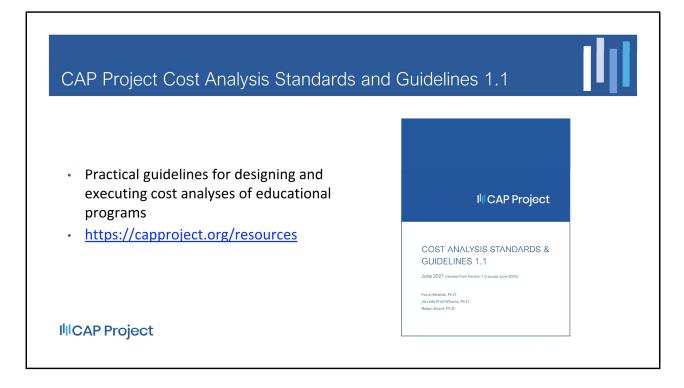
The established way of ascertaining the costs of an educational program is the ingredients method, developed by Henry Levin in 1975. The basic idea is to identify every resource or "ingredient" needed to implement a program, figure out how much you need of each one, and place a dollar value on it. "



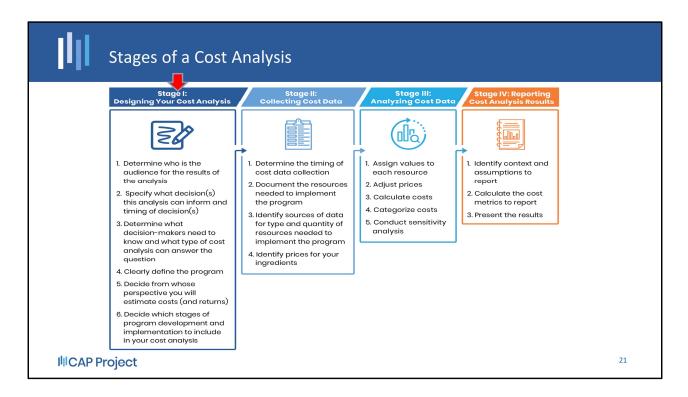
"The ingredients needed to implement educational programs can be categorized as personnel, which often comprises 80% or more of the costs of educational programs, facilities, materials, and other inputs such as transportation."



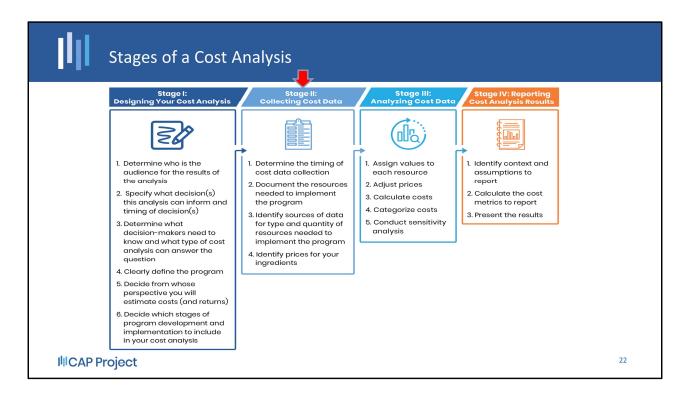
"This graphic captures the 4 stages of a cost analysis. You can find these stages and a detailed description ..."



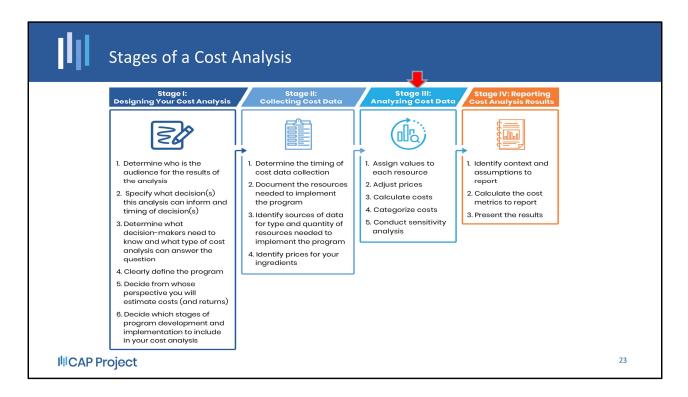
"... in the CAP Project Guidelines on the CAP Project resources page."



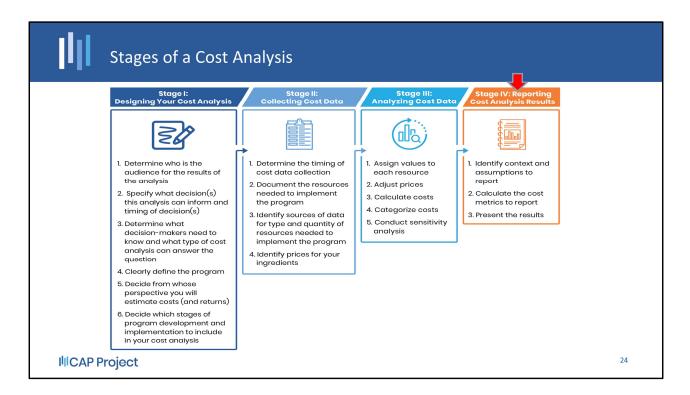
"Stage 1 is Designing your Cost Analysis"



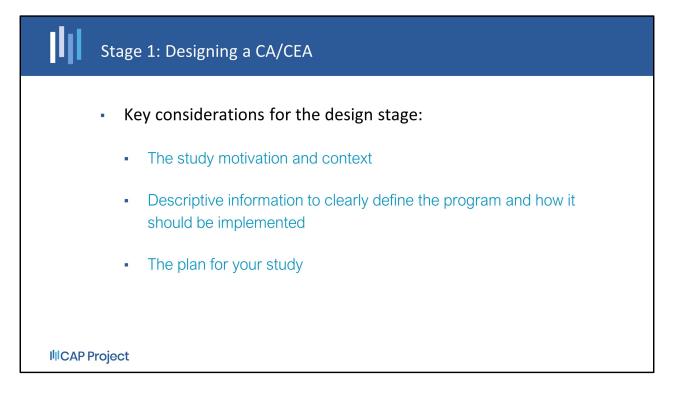
"Stage 2 is Collecting Cost Data"



"Stage 3 is Analyzing Cost Data, and"



"And stage 4 is Reporting Cost Analysis Results."



- "As Jaunelle noted, CAP Project's Online Module 2 focuses on designing a cost analysis and provides a lot of guidance about this stage. Some of the key considerations are:
- 1. Study motivation and context which includes identifying the research question, the type of economic evaluation, the audience, timing of the analysis which often is concurrently with implementation for IES funded grants, and the perspective for the analysis, or whose costs to include.
- 2. Descriptive information to clearly define the program and how it should be implemented.
- 3. The plan for your study such as specifying how you will collect data, when, and from where, and how you will analyze the data and report results.

Videos 2 and 3 in Module 2 focus on these three topics."

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"To help with Stage 1, Designing a Cost Analysis, the CAP Project created a checklist for cost analysis plans which aims to ensure you have thought about all important study design issues."

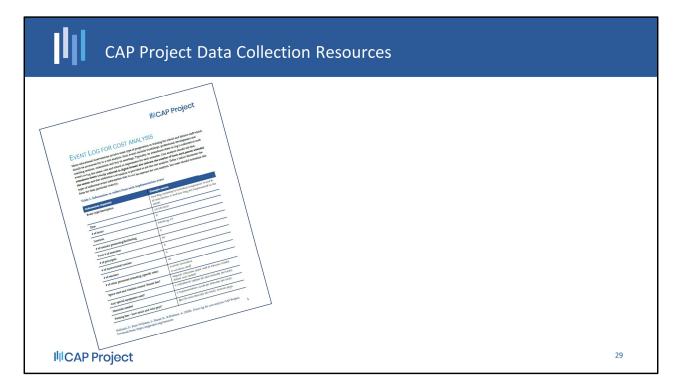
Checklist and Tin	neline for Cost Ana	lysis Plans	14
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"And a timeline of cost analysis activities that helps you plan what you'll need to do and when, and how to align that with an impact study if you're doing a CEA.

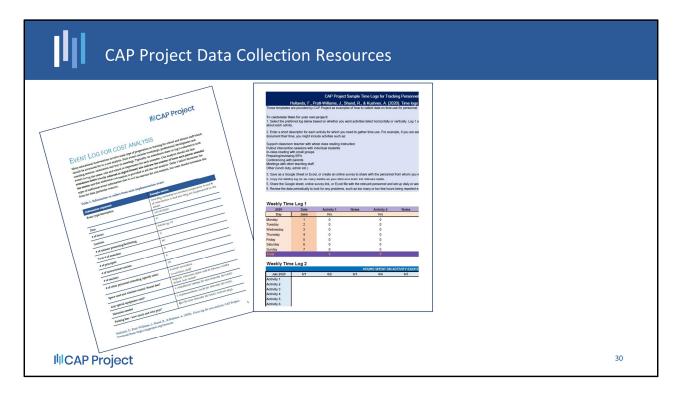
Now, Jaunelle will share a bit about stage 2."

pe	Title/position, special qualifications, brands, etc.
Quantity	Number of staff, students, laptops, classrooms etc.
Percentage of use	Full time (100%), half-time (50%), percentage of time a computer lab is used
rice	Salary, value of time, price for equipment etc.

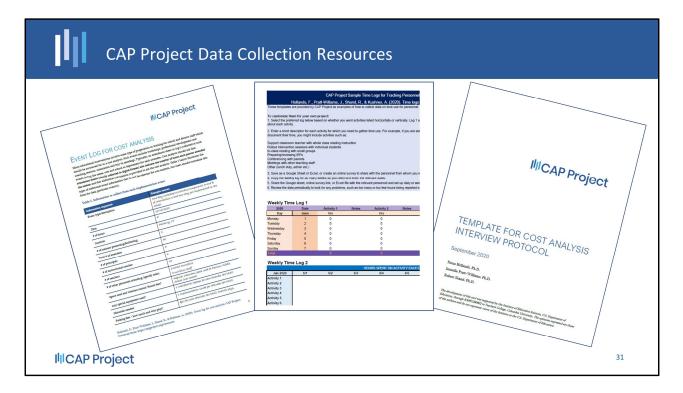
- "When collecting data during stage 2, there are four main pieces of information you will need for each ingredient: type, quantity, percentage of use, and price.
- Examples of "type" are things like personnel titles and positions, any special qualifications for the personnel role, and brands of materials.
- Quantity can be the number of staff, students, the number of laptops required, number of classrooms and the square footage.
- Percentage of use is the amount of time the ingredient is used for the intervention or instrument you are studying. For example, a staff member may dedicate 100% of their work hours to the intervention. Or a computer lab may be used 50% of the time it is normally available for the intervention.
- Price can be salaries or hourly wages, the value of the time say for volunteers, the price of a computer and so on."



"To help you collect the cost data, the CAP Project provides resources such as this event log,"



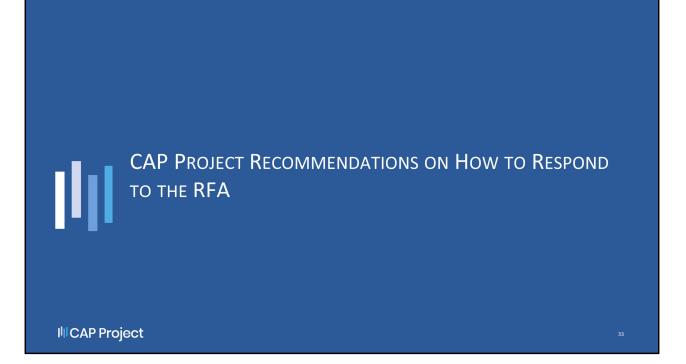
"... time logs",



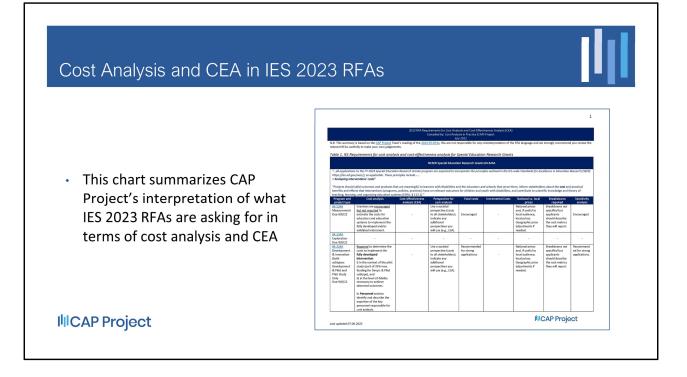
"... and an interview template."

CAF	Project Cost Analy	vsis Templates		
	Rea The semi-automated Excel templates below will a and analysis tools, calculating adjustments neede participant, and incremental costs. They are desig report a variety of cost breakdowns including cost If you need help using one of them, submit a <u>Help</u>			
	Basic Cost Analysis Template CAPCAT 1.0 is a semi-automated Excel simplate in which you can document your ingredients data and prices, and colculate costs. Accommodates a single-year program and comparison program.	Multi-Year Cost Analysis Template CAPCAT 1.2 is a semi-automated Excel template in which you can document your ingredients data and prices, and calculate costs. Accommodates a multi-year program. (up to 5 yrs) and comparison program.	Cost-effectiveness Analysis Template CAPCAT 1.3 accommodates up to 5 treatment and 5 comparison conditions, programs up to 10 years, and a variety of cost breakdowns are presented. CAPCAT 1.3	
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"The CAP Project also provides several cost analysis templates you can use to enter the data so that it is all set up for analysis and reporting."



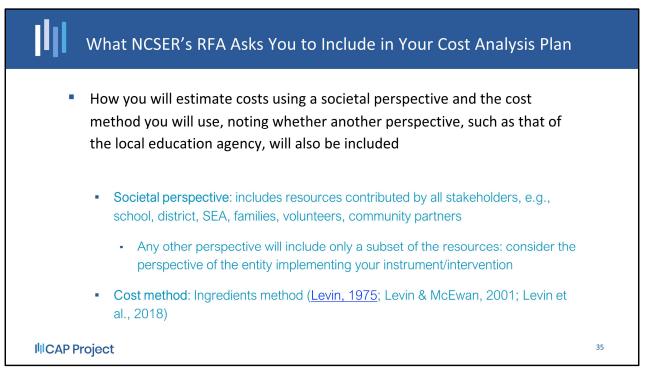
"Now Fiona will provide recommendations on how to respond to the RFA and will share more about collecting cost data, analyzing it (which is stage 3), and reporting it (which is stage 4)."



Fiona

"Thanks, Jaunelle. Just a quick disclaimer to start, the suggestions I will be making over the next few slides are CAP Project recommendations based on our own experiences in proposing and reviewing cost and cost-effectiveness analysis for IES proposals. However, the final arbiters of what's acceptable are, initially IES, and ultimately the reviewers you end up with on your proposal.

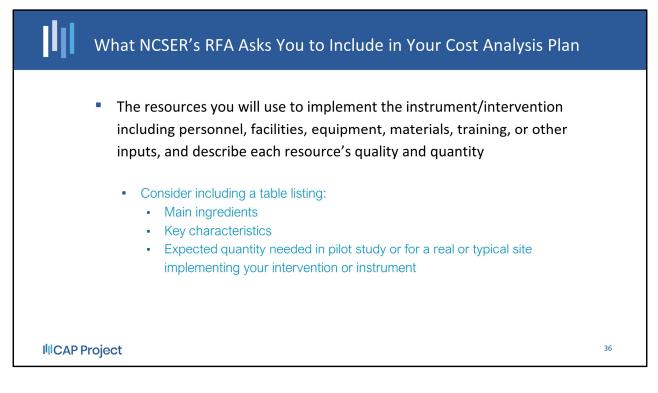
We have summarized our read of what's required and what's recommended by IES's RFAs in this chart which you can find on our resources page."



Fiona

- "Now, I'm going to run through each of the bullets about cost analysis and costeffectiveness analysis in the 84.324A RFA and talk briefly about how you might address it.
- First, the RFA asks you to describe in your cost analysis plan how you will estimate the costs of your instrument or intervention using a <u>societal perspective</u>. You can do that by including resources contributed by **all** stakeholders which might include the school, the district, the state education agency, families, volunteers, community partners, and so on.
- Any other perspective you decide to use will simply include only the subset of resources contributed by the relevant entities, so it's not actually much additional work. You might consider for example including the perspective of the main entity implementing the program. In education this is often going to be a school or a district.
- For <u>cost *method*</u>, the ingredients method, which Rob mentioned earlier, is the most commonly accepted approach to estimating costs of educational programs. It is

sometimes called the resource cost model but they are the same thing."



- The next bullet asks you about the resources you will use to implement the instrument or intervention and to describe their quality and quantity.
- Here, our recommendation is to include a table listing the key ingredients that will be needed, any important characteristics like a required certification or years of experience, and the quantity you expect to need in your pilot study, or in a real or typical site implementing your intervention or instrument.

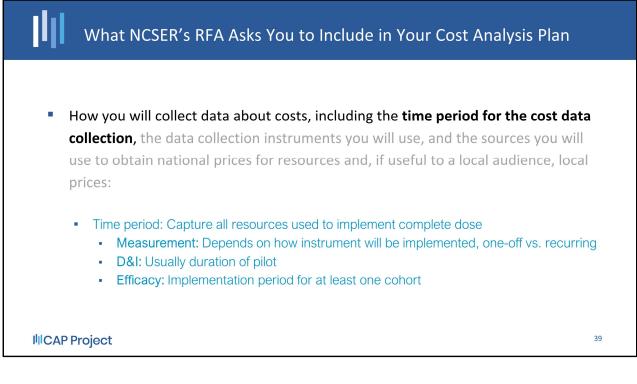
Table X. Ingredient Ty	pes and Qualities Per School	+	➡
Type of ingredient	Characteristics/Qualifications	How many needed in this program implementation?	Source of information
PERSONNEL			
Elementary school teacher	3 yr s experience, BA	2 teachers	Teacher time logs
District literacy coach	5 yrs experience, MA	1 coach	Coach interviews
Volunteer	Parent/guardian of a study student	4 volunteers	Developer and Teacher interviews
FACILITIES			
Elementary school classroom	900 sq ft	2 classrooms	FOI observations
MATERIALS & EQUIPMENT			
Digital device	iPad	50 iPads	Developer and Teacher interviews
OTHER INPUTS			
Device warranty	AppleCare, 3 yrs	50 warranties	Developer and Teacher interviews

Here is an example of such a table with ingredients needed per school site.

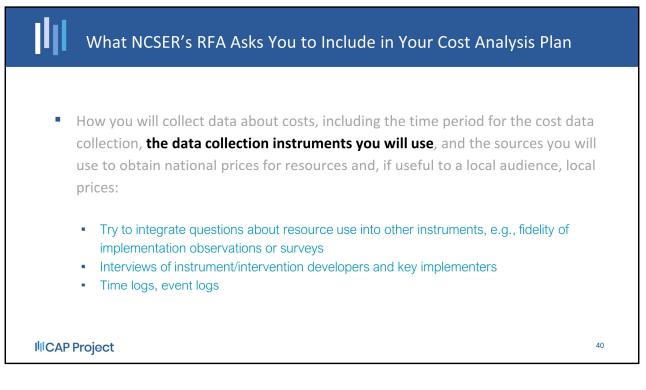
I've organized them by category starting with personnel. I have a column for characteristics or qualifications, a column for quantity, and one in which I indicate where I'm going to gather more accurate information about each ingredient during the proposed project.

Table X. Ingre	able X. Ingredient Types, Quantities, and Prices P😍chool 🛛 📕 🦊					
Type of ingredient	Characteristics/Qualifications	How many needed in this program implementation?	Amount of time used for implementation	Source of information	Price	Price Source (incl.URL)
PERSONNEL						
Elementary school teacher	3 yrs experience, BA	2 teachers	50%	Teacher time logs	US\$67,000 + fringe	Local salary schedule www.districtsalaries.edu
District literacy coach	5 yrs experience, MA	1 coach	20%	Coach interviews	US\$56,000 + fringe	Local salary schedule www.districtsalaries.edu
Volunteer	Parent/guardian of a study student	4 volunteers	5 hrs per week, 20 weeks	Developer and Teacher interviews	\$25,000	Equivalent salary of part-time teaching aide, Local salary schedule www.districtsalaries.edu
FACILITIES						
Elementary school classroom	900 sq ft	2 classrooms	10 hrs per week, 36 weeks	FOI observations	US\$362/sq ft	Boston mid-price https://ccorpinsights.com /costs-per-square-foot/
MATERIALS & EQUIPMENT						
Digital device	iPad	50 iPads	15 hrs per week, 36 weeks	Developer and Teacher interviews	US\$329.00	<u>CDW</u> (National supplier)
OTHER INPUTS						
Device warranty	AppleCare, 3 yrs	50 warranties	15 hrs per week, 36 weeks	Developer and Teacher interviews	US\$69.00	<u>CDW</u> (National supplier)

- You can go even further to provide additional information if you already have it, for example, on the amount of time each resource is used to implement your intervention, and price information.
- But this is already some way into executing the actual cost analysis and your main goal in the proposal is simply to convince the reviewers that you know exactly what kind of data you need in order to estimate costs and have a solid plan for collecting it during the project. The amount of detail shown here *might* be appropriate for Efficacy proposals where you are asked to include a cost estimate in your Significance section. But none of this should distract from the fact that you <u>actually</u> <u>need to do a rigorous cost analysis</u> as part of the project.

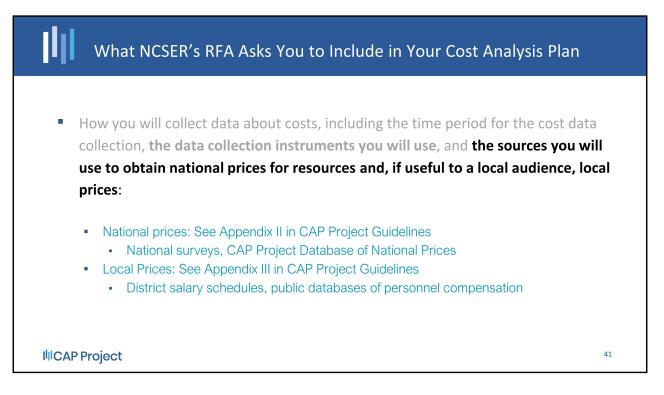


- The next bullet asks you to describe your data collection plans starting with the time period.
- You'll want to make sure that you are capturing all resources used to administer or deliver a complete dose of the instrument or intervention.
- For **Measurement** projects, the time period could be very short if the instrument is only administered once per participant or it could be a year if the same instrument is administered multiple times to the same participant, for example, to track growth over time.
- For **D&I**, the time period will often be the duration of the pilot unless you're doing a rapid cycle intervention with multiple iterations.
- And for **Efficacy** projects, you need to cover the implementation period for at least one cohort. If you are only able to report an effect size for the entire sample, you'll need to estimate costs for all cohorts.



- You also need to describe the data collection instruments you'll use. In order to reduce the burden on participants, <u>and on you</u> as the cost analyst, we recommend you try to integrate questions about resource use into other instruments. For example, it's quite likely someone else on the project team is conducting observations to evaluate fidelity of implementation or is administering surveys.
- You could also describe interview protocols to gather information from the developers and from key implementers.

And accuracy of cost data can be greatly enhanced by designing and collecting time logs and event logs.

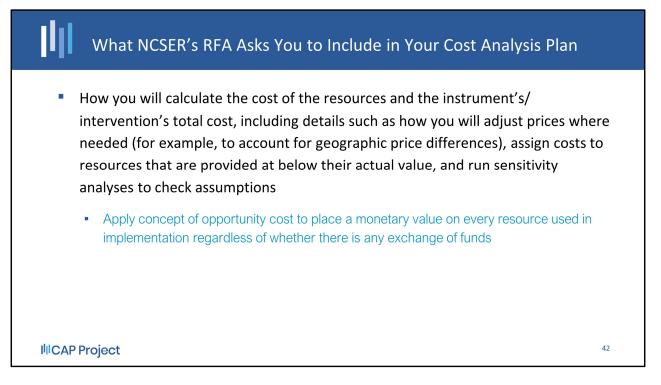


Next, you need to provide sources for national prices and, if you also plan to provide a local cost estimate, sources for local prices. We list a bunch of possibilities in the CAP Project guidelines, Appendices II and III. We also recently uploaded a database of national prices to the CAP Project resources page.

Extra Notes:

To decide whether to promise national and/or local prices we suggest you think about:

- the audience for the results,
- the availability of relevant prices from national or local sources
- the number of different sets of local prices that you might need to collect
- and your budget.



- The next bullet asks you to describe how you'll calculate the cost of the resources and the instrument's or intervention's <u>total</u> cost, including details such as how you will adjust prices where needed, assign costs to resources that are provided at below their actual value, and run sensitivity analyses to check assumptions.
- The first point you might want to make is that you are applying the concept of opportunity cost to place a value on every resource used in implementation regardless of whether there is any exchange of funds.

What NCSER's RFA Asks You to Include in Your Cost Analysis Plan

- How you will calculate the cost of the resources and the instrument's/intervention's total cost, including details such as how you will adjust prices where needed (for example, to account for geographic price differences), assign costs to resources that are provided at below their actual value, and run sensitivity analyses to check assumptions
 - Cost of each resource = Quantity x Price x Percentage of Use
 - E.g., 4 teachers x \$50,000 salary and fringe x 10% time on implementing the intervention = \$20,000
 - Total cost = sum of individual resource costs

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Fiona

- The cost of each resource is calculated by multiplying the quantity needed by the price and the percentage of use for your implementation.
- For example, if you need 4 teachers who each receive total compensation of \$50,000 and they spend 10% of their time implementing the intervention, this resource will cost \$20,000 without any price adjustments.
- The total cost is simply the sum of the individual resource costs but you may need to make some adjustments to some or all of the prices first.

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What NCSER's RFA Asks You to Include in Your Cost Analysis Plan

- How you will calculate the cost of the resources and the instrument's total cost, including details such as how you will adjust prices where needed (for example, to account for geographic price differences), assign costs to resources that are provided at below their actual value, and run sensitivity analyses to check assumptions
 - See CAP Project Guidelines pp. 20-25 for Adjustments

	Inflation	Amortization			
	Discounting/compounding	Geographical price differences			
•	CAP Project Cost Analysis Templates (CAPCATs) facilitate all these				

IIICAP Project

Fiona

Our guidelines describe each kind of price adjustment you might need on pages 20-25.

These include:

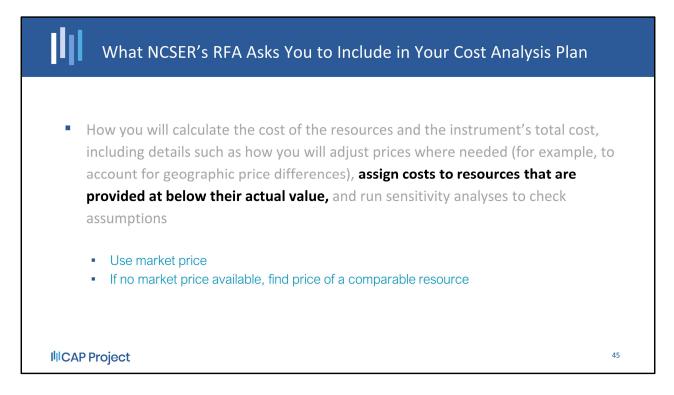
Adjusting for inflation if you can only find a price from a year that is **different** from the one in which you want to present costs,

Amortization, which means spreading the value of an item over the number of years it will last.

- Discounting or compounding which is only relevant when implementation takes place over multiple years and you need to account for the time value of money by expressing all costs in the same year.
- Finally, if you are using a price that's not from the area in which you are presenting costs, you can use a geographical price adjustment to convert it.
- Of course, you may not know *which* adjustments you will need to make until you are deep into data collection but you can say you will make these kinds of adjustments <u>as needed</u>.

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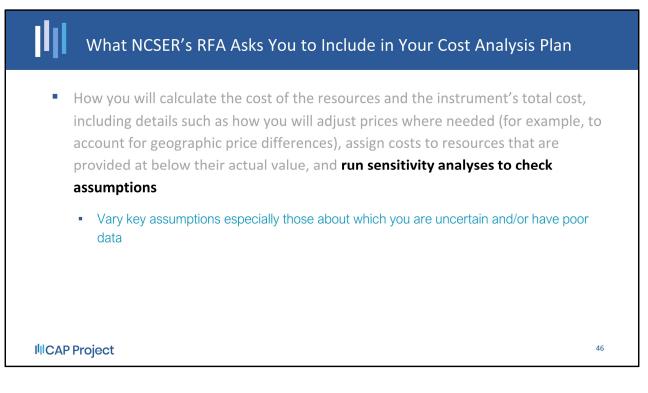
The CAP Project templates, the CAPCATs, actually do <u>all</u> this work for you but I don't think the reviewers will take that for an answer. So you have to at least sound like you know what's going on behind the scenes *and why*.



You are also asked to describe how you will assign costs to resources that are provided at <u>below their actual value</u>.

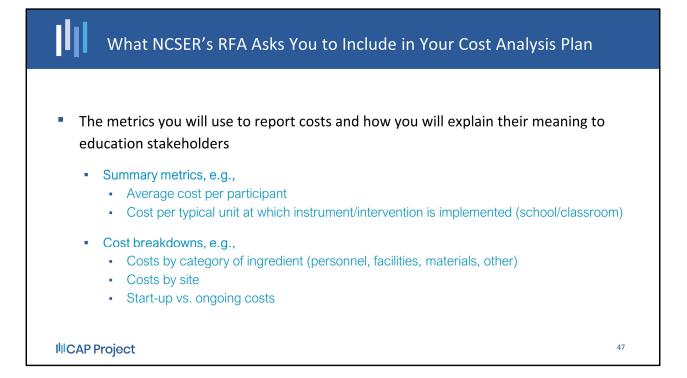
Here you can say you'll use a market price if there is one.

If there is no market price available, you'll need to look for prices of comparable resources. For example, if you are developing a new curriculum and don't know how much you going to charge for it once it's fully developed, you can do some research into existing curricula that do similar or parallel things and base your cost estimate on that information.



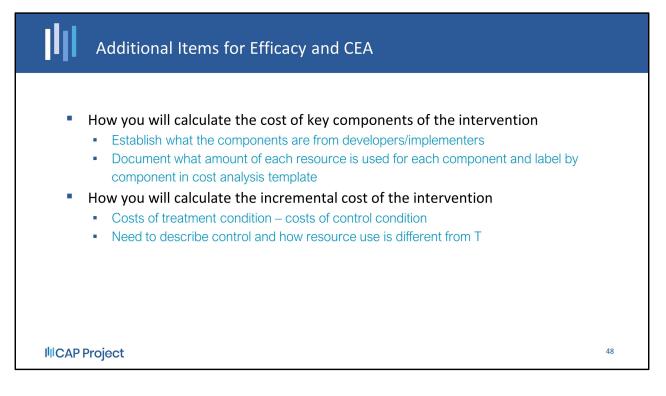
You are asked to describe how you will run sensitivity analyses to check assumptions.

- Here you can say you will vary key assumptions, and in particular the ones about which you are uncertain or have poor data.
- An example that Jaunelle and I were talking about recently is estimating the costs of parent time spent reading to their children at home if that's a component of a program. Often, you're not going to be able to collect information directly from parents so it's likely you're going to have to get an estimate from someone at the school. Let's say they tell you the parents spend between 10 minutes and one hour each night reading to their kids. That's a pretty wide range so you might use the midpoint of 35 minutes as the assumption for your base case analysis and then run sensitivity analyses using 10 minutes and 60 minutes to see how that affects your costs.



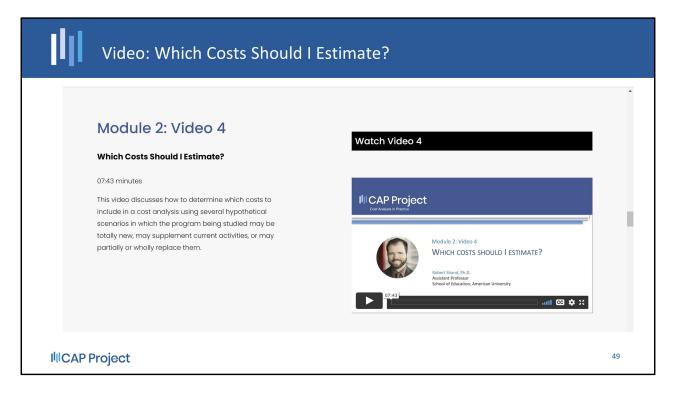
The next bullet asks you to indicate the metrics you will use to report costs and how you will explain their meaning to education stakeholders. The relevant metrics will depend on your study design and context but should include some **summary metrics** like an average cost per participant and a cost per classroom or school; and some **cost breakdowns** such as costs by ingredient category, costs by site, or by start-up vs. ongoing costs.

Our guidelines list quite a few options on pages 27 and 28 and the CAPCATs facilitate a lot of these calculations as long as you label your ingredients with enough detail.

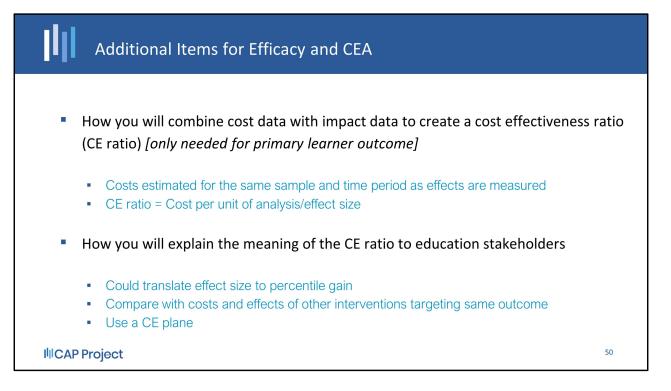


- For Efficacy which requires a CEA, there are four additional items you are asked to address. But, first, let me check whether Jaunelle wants to interrupt me with any burning clarifications that are needed right now. Anything Jaunelle? OK, back to additional items for Efficacy and CEA:
- First, IES wants you to break out costs by **key component**, assuming there is more than one component to the intervention! The first thing you need to do is figure out what those components are so you can list them in your proposal and demonstrate that you know which ingredients are needed for each one. Then, as you collect your data on resource use, you will need to document what amount of each resource is used for each component so you can report a cost-by-component breakdown.
- Second, you need to describe how you will calculate **the incremental cost of the intervention**. That's the difference in costs between the Treatment and Control conditions. This *should* make sense to you because effects are similarly reported as the difference in outcomes between Treatment and Control. Ideally, at the proposal stage, you will have some handle on whether participants in the control

condition are engaging in a **comparable alternative** to your instrument or intervention, and can briefly describe this alternative in your proposal, along with the kinds of resources that are needed to implement it and how that compares to what **you** are implementing. If you have **no idea** about this because you haven't even recruited your sites yet, you'll just need to describe **how** you will gather information on alternatives and their resource requirements **during the study**.



Rob has an 8-minute video in CAP Project's Online Module 2 that can help you think through what counts as incremental costs for your particular intervention. It's Module 2 Video 4, Which Costs Should I Estimate?



The third additional item for Efficacy and CEA, is to indicate how you will combine cost data with impact data to create a cost-effectiveness ratio. You only need to do this for the primary learner outcome.

You'll align cost data with impact data by estimating costs for the same sample and time period as effects are measured, and by calculating the cost per unit to match the unit for which effects are measured. So, if your effect size is at the student level, you'll need a cost per student. If the effect size is at the school level, then you'll need a cost per school.

The CE ratio is simply calculated by dividing the cost per unit of analysis by the effect size. For example, if your intervention costs \$100 more than whatever the control condition is doing, and produces half a standard deviation increase in reading comprehension, then your CE ratio is simply \$200 per standard deviation increase in reading comprehension.

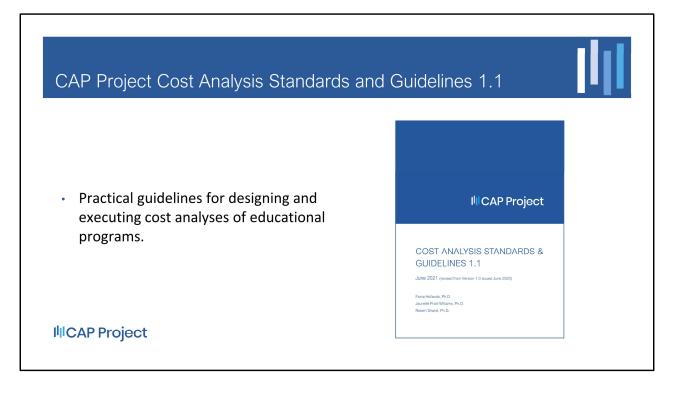
Lastly, IES asks you how you will explain the **meaning of the CE ratio** to education stakeholders. If your audience is unlikely to understand standard deviations, you may be able to translate them into something more intuitive like a percentile gain. You should also try to compare your results with costs and effects of other interventions targeting the same outcome and you could potentially plot these on a cost effectiveness plane. You can find a one-pager on CE planes on our website. And that's all my best advice. Thanks for listening and over to you, Jaunelle.

Extra Notes:

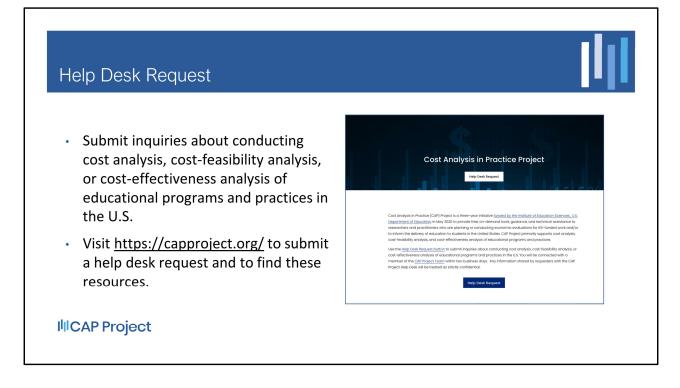
Conversion to percentile gains:

https://soltreemrls3.s3-us-west-

2.amazonaws.com/marzanoresearch.com/media/documents/pdf/AppendixB_DTLGO.pdf



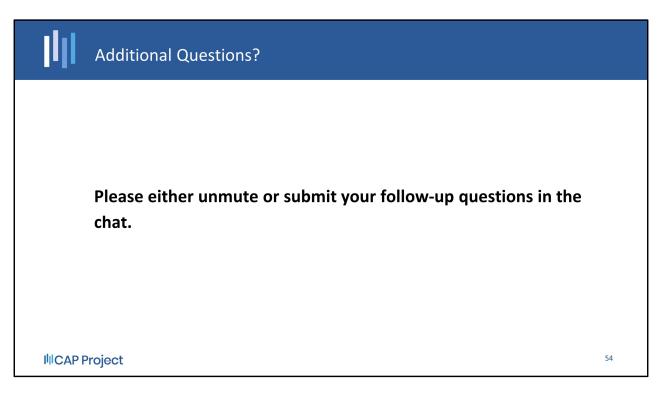
"Whew... We shared a lot of information. If you are worried about your notes, the CAP Project guidelines include most of this guidance, details on CEAs, and how to design and execute cost analyses of educational programs."



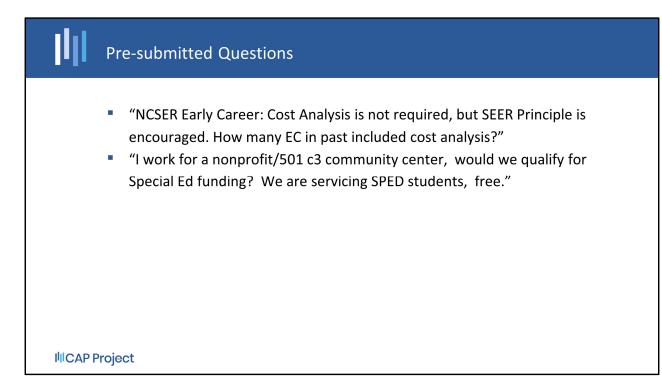
"If you are planning your analysis and using the resources but still find that you have questions, you can also get one-on-one technical assistance on your proposal or project by submitting a help desk request. Just visit <u>https://capproject.org/</u>, click on the Help Desk Request button..."

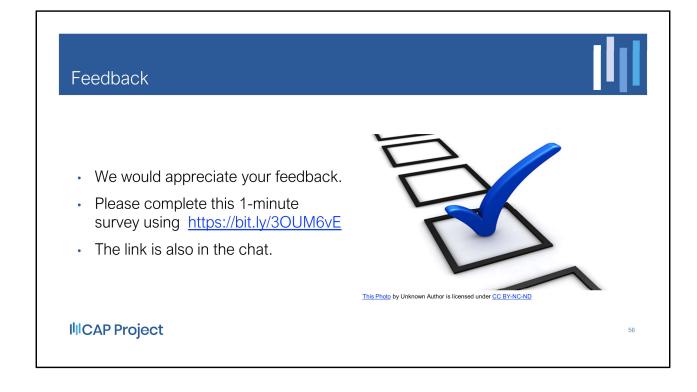
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 Complete the request form including information about your project You will be connected with a member of the CAP Project Team within two business days. 	Status Status
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"...and fill out the form that appears. Candice will be in touch within 2 business days to connect you with me, Rob, or Fiona who will either answer your question or set up a call with you to discuss your project or question."



"Now we would like to shift to your questions. We had a few questions submitted in advance. We listed them on the next slide and will start with those. If you have additional questions, please put them in the chat and we will do our best to get through those."





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ΤΗΑΝΚ ΥΟυ!

Visit <u>https://capproject.org</u> if you have more questions or would like to reach us.

Please share your feedback https://bit.ly/37gSI3C

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