

Your Partner for DATA, DECISIONS, and RESULTS



ABOUT US

HPW Associates, LLC is a **Pennsylvania Certified Small Business and Women's Business Enterprise National Council Certified Woman Owned Business and Woman Owned Small Business** providing broad and comprehensive evaluation and performance measurement services since 2001 to government, non-profit, and private sector clients across a range of impact areas.

We work collaboratively with clients through a multi-step approach, identify tools, collect and analyze data, and use results to drive decision-making. We have worked with over **60 partners**, most multi-contract, on over **120 unique projects**. Many of these projects are multi-year and range in value to our partners.

CORE COMPETENCIES

Principal associates (PhD level), along with a network of outside consultants, bring together **over 75 years** of combined experience in:

- ✔ Data-driven assessments
- ✔ Data collection, statistical analysis, visualization, and monitoring
- ✔ Design and development of planning and evaluation instruments
- ✔ Training and technical assistance
- ✔ Grant application preparation
- ✔ Strategic planning and organizational alignment
- ✔ Cost evaluation and cost benefit analysis
- ✔ Strategic partnership development and collective impact analysis

SERVICES



ASSESSMENT & PLANNING

Assessments (background research, literature reviews and market research briefs, interviews, surveys, and/or discussion groups, geospatial and asset mapping analysis)

Evaluation and performance measurement planning including logic models and review of costs

Quality improvement measures (benchmarks, use of data to ensure progress towards outcomes, recommendations for improvement)



RESEARCH IMPLEMENTATION & DATA ANALYSIS

Data collection instrument administration, data collection, and data cleaning

Data review and quality improvement (completeness, accuracy, relevancy) with training and suggestions for improvement

Data analysis through a mixed-methods approach (thematic analyses, descriptive statistics and tests of significance)



DATA VISUALIZATION & REPORTING

Executive summaries, reports, factsheets, and infographics

Presentations to stakeholders

Grant applications



DESIGN & MEASUREMENT

Research design and development including power and other analyses and participant recruitment and selection

Data collection instruments to gather information specific to program, goals, and outcomes

Creation of databases and data dashboards followed by training and technical assistance

Cost evaluations and cost benefit analysis to connect costs with activities and outcomes

CASE STUDY



The Erie Department of Health and the Northwest Pennsylvania (NWP) Tobacco Control Program partnered with HPW Associates to create a protocol to be used by all housing providers in helping advance this initiative to make multi-unit housing become smoke-free.

Based on existing information and interviews with both national leaders and local providers, *HPW Associates developed a step-by-step protocol (with available resources) to assist NWP coalition providers in their work with both owners/managers of HUD and private multi-unit housing complexes in putting into place a smoke-free policy. Service providers were trained, activities and outcomes were tracked, and the protocol remains in use.*

PROCESS

OUTCOME

IMPACT

CASE STUDY

At HPW Associates, the types of evaluation we conduct are determined by your project or needs. Most often we conduct:

- **Process Evaluation** - determines whether program activities have been implemented as intended
- **Outcome Evaluation** - measures program effects by assessing progress in outcomes program is to address
- **Impact Evaluation** - assesses program effectiveness in achieving goals