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**#16-061**

**TO:** WIC Regional Directors  
WIC Local Agency Directors

**FROM:** Amanda Hovis, Director  
Nutrition Education/Clinic Services Unit  
Nutrition Services Section

**DATE:** June 10, 2016

**SUBJECT:** Now accepting applications for the FY 2017 Improving the Client Experience Grant

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The State Agency (SA) announces the availability of grants to improve the client experience of WIC Local Agencies for FY 2017. The goal of the grants is to develop and implement initiatives and strategies that will improve the client experience and alleviate client “pain points” thus improving the quality of services and client satisfaction.

These grants replace the previous Obesity Prevention Mini Grant (OPMG) and will allow local agencies to have more flexibility on funding activities that will better meet their clients’ needs. Activities that were previously funded as part of the OPMG still qualify for the Improving the Client Experience Grants.

Local agencies can request funds up to \$20,000 total. Agencies can use funds for more than one initiative and will need to submit an application for each initiative. The total amount of funds awarded will depend on the number of applications received. WIC Local Agencies with Innovation Centers are not eligible for this grant at this time. This will be a competitive distribution of funds.

To qualify you must:

- Have a strong application and demonstrate a need
- State a clear goal with objectives
- Have an evaluation component that will show effectiveness of project
- Include a budget with itemized costs
- Spend funds by September 30, 2017

Example of initiatives:

- Enhancing nutrition education activities such as cooking demonstrations, gardening activities, supermarket tours, etc.
- Improving the WIC client shopping experience by using funding for vendor liaison expenses to ensure local area grocery stores are complying with policies
- Cultivating WIC staff and participant collaborations by making clinic environment more conducive to open communication such as using round tables, sofas, etc.
- Incorporating materials and methods that will improve customer service and clinic flow
- Upgrading the clinic to make it more child-friendly

Please fill out an application via Survey Monkey at <https://www.surveymonkey.com/r/5MGHLNZ> . A preview of the application is attached for preparation and to retain for your records.

All applications must be received by 5 pm on **June 24, 2016**.

If you have questions or require additional information, please contact Erica Harris, Nutrition Education Consultant, at (512) 341-4588 or by emailing [erica.harris@dshs.state.tx.us](mailto:erica.harris@dshs.state.tx.us).

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## FY 2017 Improving the Client Experience Grant

**Thank you for your interest. The goal of this grant is to develop and implement initiatives and strategies that will improve the client experience with WIC.**

**Please fill out the application completely. A separate application is needed for each initiative. The deadline to submit an application is June 24, 2016.**

1. Local Agency Name

2. Local Agency Number

3. Grant Coordinator

4. Grant Coordinator Email

5. Grant Coordinator Phone Number

6. Title of Initiative

7. Statement of Need

Describe the issues that the initiative will attempt to address.

**8. Program Description**

Describe the initiative and provide information on how it will be implemented. Include: staffing and clinic locations that will be involved, type of activities, target audience, information on what will be accomplished, the desired outcome, etc.

**9. Goal**

What is the overarching goal of this initiative?

**10. Objectives**

List the objectives that will address how the goal will be reached. List the objectives in SMART format.

**11. Proposed Timeline**

Include starting and ending dates, milestones, deadlines, etc.

**12. Total Funds Requested**

**13. Itemized Budget**

List all expenses needed such as supplies, equipment, educational reinforcements, NE materials, furniture, staff salary, training, etc. Include cost per individual item and quantity. Note: The maximum price for educational reinforcements is \$10 per item.

14. Evaluation Methods

Provide information on how you will determine the effectiveness of the initiative. Include the type of data you will collect and how you will collect it.

15. Is this a nutrition education activity?

Yes

No

16. Will this initiative involve collaborations with other agencies (e.g. Agrilife Extension, Master Gardeners, etc.)?

Yes

No

17. Which agency are you collaborating with?

18. What does the collaboration involve (e.g. nutrition education classes, community gardens, etc.)?

19. Does the collaborating agency collect identifiable information from the WIC participants?

Yes

No

20. If yes, what is collected (e.g. names, address, phone number, etc.)?