

# Measuring Performance with Baby Boomers

***Urgency of Now!***

**2008 National Conference on Volunteering & Service**

**Atlanta, GA**

**June 3, 2008**

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# Learning Outcomes



## Participants will:

- Increase understanding of Boomer volunteering
- Discuss guide *Measuring Performance of Baby Boomers*
- Build knowledge of exceptional performance measures from the field
- Practice developing work plans and tools that measure Boomer service

# Background

- Why a Boomer guide?
- What was the process?
- Who played a key role?
- What did we learn?



# Why a Guide?

- To harness America's most valuable untapped resource: the skills, talents and experiences of Baby Boomers.
- To address the fact that research shows Boomers volunteer differently (NCOA, MetLife Report,...),
- To document strategies on how to measure the actual impacts of their services.

# What was the process?



- Project STAR partnered with the Training Division at Temple University's Center for Intergenerational Learning
- Programs shared information on cutting-edge service opportunities for Boomer volunteers
- Interviews were conducted with National Service Directors

# Who played a key role?

- SVS/RSVP Ft. Lauderdale  
Executive Service Corps Program
  - Edward Gray & Marti Engel
- RSVP San Francisco & Alameda Counties  
\$AIF Program
  - Megan McCarthy
- Center for Intergenerational Learning,  
Philadelphia Experience Corps Program  
(*AmeriCorps*)
  - Robert Tietze

# What did we learn?

Certain types of service held broad appeal

- Skill Based Roles – builds upon or enhances lifelong experience, interests and professional knowledge
- Flexible Time Commitments – service activities complement work, retirement, and/or travel schedules
- New Forms of Service – offers learning and personal development

# Types of Performance Measurement Focus

- Measuring Performance on Client Outcomes
- Measuring Performance on Capacity Building
- *Measuring Performance on how Baby Boomers benefited for volunteering (AmeriCorps Programs)*

# Model Program: Executive Service Corps

## Measuring Performance on Capacity Building

- ESC program overview
- Work plan
- Performance measures
- Data collection



# ESC Evaluation Plan

<b>Performance Measure</b>	<b>Description</b>	<b>Data Source/ Instrument</b>
Output	Groups engage ESC consultants	Signed Agreements
Intermediate Outcome	Implement ESC recommendations	ESC Follow-up Evaluation
End Outcome	Leads to increased efficiency and/or effectiveness	ESC Follow-up Evaluation

# Model Program: Seniors Against Investment Fraud (\$AIF)

## Measuring Performance on Client Outcomes

- \$AIF program overview
- Exercise
- Work plan
- Instrument





# Exercise

## *Experience with the Material*

### Measuring Performance on Client Outcomes

#### **In pairs or small groups:**

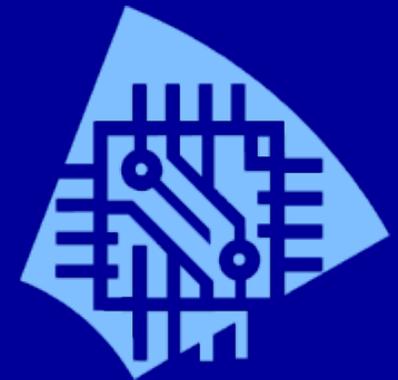
- Review assignment directions
- Complete work plan by filling in the blanks
- Create questions on the \$AIF Instrument that will provide evidence of impact
- Assign a reporter to share your work



# Individual Reflection

## *Taking it Home*

- Choose a service position you have developed (or would like to create) for Boomer volunteers
- Describe the opportunity
- Jot down measurement ideas
- Consider next steps



# Performance Measurement Packet: Measuring Performance of Baby Boomers

- DRAFT Format
- Three examples of Corporation Programs
  - Two examples: Senior Corps Programs
  - One example: AmeriCorps Program
- Final version: to be place on The Resource Center website
- DRAFT copies available in back of room

# Where to find resources

## The Resource Center:

<http://www.nationalservicerresources.org/epicenter/topics/tta/temple.php>

[http://nationalservicerresources.org/resources/online\\_pubs/perf\\_meas/index.php](http://nationalservicerresources.org/resources/online_pubs/perf_meas/index.php)

## Questions? Contact:

- *Project STAR*
  - 800-548-3656
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- *Center for Intergenerational Learning Training Division*
  - 2008 National Conference Workshops