

Introduction to Performance Measure 101 Senior Corps

Urgency of Now!

2008 National Conference on Volunteering & Service

New Project Director Training

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Learning Outcomes



In today's sessions you will:

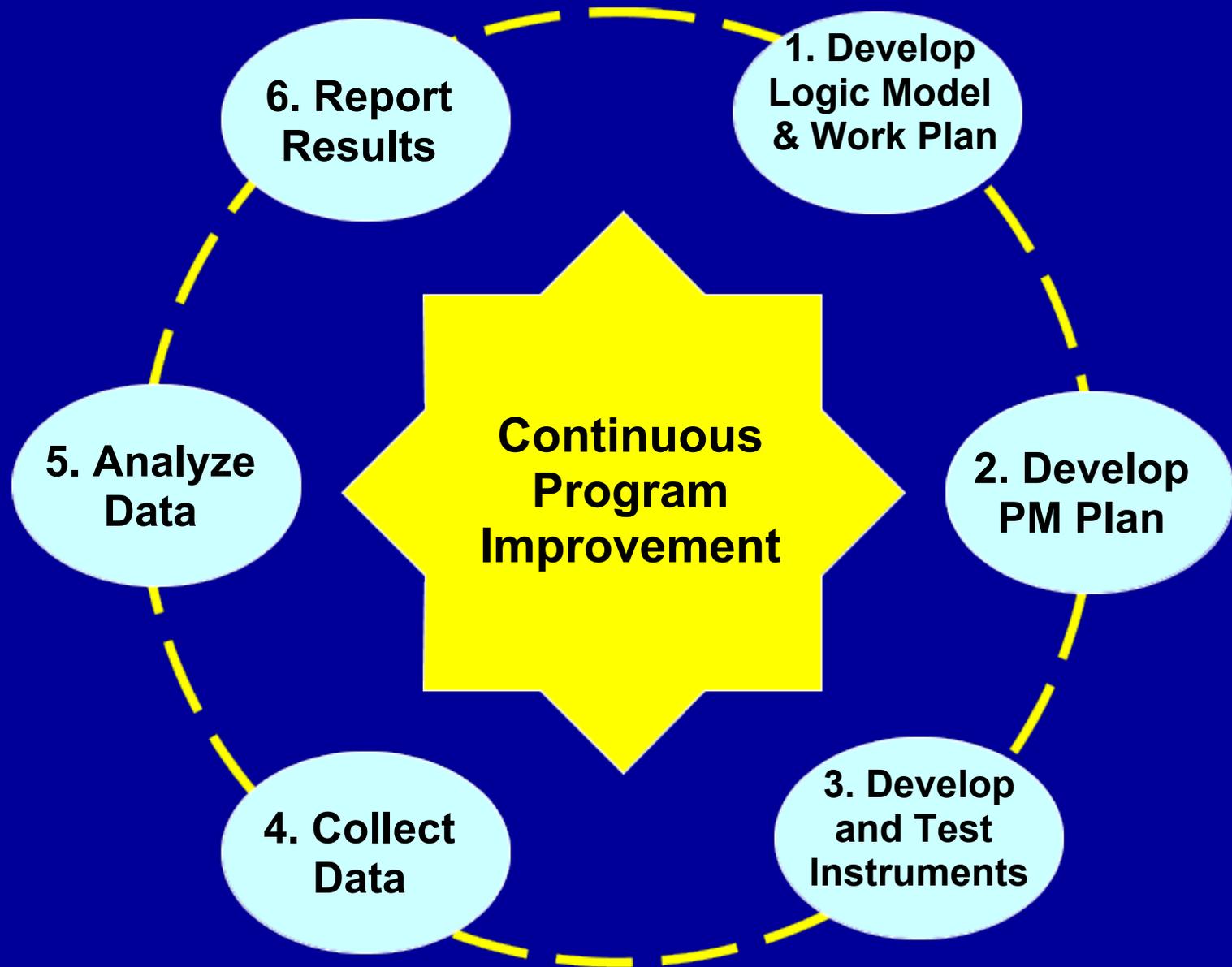
- Review basic performance measurement concepts and benefits
- Clarify performance measurement terminology using a logic model.
- Practice working with the elements of performance measurement work plans.

Uses of Performance Measurement Data

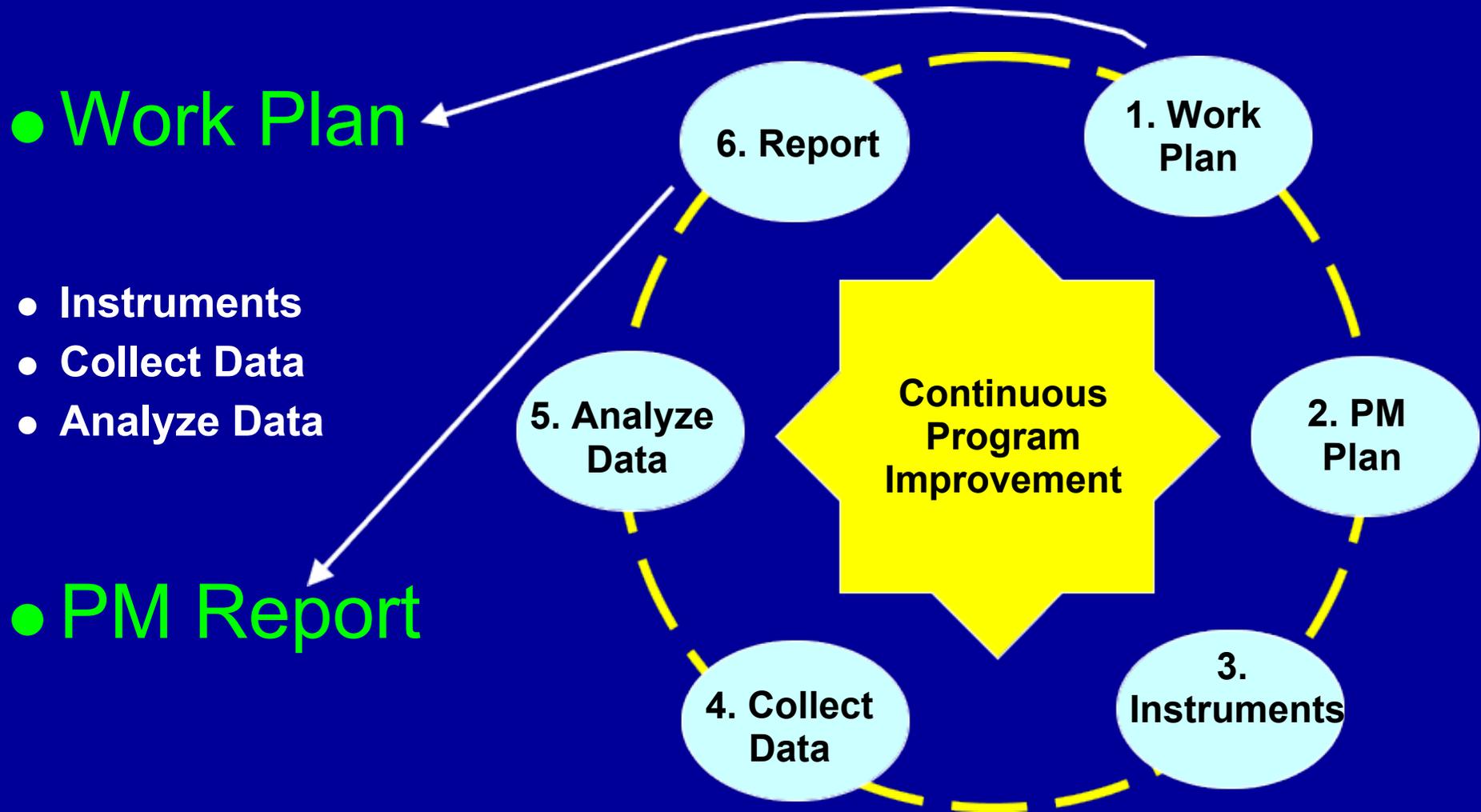
1. Continuous Improvement: Provide opportunities to re-assess project and make mid-course adjustments
1. Report and Communicate: Demonstrate value of project to volunteers, program specialist, funders and other stakeholders
1. Provide project history

Performance Measurement Six Steps

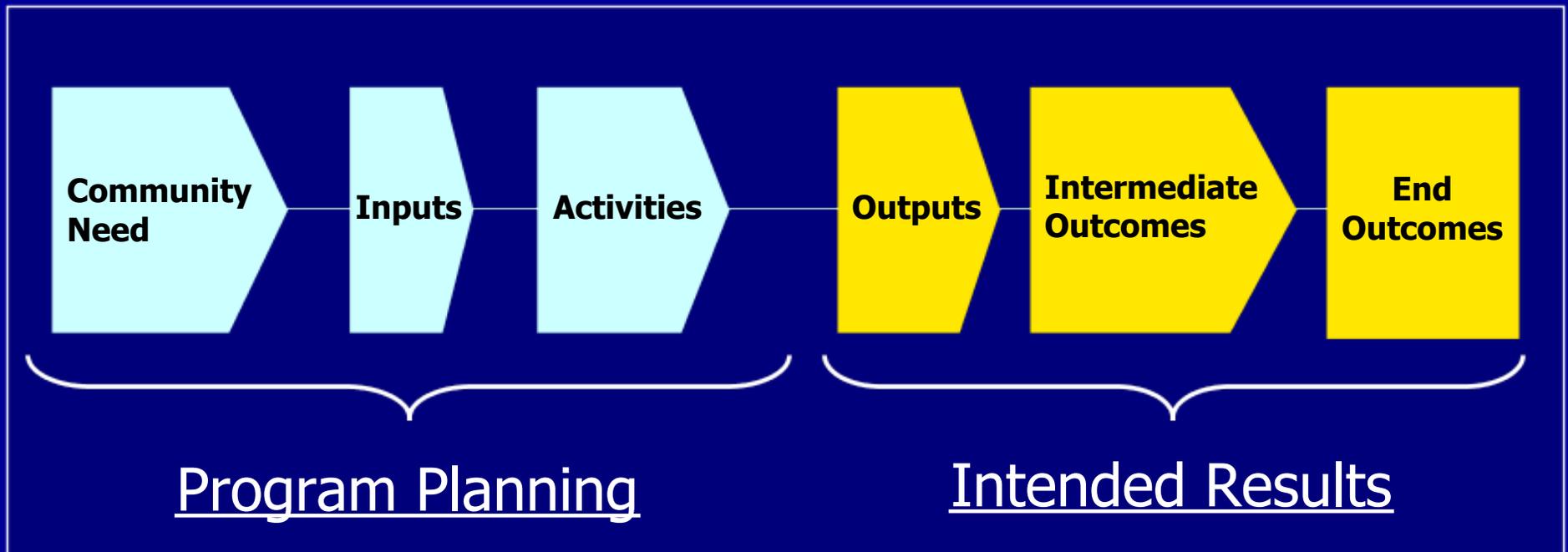
Performance measurement is a six-step process for measuring your project results each program year.



Program Deliverables to the Corporation each Program Year



Logic Model



Output

A simple statement about the services, work, or products volunteers have created or delivered.

- Does not answer the question, “what changed as a result of our service?”

Examples:

- *Family members assisted*
- *Elderly use transportation*
- *Students mentored*

Intermediate Outcome

A simple statement that answers the question:
What change will occur in beneficiaries you serve during the program year?

- But not the final (end) result
- Likely preconditions for more significant changes

Examples:

- *Seniors will eat a more varied diet*
- *Decrease in social isolation*
- *Mentored youth improve positive school behaviors*

End Outcome

A simple statement that answers the question:
What significant change will occur for beneficiaries you serve (by end of year)?

- The “flip side” of the community need statement

Examples:

- *Mentored youth increase developmental assets*
- *Elderly maintain health*
- *Seniors improve ability to live independently*

Identifying Results exercise



Community Need

<i>What is Community Need?</i>	<i>Examples:</i>
What identified local need is the program trying to address with its resources?	<i>The Ferndale City Police Department documented a 22% increase in property crimes in neighborhoods across the city during 2007. The Police Department contacted the RSVP of Rosewood County for volunteers to help establish neighborhood watch programs in 20 neighborhoods, all of which were identified as having high rates of property crime.</i>

Inputs

<i>What are Inputs?</i>	<i>Examples:</i>
The resources used by the program.... <ul style="list-style-type: none">◆ <i>human</i>◆ <i>financial</i>◆ <i>organizational</i>● <i>community</i>	<i>Staff</i> <i>Sr. Corps volunteers</i> <i>Community partners</i> <i>Equipment and supplies</i> <i>Facilities</i> <i>Volunteer training</i> <i>Cash and In-kind</i>

Activities

<i>What are Activities?</i>	<i>Examples:</i>
What the program does with its resources to address community needs and make a difference.	<i>15 Senior Corps volunteers will tutor children one-on-one in reading, 3x per week for 20 minutes each time during the 9 month school year.</i>

Work Plan is a Logic Model

- **Community Need**
- **Service Activity**
- **Anticipated Input**
- **Anticipated /Outputs**
 - *Indicator*
 - *Target*
 - *How Measured (Instrument)*
- **Anticipated Intermediate Outcome**
 - *Indicator*
 - *Target*
 - *How Measured (Instrument)*
- **Anticipated End Outcome**
 - *Indicator*
 - *Target*
 - *How Measured (Instrument)*



What is an Indicator?

- Information you collect to determine progress toward achieving results
- Concrete and measurable
- Answers the question, “What is my evidence that something has occurred?”
- Output indicator usually begins with “Number of...”
- Outcome indicator usually begins with “Percent of...”

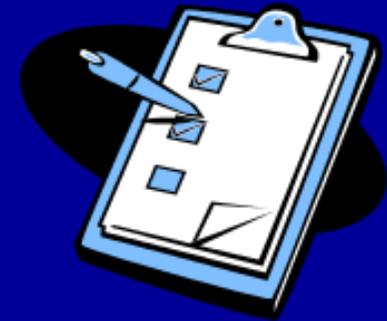


What is a Target?



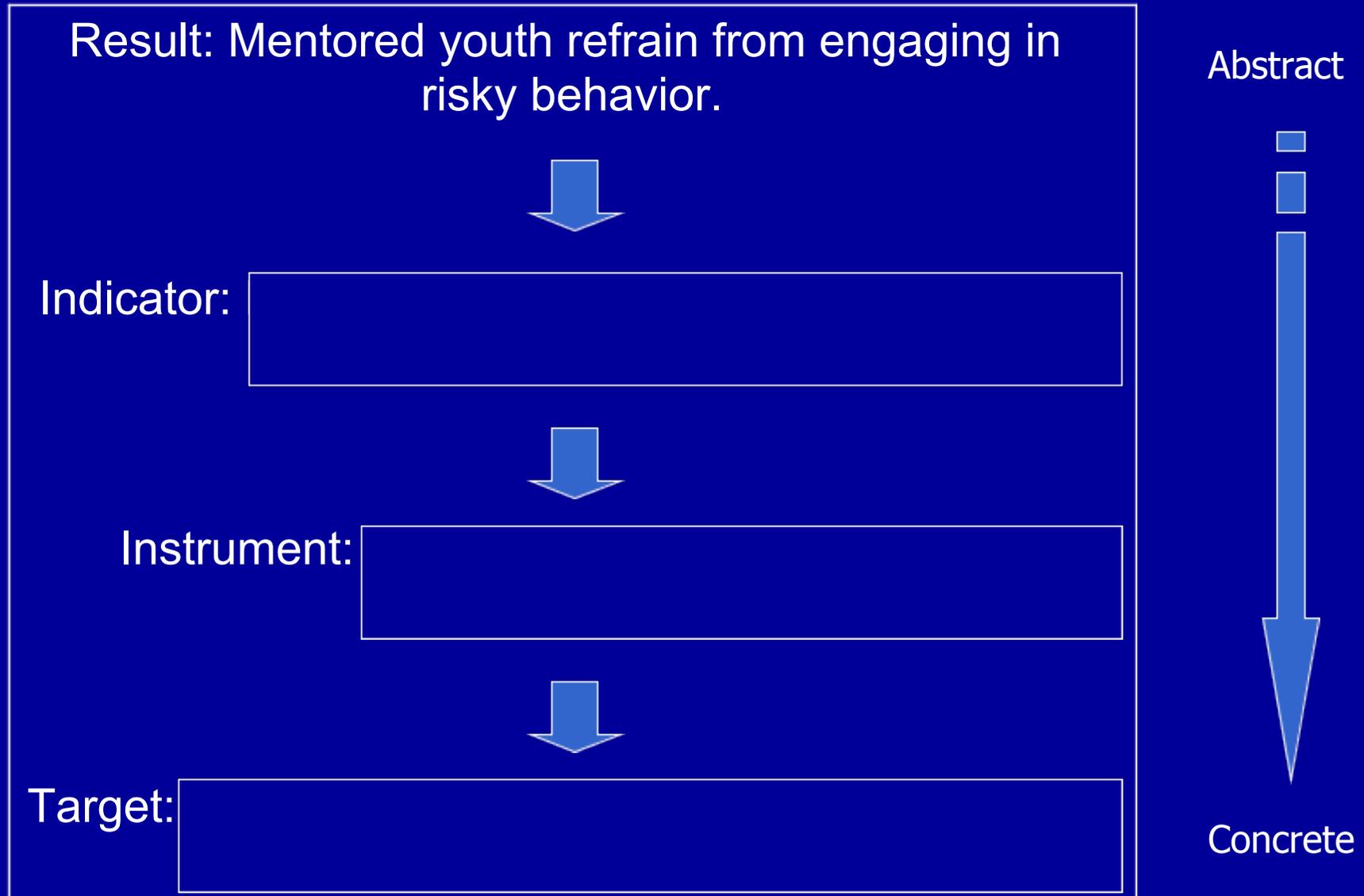
- Describes amount of change you anticipate achieving each year due to efforts of AmeriCorps members.
- Outcome Target:
 - Who/How many beneficiaries will experience change?
 - How much change will occur in those beneficiaries?
 - Over what time period will change occur (one year)?

What is an Instrument?



- A **document or form** used to collect information from a data source
 - Data source: Person, place or group that provides you with information
- Examples: Attendance rosters, tally sheets, questionnaires, checklists

Result-Indicator-Instrument-Target Relationship



Exercise: Critiquing PM Work Plan



2007-2008

Performance Measurement Requirements

1. 3-5 Performance Measures from 1-2 work plans
2. At least:
 - 1 output
 - 1 intermediate outcome
 - 1 end outcome



Choosing Outcome-Based Work Plans to Measure Performance

Does the service activity:

- Address a critical need in the community?
- Reflect a primary service of the sponsor organization?
- Contribute to significant changes of the beneficiaries?
- Support a special interest topic of CNCS?



Choosing Outcome-Based Work Plans for your Performance Measurement

- Do a significant number of volunteer stations conduct this service activity?
- Will these volunteer stations support your performance measurement effort and be willing to collect/provide you with data?
- Will these volunteer station provide you with data in a timely manner for your reports?

For further assistance contact...

- Your State Office
- Project STAR:
 - Phone: 1-800-548-3656
 - E-mail: star@jbsinternational.com
- The Resource Center
 - www.nationalserviceresources.org
 - Search: Project STAR