



Senior Corps 2.0
Experience for the Future

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Performance Measurement: Not just for breakfast anymore

Performance Measurement and the Strategic Plan

Senior Corps Virtual Conference

August 2012



Corporation for
**NATIONAL &
COMMUNITY
SERVICE**



Roadmap to Results

“The bottom line is clear: solutions to America’s challenges are being developed every day at the grass roots – and government shouldn’t be supplanting those efforts, it should be supporting those efforts.

“Instead of wasting taxpayer money on programs that are obsolete or ineffective, government should be seeking out creative, results-oriented programs ... and helping them replicate their efforts across America.”

- President Obama, June 30, 2009





Edward M. Kennedy Serve America Act of 2009

Passed by Congress in 2009 to:

- reauthorize existing CNCS programs, and
- bring national service to higher levels of impact, innovation and effectiveness.

The law, which passed with strong bipartisan support, is the foundation for the Corporation's Strategic Plan.

The law directs CNCS to:

- expand opportunities to serve;
- build the capacity of individuals, nonprofits and communities; and
- encourage innovative approaches to addressing community challenges.





Edward M. Kennedy Serve America Act of 2009

In line with the intent, the Act also added programs including the Social Innovation and Volunteer Generation Funds.

The law puts emphasis on measuring the impact of service in six priority Focus Areas:

- Disaster Services
- Economic Opportunity
- Education
- Environmental Stewardship
- Healthy Futures
- Veterans and Military Families

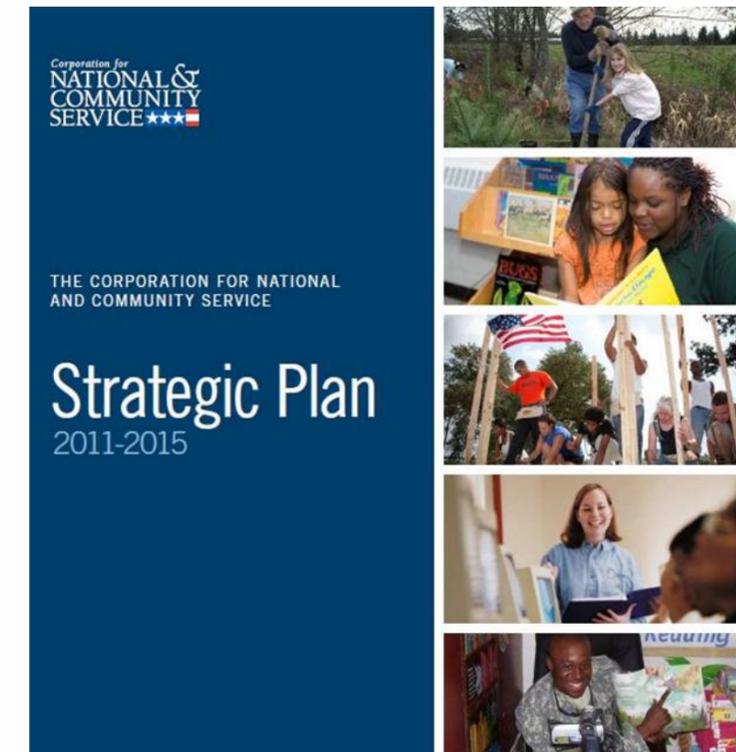




CNCS Goals, Objectives and Measures

The CNCS 2011-2015 Strategic Plan includes:

- The organization's mission statement;
- Goals that our agency must meet to accomplish our mission;
- Action plans to meet each goal expressed as objectives;
- Strategies to meet each objective; and
- Performance measures for each of the established objectives that will be used to monitor our progress toward achieving our goals.





The Four Strategic Goals in the Plan

- **Goal 1** Increase the impact of national service on community needs in communities served by CNCS-supported programs. (issue focus)
- **Goal 2** Strengthen national service so that participants engaged in CNCS-supported programs consistently find satisfaction, meaning and opportunity. (member/volunteer focus)
- **Goal 3** Maximize the value we add to grantees, partners and participants. (community partner focus)
- **Goal 4** Fortify management operations and sustain a capable, responsive and accountable organization. (organizational focus)

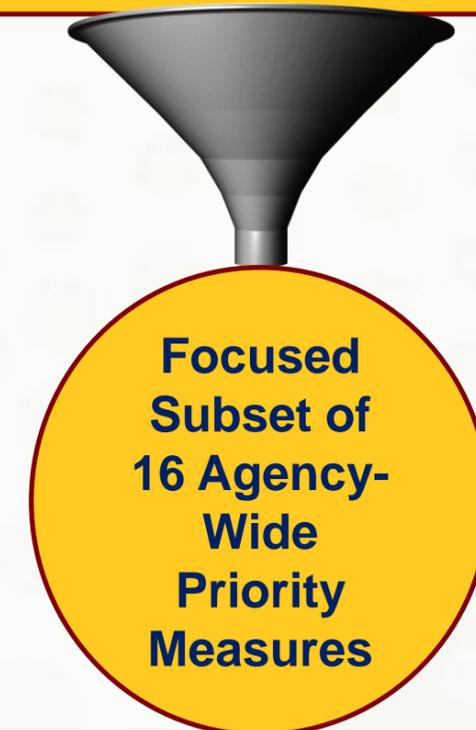


From Strategic Plan to Performance Measures

We collected input and considered:

- Which measures enable us to tell the best story about the impact of national service
- Where we have the most confidence about measureable impact
- Where our grantees and sponsors do most of their work

42 Priority Measures in the 2011-2015 Strategic Plan as a result of dozens of community meetings and public comments



Across our 4 Strategic Goals and 6 Focus Areas





Implementing Performance Measurement at CNCS

- Each CNCS Program (Senior Corps, AmeriCorps, Social Innovation Fund, etc.) and Initiative will contribute to the 16 Agency-Wide Priority Measures
- Each CNCS Program will also report on Complementary Program Measures that reflect activities outlined in its statute or other targeted program activities
- NOFOs and Program Guidance will provide the details of each Program's approach





| CNCS Agency-Wide Priority Measures | ACSN | NCCC | SIF | SC | VISTA |
|--|------|------|-----|----|-------|
| 1. Number of individuals that receive assistance in disaster preparedness, mitigation, response and/or recovery | ● | ● | | ● | |
| 2. Percent of people who showed improvement in their housing situation | ● | ● | ● | ● | ● |
| 3. Percent of children that demonstrated gains in school readiness. | ● | | ● | ● | ● |
| 4. Percent of students that demonstrated improved academic performance. | ● | | ● | ● | ● |
| 5. Percent of students that demonstrated improved academic engagement. | ● | | ● | ● | ● |
| 6. Number of at-risk acres improved. | ● | ● | | ● | |
| 7. Percent of homebound older adults and individuals with disabilities who reported having increased social ties/perceived social support. | ● | | | ● | |
| 8. Number of individuals that gained access to food resources. | ● | ● | ● | ● | ● |
| 9. Number of veterans/military family members assisted. | ● | ● | | ● | ● |
| 10. Number of veterans and military family members engaged in service | ● | ● | | ● | |
| 11. Percent of service participants that report expanded educational, employment or civic opportunities. | ● | | | ● | ● |
| 12. Percent of organizations that implement stronger evaluations. | | | ● | ● | |
| 13. Number of community volunteers recruited and managed. | ● | ●●●● | | ● | ● |
| 14. Complete modernization of IT infrastructure. | | | | | |
| 15. Ensure that no material internal control or compliance issues are identified in audits. | | | | | |
| 16. Award and close grants and contracts within prescribed timeframes. | | | | | |





Senior Corps Program 'Map'

**Agency-Wide
Performance Measures**

| | Goal/ FA | Measure ID & Name | RSVP | FGP | SCP |
|----|-------------|---|------|-----|-----|
| 1 | Goal 1: DS | Number of individuals that received assistance from CNCS-supported programs in disaster preparedness, mitigation, response, and/or recovery. | ● | | |
| 2 | Goal 1: EO | Percent of economically disadvantaged people that received housing-related assistance from CNCS-supported members, participants and volunteers who showed improvement in their housing situation. | ● | | |
| 3 | Goal 1: ED | Percent of children that demonstrated gains in school readiness. | ● | ● | |
| 4 | Goal 1: ED | Percent of students served by or serving in CNCS-supported programs that demonstrated improved academic performance (including the percent meeting state proficiency levels in literacy and/or math, or whose scores on state standardized tests improved). | ● | ● | |
| 5 | Goal 1: ED | Percent of students served by CNCS-supported programs, or engaged in CNCS-supported service-learning, that demonstrated improved academic engagement. | ● | ● | |
| 6 | Goal 1: EN | Number of at-risk acres (land and/or water) improved by CNCS-supported members, participants and volunteers. | ● | | |
| 7 | Goal 1: HF | Percent of homebound OR older adults and individuals with disabilities that received CNCS-supported services who reported having increased social ties/perceived social support. | ● | | ● |
| 8 | Goal 1: HF | Number of individuals that gained access to food resources provided with the assistance of CNCS-supported members, participants or volunteers. | ● | | |
| 9 | Goal 1: VF | Number of each of the four categories of service recipients (veterans, veterans' family members, family members of active duty military, and military service members) that received CNCS-supported assistance. | ● | ● | ● |
| 10 | Goal 2: VF | Number of veterans and military family members engaged in providing services through CNCS-supported programs. | ● | ● | ● |
| 11 | Goal 2: MBR | Percent of service participants engaged in CNCS-supported programs who report gaining skills they can apply to future educational, professional or civic endeavors. | ● | ● | ● |
| 12 | Goal 3: SIF | Percent of organizations that implement evaluations that demonstrate stronger evidence of program effectiveness than prior to receiving CNCS national service participants or funding. | | | |
| 13 | Goal 3: CB | Number of community volunteers recruited and/or managed by CNCS-supported organizations or National Service Participants. | ● | | |



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Training and Technical Assistance Resources

in Support of

CNCS Implementation of Performance Measures



Performance Measurement Resource Pages

www.nationalserviceresources.org/npm/home

- Conceptual relationships between Strategic Plan goals and performance measures
- Alignment of resources to Agency-Wide Priority Measures
- Complete listing of Performance Measures used by each agency Program
- Direct access to Performance Measures definitions, tools and data collection instruments

The screenshot shows the 'Resource Center' website interface. At the top, it says 'Tools and training for volunteer and service programs'. Below this are navigation tabs: 'Browse Topics', 'Select Resource Type', and 'Connect and Share'. There are also links for 'Create account' and 'Login'. The main content area is titled 'CNCS Performance Measurement' and includes a search bar labeled 'Find a Performance Measure'. Below the search bar is a paragraph of text explaining the framework. A navigation menu below that includes 'Focus Areas', 'Objectives', and 'Agency-wide Priority Measures'. The central part of the page features a circular diagram with 'CNCS STRATEGIC PLAN' in the center, surrounded by three colored segments labeled 'GOAL 1', 'GOAL 2', and 'GOAL 3'. A text box to the left of the diagram states: 'This diagram represents Focus Areas, Objectives, and Agency-Wide Priority Measures from the CNCS Strategic Plan. Click on the goals to learn more.'



5 Senior Corps Online Training Modules

- Using National Measures to Demonstrate Impact: Telling the Senior Corps Story
- National Performance Measure Requirements: Senior Companion Program
- National Performance Measure Requirement: Foster Grandparent Program
- National Performance Measure Requirement: RSVP
 - Part 1
- National Performance Measure Requirement: RSVP
 - Part 2



Performance Measurement Core Curriculum

- Introduction to Performance Measurement
- Why Do What We Do – Theory of Change
- PM 101 – Basics and Alignment of Measures
- Ensuring Data Quality





Performance Measurement Core Curriculum

CNCS Program Staff located in Field Offices throughout the country

- <http://www.nationalservice.gov/about/contact/stateoffices.asp>





Questions?