



WEB-BASED EVALUATION TOOLS

Tracking multiple impacts



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AGENDA

- Public Allies Program Design and Background
- Why do we evaluate and how do we approach it?
- How We Used to Evaluate
- Logic Model and AmeriCorps Outcomes
- How Members Experience Our Evaluation System
- Our three tools: Continuous Learning Processes, the PSID and Web-based Surveys
- A Sample of Our Results
- Lessons Learned



THE PROGRAM

Nonprofit Apprenticeship: Allies serve four days a week at community-based organizations where they create, improve, and expand services to meet local educational, health, economic and community needs with measurable results.

Leadership Development: Allies participate in weekly training and receive individual coaching to gain the skills, abilities, and values to be effective leaders.

Team Projects: Allies work as a team to develop and implement a project that achieves a measurable community impact one-half day a week and overtime.

Alumni: PA continues to develop the leadership of our alumni through formal educational, career development, networking, and other activities.



WHY DO WE EVALUATE?

- What are some of the main drivers for evaluating your program?
- What is the most important data for your program to collect?
- Are the data your stakeholders want you to collect and the data you want to collect congruent?
- What information would you like to collect that you aren't able to collect right now?

At Public Allies, we evaluate for the following reasons:

- **Program and Organizational Learning and Improvement**
- **Member and Partner Learning**
- **Grant Reporting Requirements**
- **Communicating the Impact of our Mission**
- ***Are we making the long-term difference we claim?***

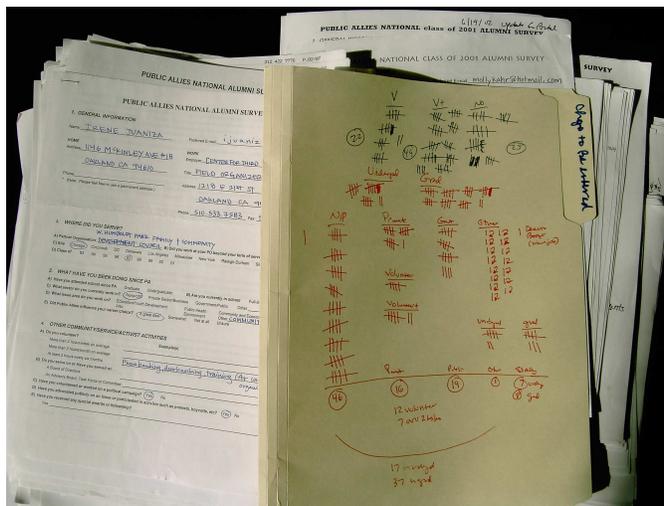


OUR EVALUATION APPROACH

- Evaluation is not an external process, but an internal practice that is integrated and woven into the daily work of Allies and staff.
- Emerging leaders should develop a habit of mind that is inquisitive about impact and change, and they should hold themselves accountable for results. Allies should know how to set and measure outcomes, track outputs, and report on their results.
- Public Allies internal staff management system models the Ally evaluation tools to track goal progress, support continuous learning, and promote leadership development for staff.
- We measure program results based on our program standards and program outcomes. We use the results to capture lessons learned, identify emerging innovation, and provide sound technical support.



How we used to evaluate...



- Not compiled until at least 1-2 months after program.
- Prone to errors from manual counting.
- Time intensive for staff to compile and tabulate.
- Lack of detail, quality, cross-referencing, and analysis.



...How we evaluate now

| | | | | | | |
|---------------------------|--------------------|-------------------------------------|---------------------|--------------------|-------------------------|----------------------|
| Home | Directory | Resources | Discussions | News | Events | PISD |
| Opportunities (Alumni) | Action (Alumni) | Program (Ally, Staff & Partners) | HR/Admin (Staff) | Dev/Com (Staff) | Natl Service (Staff) | Timesheet (Staff) |



PISD

Ally Year-to-Date Reports

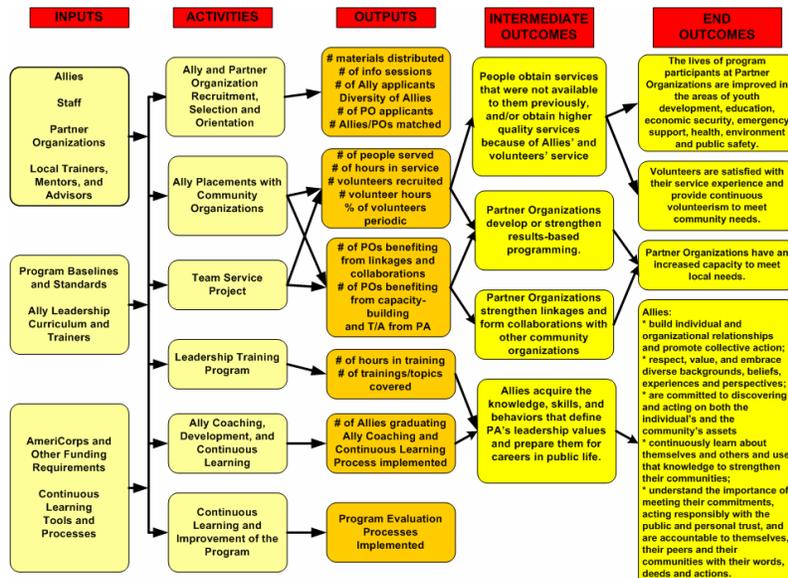
- Pay Periods
- Report Generation
- Ally PISD Profile
- PO Supervisor PISD Profile
- Program Manager Assignment
- 360 Feedback
- FADs
- 2002 - 2003
- Pay Periods
- Report Generation
- Ally Hours
- Ally YTD
- Summary of Hours
- Objectives
- Outcomes
- Volunteer Recruitment
- Comments
- Snapshots of Success
- Training and Learning
- Community Linkages
- Activities Summary
- People Served

| Objectives | |
|--|---|
| Objective 1: | Ally will educate youth and community members on DC Habitat for Humanity, affordable housing issues, and environmental responsibility. |
| Objective 2: | Ally will develop and implement new volunteer opportunities or service-learning projects that allow youth to constructively contribute to DC Habitat's mission. |
| Objective 3: | Ally will assist with daily volunteer management by registering, orienting an recruiting volunteers at volunteer fairs, meetings and other DC HFH programs. |
| Outcome #1 | |
| Target Group | volunteers |
| Outcome (Results) | Volunteers will develop & implement Aluminum Cans Build Habitat Homes (ACBHH) programs. |
| Indicator (Measure) & Standards | Ten volunteers (groups or individuals) will implement ACBHH programs in the DC area. |
| Number people served by this outcome | 450 |
| Number of people achieving outcome | 420 |
| Percentage of people achieving outcome | 93.33 |
| Outcome #2 | |

- Information collected in real time
- Automatically tabulated, aggregated
- Information is more detailed, higher quality
- Easier to search, compare, and analyze
- Woven into training and weekly activities of staff and participants



PROGRAM LOGIC MODEL





AMERICORPS OUTCOMES

| <u>OUTCOMES</u> | <u>PERFORMANCE MEASURES</u> | <u>TOOLS</u> |
|---|---|---|
| <ul style="list-style-type: none"> The lives of community residents will be improved because of Member and volunteer service in the areas of youth development, education, emergency support services, health, environment and public safety. | 85% of graduating members will meet at least one service performance measure for improving the lives of community residents, and 80% of all service performance measures will be met or exceeded. | PISD |
| <ul style="list-style-type: none"> Members will demonstrate an increase in attitudes and behaviors associated with effective citizenship. | 90% of graduating Members will demonstrate increases in at least 2 of the attitudes and behaviors that contribute toward being an effective citizen between the pre- and post-surveys. | Baseline and follow up surveys (incl. alumni surveys) |
| <ul style="list-style-type: none"> Members acquire and apply the knowledge, skills and behaviors that define Public Allies' five leadership values. | 70% of the members will show improvement in each skill cluster aligned with the five core values. 95% of graduating members will achieve a minimum competence in each skill cluster. | 360-degree assessments & Ally Surveys |



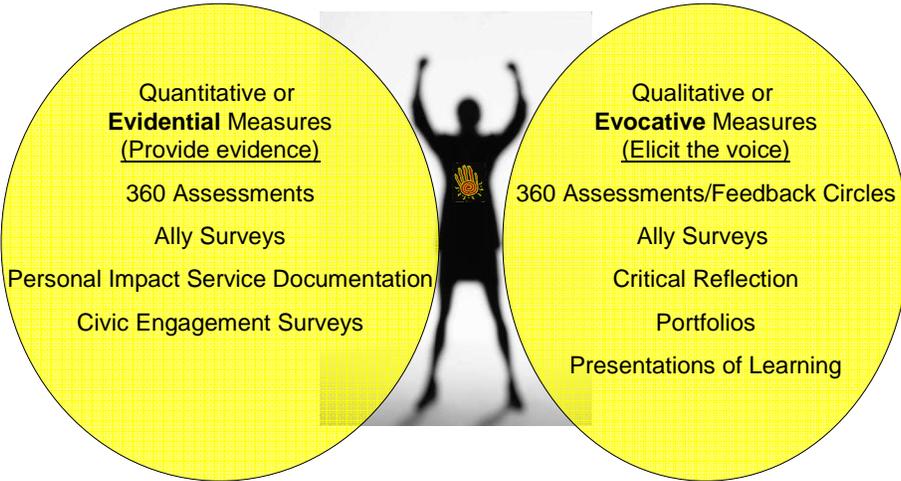
AMERICORPS OUTCOMES

| <u>OUTCOMES</u> | <u>PERFORMANCE MEASURES</u> | <u>TOOLS</u> |
|--|---|------------------------------------|
| <p>4. Volunteers are satisfied with their service experience and provide continuous volunteerism to meet community needs.</p> | AmeriCorps members will match 15% of their service hours with volunteer service. 50% of their volunteer hours will come from periodic volunteers (those who serve more than four times). | PISD |
| <p>5. Partnering community-based organizations will have an increased capacity to meet community needs and that capacity is sustained beyond the Members' term of service.</p> | 85% of Partner Organization supervisors will report that their organization benefited from capacity-building measures provided by Public Allies, and that the newly developed capacity will be sustained beyond the Members' term of service. | Partner Organization Surveys |
| <p>6. Partnering community-based organizations will benefit from new or strengthened community collaborations which will enable them to provide more efficient or effective services.</p> | 85% of Partner Organizations will benefit from new or strengthened collaborations which will enable them to provide more efficient or effective services | PISD, Partner Organization Surveys |



THE ROLE OF ALLIES

The Allies play a central role in evaluation – actively documenting and sharing their learning and results.



CONTINUOUS LEARNING TOOLS

- **Individual Development Plans and Coaching**- each month to help them set and achieve personal and professional goals. (*“How can I push myself towards greater performance? How do I wish to be supported?”*)
- **360-degree Evaluations**- by fellow Allies, Partner Organization supervisors, and Public Allies Program Managers followed by an interactive group feedback circle. (*“How do others view my performance and leadership? In what areas do others see me needing to focus?”*)
- **Critical Reflection Exercises**- when Allies reflect and share their experiences, lessons and connections to larger social issues. (*“Why am I called to serve anyway? How does my service connect with my belief in change?”*)
- **Presentations of Learning**- at the end of the year demonstrating their service and leadership outcomes to peers, supervisors, and supporters. (*“What did my service experience teach me? Where did I make the most strides?”*)





PERSONAL IMPACT SERVICE DOCUMENTATION (PISD)

The PISD is a personalized tool that prompts members to track the impact they are having on a bi-weekly basis. The PISD is approved by both the Partner Organization Supervisor and PA Program Manager. It tracks:

- **Profiles and Retention:** Ally demographics, Partner Organization demographics, and Ally retention information
- **Outcomes and Objectives:** Tracking progress and achievement of up to two measurable service outcomes and three service objectives for each Ally
- **Measuring outputs:** Numbers of people served, volunteers engaged, target populations served, linkages and collaborations among organizations, etc.
- **360 Tool:** Compiles self, peer and supervisor reviews on Allies' practice of our leadership values
- **Stories:** Capturing stories of success and learning from Allies

Ally Demographics All Sites

| Gender | Number | Percentage |
|--------------|------------|------------|
| Female | 115 | 60.53 |
| Male | 74 | 38.95 |
| Transgender | 1 | 0.53 |
| Total | 190 | 100 |

| Age Upon Entering Program | Number | Percentage |
|---------------------------|------------|------------|
| 18-20 | 25 | 13.37 |
| 21-23 | 94 | 50.27 |
| 24-26 | 51 | 27.27 |
| 27-30 | 17 | 9.00 |
| 31+ | 0 | 0 |
| Total | 187 | 100 |

| Race | Number | Percentage |
|---|--------|------------|
| American Indian or Alaska Native | 2 | 1.05 |
| Asian | 21 | 11.05 |
| Black or African American | 50 | 26.32 |
| Hispanic | 37 | 19.47 |
| Native Hawaiian or Other Pacific Islander | 1 | 0.53 |
| White | 65 | 34.21 |
| Some Other Race | 0 | 0 |



WEB-BASED SURVEY TOOLS

There are many web-based survey tools on the market that can be used to easily gather data and information for your program. We use these tools for:

- **Allies:** satisfaction with program, learning and development, civic engagement and social capital, and lessons for improving our program.
- **Partner Organizations:** satisfaction with service, capacity building gains, sustainability of service, and lessons for PA.
- **Alumni:** satisfaction with experience, current education and employment status, civic engagement and social capital, and lessons for PA.





RESULTS: ALLIES

- **Allies Graduate:** 85% to 90% of Allies graduate each year.
- **Allies Gain Important Skills:** The skills Allies report gaining the most are Interpersonal Communication, Team-work, Practicing Inclusion and Diversity, Project Planning and Evaluation. 84% of alumni report that we adequately prepared them for future educational and career goals.
- **Allies Remain in Public Life:** Over 80% continue careers in the nonprofit and public sectors.
- **Allies are Active Citizens:** They are more than twice as likely as peers to volunteer (78%), mentor a young person (64%), serve on a board (36%), attend political meetings (68%), protest (56%), and engage in other civic activities.



RESULTS: ALLY SERVICE

- **Allies Achieve Service Outcomes:** Allies achieved 92% of measurable outcomes. 96% of Partner Organizations reported that Allies met or exceeded expectations.
- **Allies Serve Thousands:** 250 Allies served the educational, economic, health and other needs of 155,893 people, about two-thirds children and youth.
- **Allies Generate Sustainable Volunteers:** 250 Allies recruited 9,295 volunteers who recruited 71,396 hours of volunteer time (42 FTEs) benefiting 59,437 people. 54% of volunteers we recruited served four or more times.
- **Allies Service Is Sustained:** 86% of Partner Organizations reported that they will sustain the services enhanced and expanded by our Allies.





RESULTS: ALLY PARTNERS

Partner Organizations Benefit in Many Ways:

- 74% measurably increased their overall service capacity
- 73% benefited from collaborations
- 67% from increased volunteerism
- 61% from more diverse perspectives
- 58% improved supervisory skills
- 34% improved evaluation tools and processes
- 79% reported that these capacity benefits will be sustained

Return on Investment: For each \$1 invested By Partner Organizations (they contribute two-thirds of each Ally's stipend), they received \$3.41 in value and savings.

Organizations save \$27,000 each, on average, from the cost of recruiting, hiring, and training staff – totaling over \$6.7 million this year!



LESSONS LEARNED

1. Quality Control & Education is key

- Data In = Data Out : Outcomes & Reports
- Training on purpose and function
- Reasonable monitoring systems

2. Reporting is not the driver, RESULTS are!

- Help the user by making their benefit in working with the system explicit

3. Build or purchase systems that are user-friendly & intuitive