



**United Way of East Central Iowa
Outcome Measurement Best Practice Session**

November 2, 2007



Workshop Objective

Attendees will participate in gathering information needed to respond to **Section C: Outcome Measurement and Reporting** of the Community Impact Partner Fund RFP.

C. Outcome Measurement and Reporting (35 points)

C.1 Logic Model

C.2 Outcomes and Performance Measures

C.3 Past Performance

C.4 Data Collection and Reporting Plan

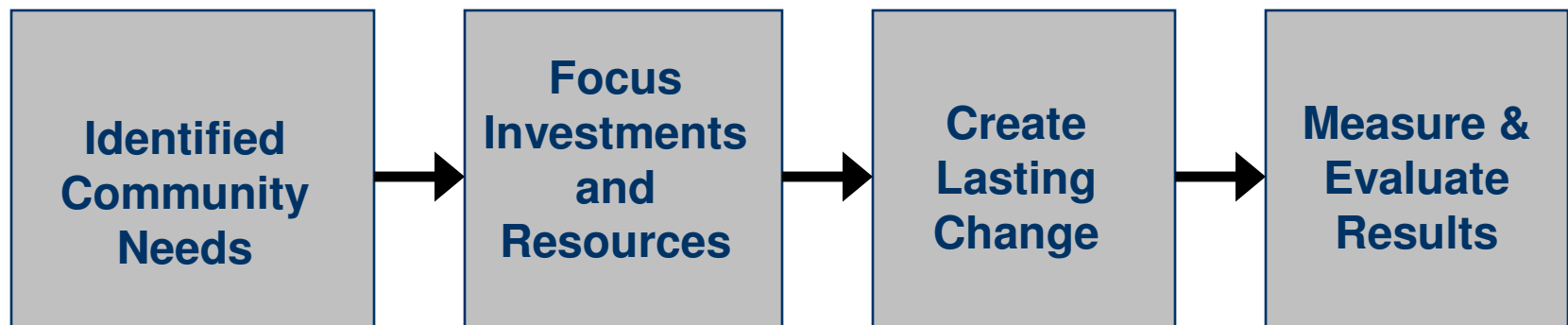


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Our Work



United Way of East Central Iowa: Strengthening Our Communities

Shift to Community Impact: What is the same?

- Commitment to health and human service sector
- Agencies are valued partners in community change activities
- Funded agencies will be required to provide outcome measurement



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Shift to Community Impact: What is different?

Current State:

- 1) Diverse and unrelated agency outcomes
- 2) Population defined by agency priorities
- 3) Active/Inactive Year Review
- 4) Length of relationship influences allocation

Beginning July 2008:

- 1) Focused Outcome Measurement
connect \$ to impact on desired community change as defined by the Agenda for Action
- 2) Populations identified by UWECI Needs Assessment and community level research
- 3) 3 year funding- continued funding based on performance
- 4) Impact on Agenda for Action influences allocation



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Shift to Community Impact: A different way of thinking?

Articulating community change requires us all to think differently....

- 1) How does my organizations' mission and service expertise contribute to community change?
- 2) Quality is more than quantity



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Identifying Your Impact Strategy

Step 1: Select an RFP that your organization plans to respond to.

- 1) **Early Childhood and Care**
- 2) **Youth Development**
- 3) **Access to Health, Mental Health and Substance Abuse Care**
- 4) **Self-Sufficiency**
- 5) **Older Adults**
- 6) **Rebuilding Lives**



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Identifying Your Impact Strategy

Step 2: Identify the services/activities that your organization provides in relationship to the context of the RFP you have selected.

Step 3: Identify what changes occur in clients for each service/activity you have listed.

Step 4: Identify the themes you see in the changes that occur in clients based on the services/activities you have listed.

Step 5: Name your impact strategy.



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Identifying Your Impact Strategy

Example: Willis Dady Emergency Shelter

RFP Focus Area: Rebuilding Lives

Services/Activities

- 1) Providing a warm bed and safe environment
- 2) Case management services
- 3) Transportation

Changes in Clients

- 1) Reduces personal risk to have a safe place to spend the night.
- 2) Connects clients to additional needed services to help stabilize clients and transition to permanent housing.
- 3) Allows clients opportunity to access services and job seeking opportunities.

Overall Themes:

- Helping clients to become self-sufficient.
- Helping clients transition to permanent housing.

Impact Strategy:

Transitioning clients to permanent housing and self-sufficiency.



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Identifying Your Impact Strategy

Example: ASAC

RFP Focus Area: Access to Health/ MH/ SA Care

Services/Activities

- 1) Info. dissemination, b) science-based prevention programming, c) workshops
- 2) Community Coalitions/Initiatives, social marketing campaigns, tech. assist. to workplaces/schools on policies
- 3) Crisis intervention; assessment; treatment (outpatient, family therapy, residential, halfway house, and aftercare); referrals; support groups

Overall Themes:

- Preventing youth and adults from abusing substances
- Creating supportive environments for people to live healthy lives
- Treating youth, adults, and families who are suffering from substance abuse issues

Impact Strategy:

- 1) Prevention of Substance Abuse
- 2) Treatment of Substance Abuse

Changes in Clients

- 1) Increase knowledge/perception of harm regarding substance use. Increase skills needed to avoid substance use.
- 2) Changes in social policies and norms/attitudes in communities, businesses and schools.
- 3) Reduce substance use among participants. Improve the lives of clients served.



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Identifying Your Impact Strategy

Questions?



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Identifying Your Impact Strategy Your Turn

Step 1: Select an RFP that your organization plans to respond to.

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Identifying Your Impact Strategy

Small Group Discussion

- 1) What is your impact strategy and what does it include?
- 2) What was your biggest struggle with identifying your impact strategy?



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Developing Your Logic Model: Setting the Stage

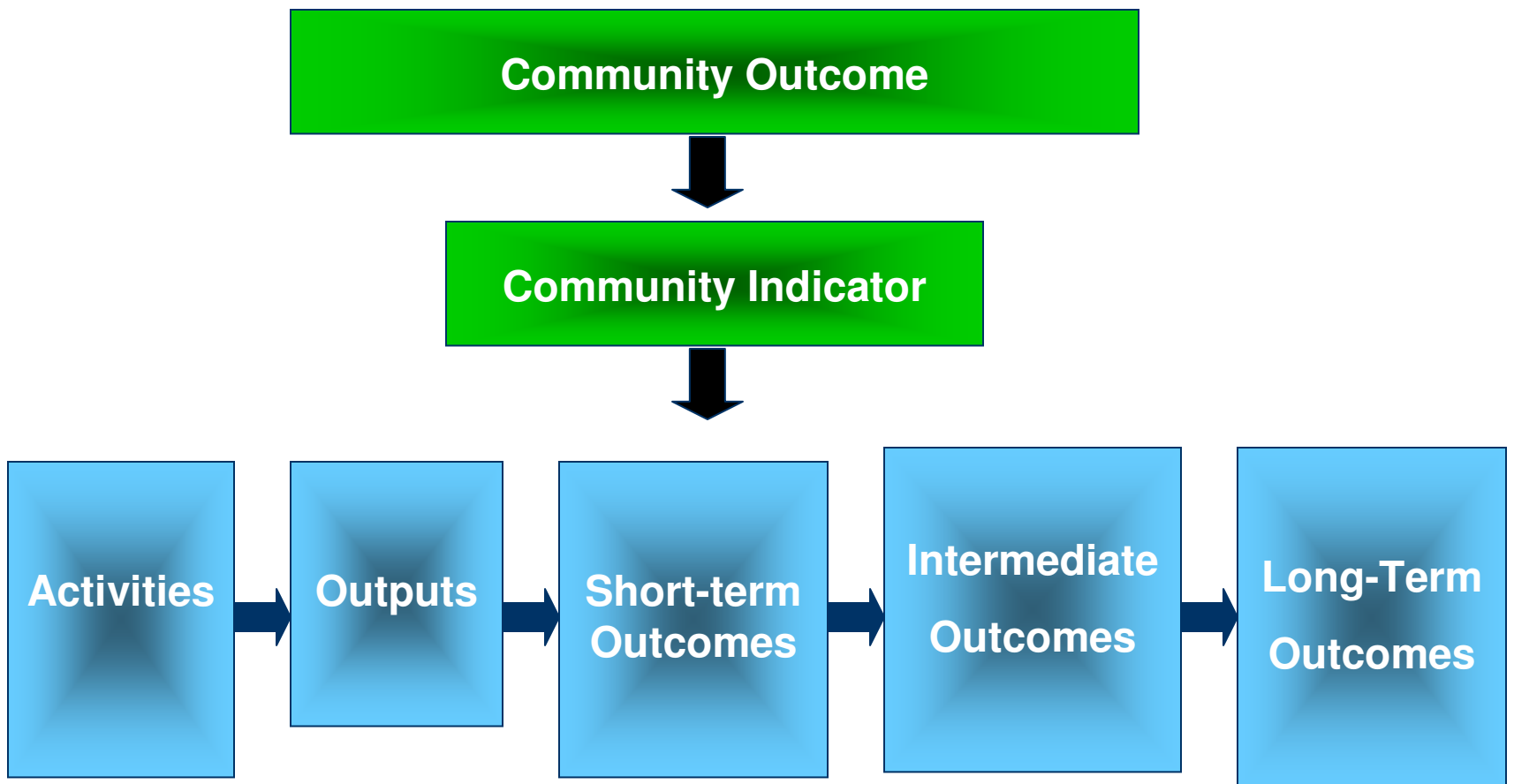
Now we are ready to begin developing your logic model- your story of sequence of events that build up to community change.

If you have identified more than one impact strategy in response to an RFP, please select one for the purpose of today's session.



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Overview of Logic Model



Developing Your Logic Model

Step 1: List the activities that support the impact strategy you have identified.

Step 2: Determine the outputs associated with your proposed activities.



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Developing Your Logic Model

Activities

1)

2)

3)



Outputs

1)

2)

3)



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Developing Your Logic Model Your Turn

Step 1: List the activities that support the your impact strategy.

Step 2: Determine the outputs associated with your proposed activities.



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Developing Your Logic Model

Step 3: Identify 1 to 2 proposed outcomes.

Step 4: Identify if the proposed outcome is short-term, intermediate, or long term.

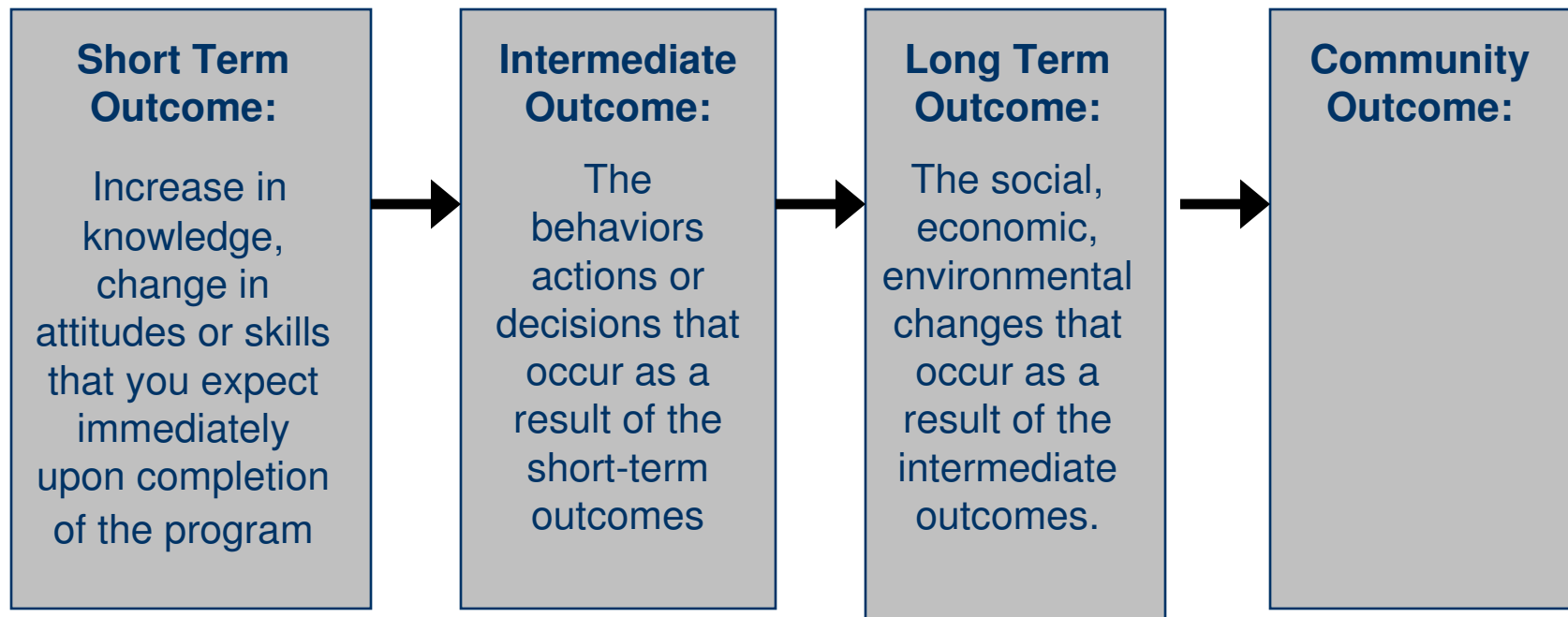
Step 5: Think through the sequence of events that contribute to the community outcome. Identify other outcomes that may be accomplished by another entity that complete the logic/progression to the community outcome.

*It is not expected that an applicant will influence all stages of outcomes identified in the Logic Model.



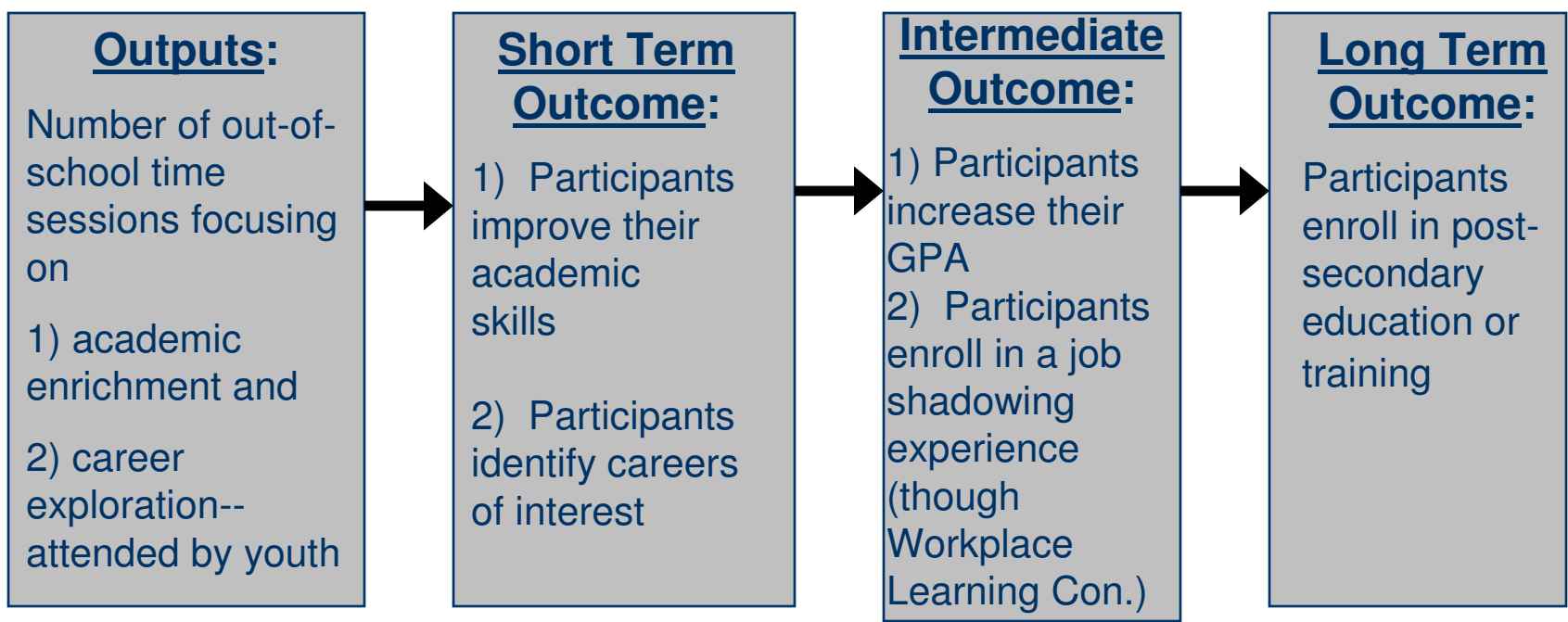
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Stages of Outcomes



Stages of Outcomes- Example

Community Outcome: Youth are prepared for productive adulthood



Developing Your Logic Model Your Turn

Step 3: Identify 1 to 2 proposed outcomes.

Step 4: Identify if the proposed outcome is short-term, intermediate, or long term.

Step 5: Think through the sequence of events that contribute to the community outcome. Identify other outcomes that may be accomplished by another entity that complete the logic/progression to the community outcome.

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Outcome Measurement and Reporting

Step 1: Identify indicators for the proposed outcome(s).

- Measure what you have influence over
- Consider reliability/validity of measure
- Consider what is the best measure
- Multiple measures

Questions??



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Outcome Measurement and Reporting

Step 2: Identify your base data.

- What do you know already about this population?
- What does your past performance tell you?

Step 3: Identify your target.



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Outcome Measurement and Reporting

Your Turn

Step 1: Identify indicators for the proposed outcome(s).

Step 2: Identify your base data.

- What do you know already about this population?
- What does your past performance tell you?

Step 3: Identify your target.



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RFP Section C: (35 points)

C.1 Logic Model

- Attachment C. 1: Logic Model
 - Complete 1 logic model
 - Desire to see the big picture- sequence of events
 - You may use your own logic model format, however please label per the template provided.



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RFP Section C:

C.2 Outcome and Performance Measures

- Attachment C.2: Outcome Form
 - Must report one proposed outcome, however no more than two outcomes
- Narrative
 - provides opportunity to describe what is reflected in the outcome form
 - Important to quantify population, past performance and targets.
 - Indicate partnerships or collaborations that contribute to longer term community-level outcomes for participants.



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RFP Section C:

C.3 Past Performance

- Narrative
 - Describe past performance on the proposed outcome(s) and how you predict your ability to deliver proposed outcome(s).



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RFP Section C:

C.4 Data Collection and Reporting Plan

- Attachment C.4: Data Collection Tools
- Narrative
 - Describe a data collection and reporting plan for each outcome that will be measured.
 - How will you collect and report outcome data?
 - How will you use your outcome data to evaluate and improve your organization's performance?



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RFP Section C:

Questions?



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Technical Assistance Requests

- 1) United Way staff available for discussion of proposal ideas
- 2) Data Collection information available on UWECEI website
- 3) Example logic model
- 4) Data sources



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UWECI Point of Contact

- **Strengthening Children and Youth**
 - Caroline Stout
 - Cstout@uweci.org
 - (319) 398-5372 extension 28
- **Strengthening Families**
 - Judy Stoffel
 - Jstoffel@uweci.org
 - (319) 398-5372 extension 25
- **Strengthening Connections**
 - Eugenia Vavra
 - evavra@uweci.org
 - (319) 398-5372 extension 33
- **Other Questions**
 - Leslie Wright
 - lwright@uweci.org
 - (319) 398-5372 extension 15



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Community Impact Partner Fund: RFP Best Practice Session

When: Tuesday, November 6, 2007

Where: Kirkwood Community College
6301 Kirkwood Blvd. SW
Cedar Rapids, IA 52404
Iowa Hall: Rooms A, B, C, and D

Time: 1:00 am to 4:00 pm



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United Way of East Central Iowa Outcome Measurement Workshop

**THANK YOU FOR
PARTICIPATING**

