HOW'S IT GOING?
Evaluating and Analyzing Your Program's Performance

How's It Going? Program Evaluation Training

OBJECTIVES

In this training, we will...

- Review the ROMA Cycle for program planning and development

- Learn best practices to check the wellness of your program and assess what you've learned from the data you've collected

- Determine where improvements can be made

- This training is based on a presentation by United Planning Organization

An Overview of The Alliance

About The Human Services Alliance of Greater Prince William

OUR STORY

The Alliance is a **501c3 nonprofit** membership-based association for **traditional and non-traditional** human service providers in Prince William County, Manassas and Manassas Park that promotes collaboration, coordination, communication, advocacy and access to resources.
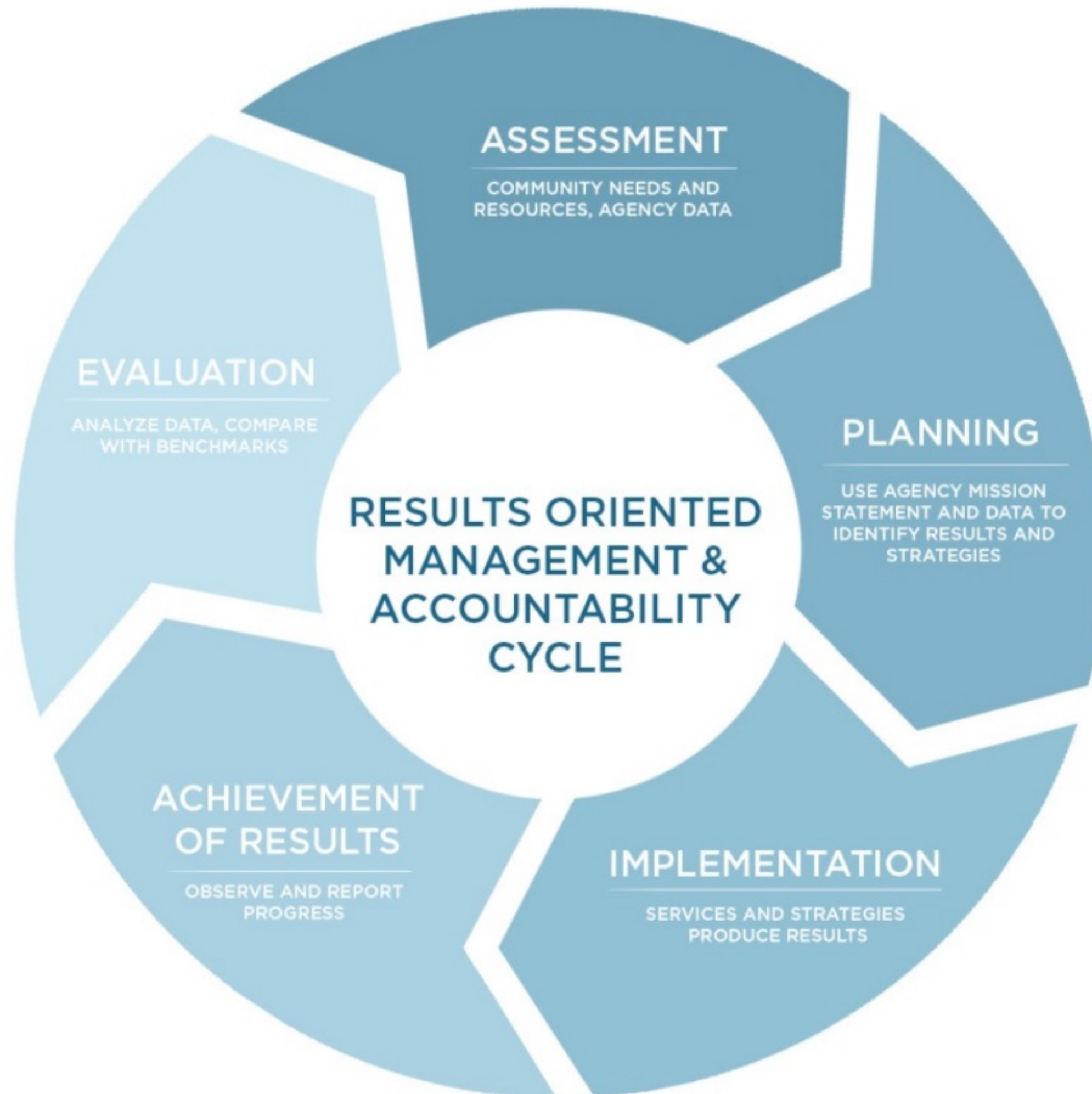
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Let's Do a Quick Review of the Program Planning and Development Process!

The ROMA Cycle

ASSESSMENT
COMMUNITY NEEDS AND RESOURCES, AGENCY DATA

PLANNING
USE AGENCY MISSION STATEMENT AND DATA TO IDENTIFY RESULTS AND STRATEGIES

RESULTS ORIENTED MANAGEMENT & ACCOUNTABILITY CYCLE

IMPLEMENTATION
SERVICES AND STRATEGIES PRODUCE RESULTS

ACHIEVEMENT OF RESULTS
OBSERVE AND REPORT PROGRESS

EVALUATION
ANALYZE DATA, COMPARE WITH BENCHMARKS

Program Planning Steps - ASSESSMENT

To Be Useful, Data Must Be Analyzed

- **Know how different data points interconnect – for example, as you may suspect, the data may show that areas where the adults have limited education are those of high poverty.**

- **Some indicators can also be mapped to coincide with particular neighborhoods or areas.**

- **The Census and Community Commons have great tools to help you track various data points.**

Program Planning Steps - ASSESSMENT

- **Conduct SWOT analysis considering these factors**

Program Planning Steps - ASSESSMENT

- ## Review vision, mission, and values

Mission

- Does it identify the population we are committed to serving no matter what?
- Is this population our primary customers?
- Does it specify our core programs or primary services and interventions?
- Are these programs and services that we are known for?
- What are the primary needs of the communities we serve?
- Is it clear what the desired results, outcomes or impacts of our efforts are?
- Does it state the goals we want to achieve for the individual and/or families we serve?
- Does it identify the relationships that help us further our mission?

Values

- What do we believe in as an organization?
- What core values guide our work?
- Do they tell people how we are different from other organizations?
- How do we believe we should treat others?
- How do we want to be treated ourselves?
- What do we value our clients?
- What are our attitudes and values about our performance?

Vision

- How do we want to be as an organization in the future?
- What is the ideal future for our community and/or organization?
- Does it describe how our community and/or organization would look if we accomplished our mission?
- What will success look like for us?
- Does it present an inspiring view of the future?
- Is it brief and easy to communicate?
- Is it shared by members of the community?

Program Planning Steps - IMPLEMENTATION

Time to Take Action!

- **Be flexible and make adjustments if necessary**

- **Make sure to avoid drifting too far from your original goals as you provide services**

- **Check in with your stakeholders <u>regularly</u>**

- **Take TONS of pictures!**

- **Make note of anything you didn't expect to happen (good and bad)**

Strategic Planning Steps – ACHIEVEMENT OF RESULTS

Program Planning Steps – ACHIEVEMENT OF RESULTS

Results Time!

- **Before the program even starts, ensure all parties understand what data is collected for management of the program and give them tools to track that data**

- **Get reports from the programs on a regular basis**

- **Compare the action steps with the progress toward providing services and engaging in strategies**
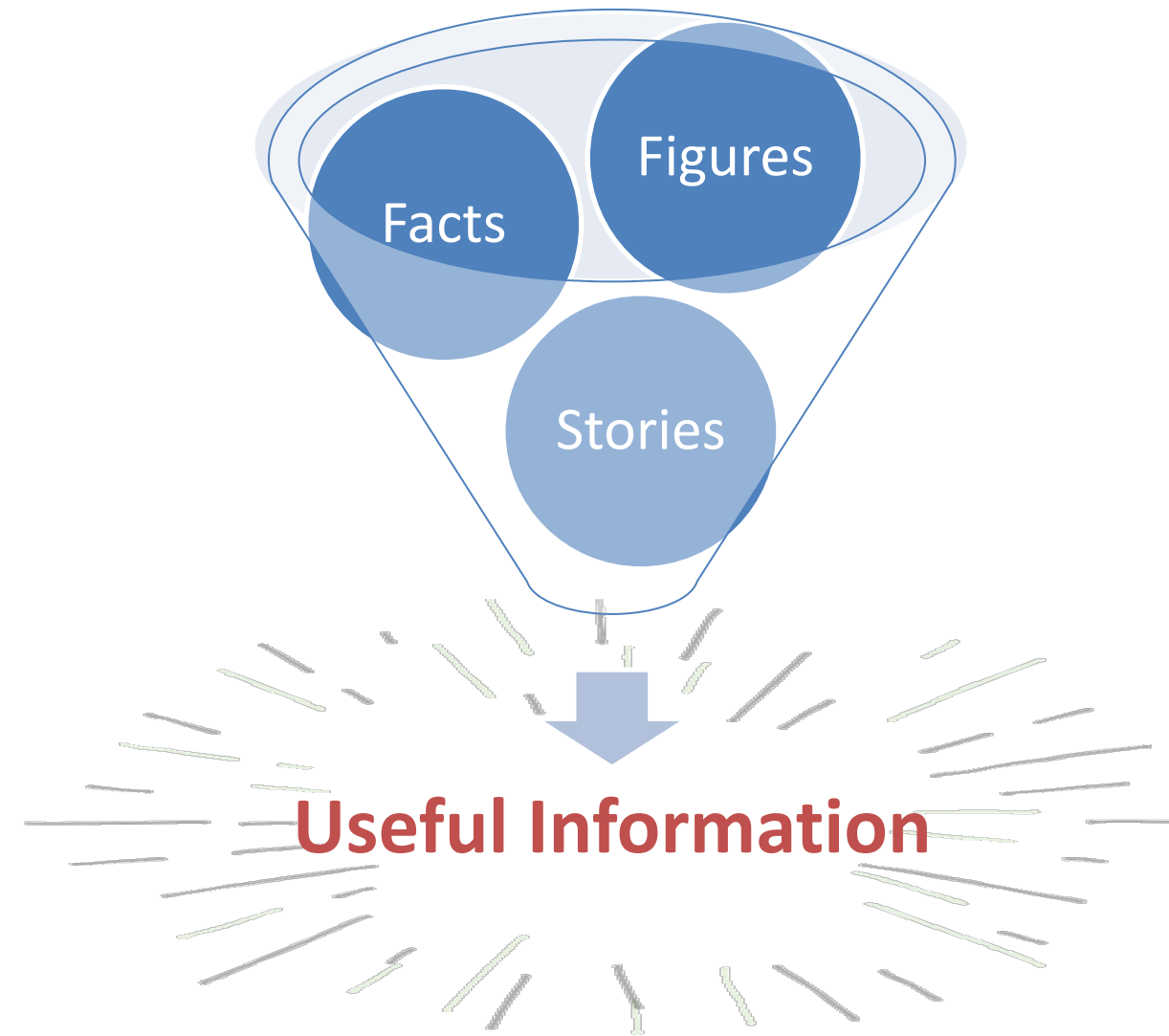
- **Report progress**

Strategic Planning Steps – EVALUATION

Program Planning Steps – EVALUATION

Facts

Figures

Stories

Useful Information

Program Planning Steps – EVALUATION

You Can't Neglect Evaluation Because Evaluation...

- Helps us make decisions

- Keeps us from making the same mistakes twice

- Reveals which data we should be tracking

- Helps us save resources

- Lets us know if we met our goals

Questions To Ask During An Evaluation

(These will be emailed to you after the training!)

Program Planning Steps – EVALUATION

Questions to Ask During An Evaluation

- Did we do what we thought we would do?

- Did we serve the population we thought we would serve?

- Did we make an impact on the identified needs?

- Can we tell what services (or set of services) produced the best opportunity for results?

- Are some populations achieving outcomes at different rates than others?

Program Planning Steps – EVALUATION

Questions to Ask During An Evaluation

- **Did we recruit and enroll sufficient numbers to allow us to achieve our target outcomes?**

- **Do we need additional resources?**

- **Was there something unexpected that influenced the outcomes?**

- **What services produced the outcomes/results?** *One? More than one?*

- **How can we track the multiple services connected to each customer?**

- **Who achieved the results?** *What was the age, income level and income source of those who achieved? What about education level? etc.*

Program Planning Steps – EVALUATION

Questions to Ask During An Evaluation

- **Did the individuals who achieved one outcome achieved any others?**
  How many individuals achieved multiple outcomes?

- **What data do we want to collect that we haven't collected before?**

- **Was anything missing from our previous data collection efforts?**

- **Do we want to gather data from additional people?**

- **To achieve our mission, what are the service areas that increase the likelihood of customer success?**

- **What are the trends in service delivery?**

Program Planning Steps – EVALUATION

Questions to Ask During An Evaluation

- Given our agency's size and level of resources, what agency goals should we aim to achieve in the next three program years?

- What standard operating procedures (SOPs) are missing but needed for effective and efficient service delivery?

- What performance management systems should be implemented to assure greater accountability?

- What policies require updating to assure realistic and relevant management practices?

Program Planning Steps – EVALUATION

Questions to Ask During An Evaluation

- **What have our clients expressed as their most urgent unfulfilled needs?**

- **Are we providing the right configuration of services to successfully meet those needs?**

- **What should the organizational structure look like for us to be more agile and better able to respond to internal and external threats?**

- **If we were to de-centralize our organization's operations, what would that need to look like and would that be more effective in moving the organization forward?**

Program Planning Steps – EVALUATION

Questions to Ask During An Evaluation

- **Who is our competition and what are they doing differently to brand and market their services?** *Of their methods, what can serve as inspiration and what should we avoid doing?*

- **What is the "low hanging fruit" that can be secured with minimum capital investment that will give us an edge?**

- **What actions can we take or investments can we make that will give us a competitive edge?**

- **Who should our target customers be and how are they identified?**

Program Planning Steps – EVALUATION

Questions to Ask During An Evaluation

- **What should our strategy be to attract customers in need?**

- **What "Best Practices" have other private and public organizations implemented to attract their target customers?**

- **What program elements constitute an organization of excellence and which organizations are modeling this excellence?**

- **How can our organization deliver superior customer service that exceeds expectations?**

Program Planning Steps – EVALUATION

Questions to Ask During An Evaluation

- What are the relevant conditions in our service area and what are our viable options for developing alternatives?

- What community economic development activities should our organization undertake given the current economy?

- Who should our strategic partners (public, private, in/out-of-state) be and how should we partner with them to better serve our area's residents?

- What systems or policies hinder high performance at our organization?

- What areas lack clarity of direction and process?

Program Planning Steps – EVALUATION

Questions to Ask During An Evaluation

- What areas consume too much time and money?

- What software upgrades, additions or changes are needed to enhance organizational performance?

- What other technology is needed to enhance efficiency and productivity?

- What equipment and software needs should be planned for the next 3-5 program years?

- What are the strategic locations in our organization for service delivery?

Program Planning Steps – EVALUATION

Questions to Ask During An Evaluation

- **What changes are needed at our organization's service locations to assure quality service delivery?**

- **How will shifts in demographics and economic development impact our organization?**

- **Other thoughts?**

Ways To Report Your Evaluation's Outcomes

Program Planning Steps – EVALUATION

Ways to Report Outcomes

- **Long and short format reports**
- **Infographics**
- **Social media posts**
- **E-newsletters**
- **Postcards**
- **An end-of-program celebration (in-person or virtual)**
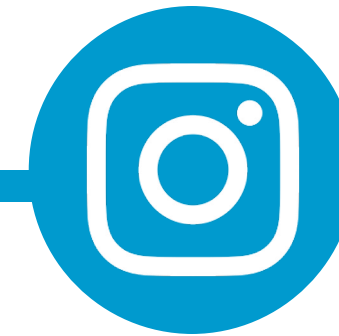- **A video highlighting successes and opportunities**

Q&A

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Thanks For Joining Us Today!