



**United Way**  
of Cass-Clay

## Measuring Program Outcomes

*Building Confidence through Skills and Collaboration*

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### RATIONALE:

Increasingly required by public and private grantors, local providers must systematically conceptualize and conduct elementary agency-based outcome research. Therefore, this workshop is designed to strengthen providers' ability to prepare for, conceptualize, and undertake outcome assessment (OA), and then use findings to inform agency processes and external stakeholders. We will demystify the OA process by teaching the requisite basic technical skills needed to efficiently and effectively generate and utilize outcome data. We will foster intra- and inter-agency interaction through professional and mutual consultation in the classroom and on-site. Sessions will ultimately enable providers to compete more effectively and confidently for funds that are increasingly austere and competitive.

### GOALS:

- Goal 1:** Train participants how to prepare for, conceptualize, and undertake competent elementary outcome assessment;
- Goal 2:** Train participants how use outcome data to inform agency processes;
- Goal 3:** Build a palpable level of self-efficacy regarding outcome assessment; and
- Goal 4:** Build intra- and inter-agency connections that allow for cross-training among providers regarding outcome assessment.

### ACTIVITIES:

Workshop content will flow from three sources: (1) each program's unique mission statement, goals, objectives, and activities; (2) the United Way of America publication Measuring program outcomes: A practical approach (1996); and (3) MS Excel software.

### LOGISTICS:

In preparation for the first meeting, please read Steps 1 & 2 from the Manual and bring to our first meeting your program's mission statement, goals, objectives, and an overview of your program activities.

			<u>Time</u>	<u>Location</u>
<b>MEETING 1:</b> (JUNE 1, 2009)	--:	Step 1: <i>Get Ready</i> READ: <b>GLOSSARY OF TERMS</b> <b>MEASURING PROGRAM OUTCOMES: Pages I-XVI, 1-30</b>	9:00-5:00	Hagan Hall 325
		Step 2: <i>Choose the outcomes you want to measure</i> READ: <b>MEASURING PROGRAM OUTCOMES: Pages 31-58</b>		
<b>MEETING 2:</b> (JUNE 8, 2009)	--:	Step 3: <i>Specify indicators for your outcome</i> READ: <b>MEASURING PROGRAM OUTCOMES: Pages 59-81</b> <b>EVALUATION: Pages 203-232</b>	9:00-5:00	Hagan Hall 325
		Step 4: <i>Prepare to collect data on your indicators</i> READ: <b>MEASURING PROGRAM OUTCOMES: Pages 82-104</b>		
<b>MEETING 3:</b> (JUNE 15, 2009)	--:	Step 5: <i>Try out your outcome measurement system</i> READ: <b>MEASURING PROGRAM OUTCOMES: Pages 105-112</b>	9:00-5:00	Hagan Hall 325
		Step 6: <i>Analyze and report your findings</i> Computer Training MSUM Computer Laboratory READ: <b>MEASURING PROGRAM OUTCOMES: Pages 113-124</b>		
<b>ON-SITE CONSULTATION</b> (JUNE 22-26, 2009)			TBD	TBD
<b>MEETING 6:</b> (JUNE 29, 2009)	--:	Step 7: <i>Improve your outcome measurement system</i> Step 8: <i>Use your findings &amp; consultation, wrap-up</i> READ: <b>MEASURING PROGRAM OUTCOMES: Pages 125-128</b> READ: <b>MEASURING PROGRAM OUTCOMES: Pages 129-146</b>	9:00-5:00	Hagan Hall 325