
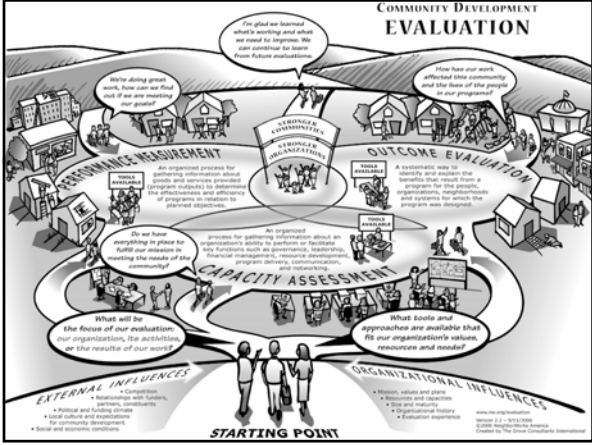


SUCCESS MEASURES

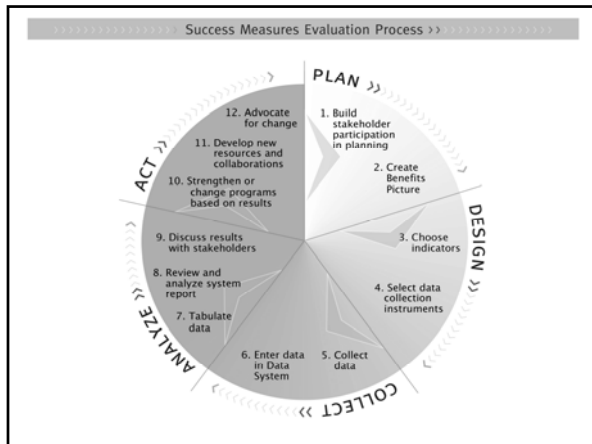
TRANSFORMING OUTCOME MEASUREMENT
FOR COMMUNITY DEVELOPMENT





Success Measures Overview

- A participatory evaluation process aligned with community development programs and values
- Indicators and data collection tools that measure outcomes of community development
- Web-based data system that supports entire evaluation and data sharing process
- Training and coaching to complete the evaluation cycle



Organizations use Success Measures to ...

- Tell a compelling story of change
- Learn what's working and what needs to be improved for greater impact
- Build organizational capacity
- Ensure accountability, report to funders and constituents
- Save resources over custom evaluations

Funders use Success Measures to...

- Support funded programs to measure change
- Document impact across funding initiatives
- Measure results of place-based strategies
- Aggregate primary level data from funded programs using common indicators
- Create and share indicators/tools tailored to funding initiatives

Outcome Indicators and Data Tools

- Users typically select 3 – 5 indicators & data collection tools from a menu including:
 - Affordable Housing
 - Economic Development
 - Community-building
 - Race, Class and Community
- Focus on valued levels of change
 - Individual
 - Neighborhood
 - Broader community

New Indicators and Data Tools

Under Development/Testing for 2009 Release

- Asset Continuum (*financial education, asset development, asset preservation including foreclosure prevention/mitigation*)
- Value of Intermediary Services (*technical assistance, training, financing, convening, field building, policy*)
- Community Stabilization

Initial Planning

- Green Affordable Housing, Green Jobs, Sustainable Communities

Training and Technical Assistance

- Training workshops
 - Planning an evaluation
 - Using Success Measures Data System
 - Data Collection
 - Data Analysis/Use
- Coaching between training sessions to support local implementation
- Focus on integration into ongoing programs of longitudinal measurement

Additional Services for National Organizations and Funders

- Consulting on evaluation design and implementation
- Custom indicator development
- Outreach to grantees, members or affiliates and assessment of readiness to conduct evaluations
- Management of training/coaching process
- Training for staff in use of Success Measures Data System

Success Measures Data System

- Simple to use, sophisticated in design and scale
- Web-based service provides:
 - Process Guidance
 - Success Measures Indicators
 - Data Collection Tools
 - Data Tabulation and Aggregation
 - Data Storage
 - Data Export to Excel
 - Options to add new indicators and data tools
