

# Planning & Evaluation in an Outcome-Driven World

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# The Challenge

- Funders of health and human service programs are increasingly asking for evidence of “return on investment” stated in terms of “outcomes”.

# The Question

- How can organizations develop the capacity they need to survive and thrive in an outcomes-driven funding environment?

# A Framework

- You might think of program performance in terms of five related elements:
  - Program context
    - Is this program the right intervention in the right place for the right people at the right time?
  - Program design
    - Is the program effectively designed to produce the intended results?
  - Program implementation
    - Is this program being carried out effectively?
  - Program outputs
    - How productive is this program?
  - Program outcomes
    - What impact are we having on individuals, communities, or service systems?

# Traditional Planning & Evaluation

- Funders have traditionally required health and human service organizations to justify programs in terms of:
  - program context
  - program design
  - program implementation, and
  - program outputs.

# The Outcomes Movement

- Over the past five years health and human service funders have begun to require outcome measurement as a condition of funding
  - National United Way
  - Many federal programs
  - Many national and regional foundations
  - Some state and local governments
  - Venture philanthropists

# The Outcomes Challenge

- The Outcomes Movement poses serious challenges for health and human service organizations:
  - Strategic challenges
  - Operational challenges
  - Cultural challenges
  - Funding challenges

# This Learning Collaborative...

- Combines training, consulting, and peer networking to build organizational capacity for outcome-driven program planning and evaluation
  - How do you design an effective, outcome-driven program?
  - How do you measure program outcomes?
  - How do you lead an organization to embrace outcome-driven programming?

# This Learning Collaborative...

- Participants will:
  - Receive training in various aspects of program planning, program evaluation, and organizational leadership
  - Receive consulting and technical assistance on specific aspects of their plans
  - Share their ideas in group discussions
  - Develop connections that could serve as foundations for service collaboration and coalition building

# This Learning Collaborative...

- Upon completion, participants will have:
  - A program logic model showing the target population, assumptions, inputs, activities, outputs, and outcomes of their program
  - An evaluation workplan showing the indicators and data sources they will use to evaluate outcomes
  - A leadership plan as a roadmap for implementing outcome driven planning and evaluation
  - The knowledge and skills needed to apply what they learned to other projects in the future
  - A network of peer organizations and a set of partners at NHPS to help them in the future