



# Using Data To Tell Your Story

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## Overview

- What is performance measurement?
- Tools that can help
- Understanding data

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## Purposes of Performance Measures

- Demonstrate accountability
- Improve allocation of resources by informing budget development, enactment and execution
- Drive performance improvement

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## Performance Measurement:

1. Is directly related to program goals and objectives.
2. Measures progress of the activities quantitatively.
3. Is not exhaustive.
4. Provides a temperature--a quick and reliable gauge of selected results.

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## When is PM Enough?

When you want to:

- Track what is happening in a program
- Do not need to determine the cause and effect relationship

Source: Handbook of Practical Program Evaluation Chapter 5



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## Importance of Data for Funding

- Request or justify funding
- Serve more people
- Help people more effectively
- Reduce burden for your staff
- Improve staff capacity

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## How Can Data Benefit What You Can Say About Your Program?

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## Centers for Disease Control Framework



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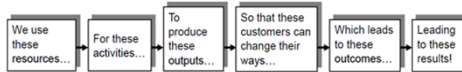
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## Logic Models

A logic model is a plausible and sensible diagram of the sequence of causes (resources, activities, and outputs) that produce the effects (outcomes) sought by the program. It can be used for conceptualizing, planning, and communicating.




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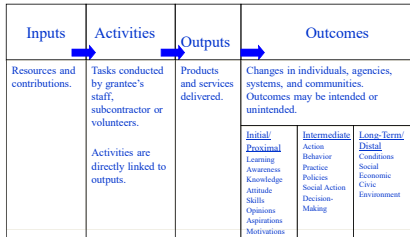
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**ASSUMPTIONS:** Principles, evidence-based approaches, and theories that guide the program



**ENVIRONMENT:** External and contextual factors that influence the program

Sources: GAO-05-022, "Strategies for Assessing How Information Dissemination Contributes to Agency Goals," GAO-05-04, "Efforts to Strengthen the Link between Resources and Results of the Administration of Children and Families," GAO/GGD-05-10, "Managing for Results: Strengthening Regulatory Agencies' Performance Management," ERM, "Logic-Posit: 2000," "A logic model: A program performance framework," University of Wisconsin-Cooperative Extension Program Evaluation Handbook.

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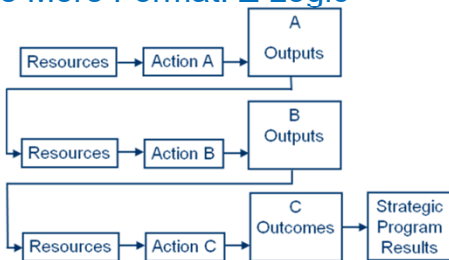
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## One More Format: Z Logic



Source: Watson, Y. (2012) Picturing Your Program: An Introduction to Logic Modeling Presented by the Environmental Protection Agency

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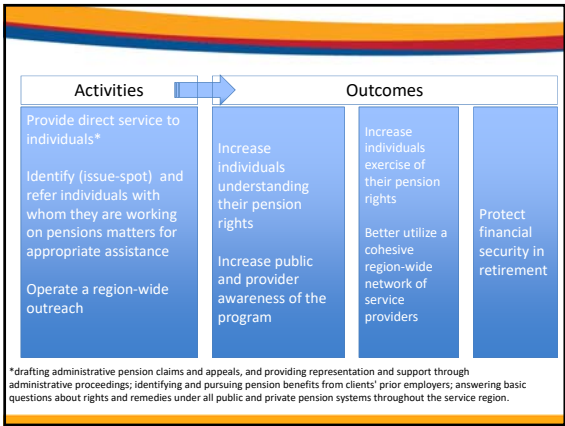
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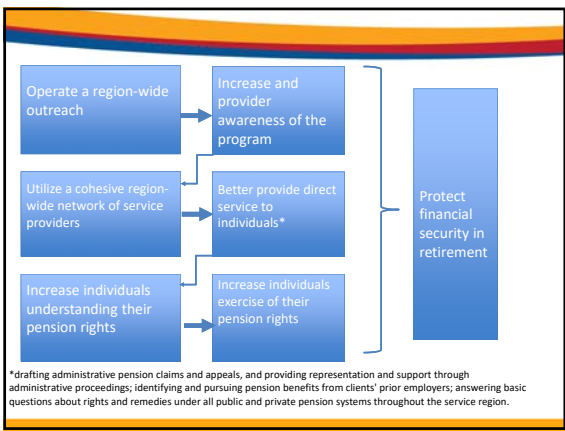
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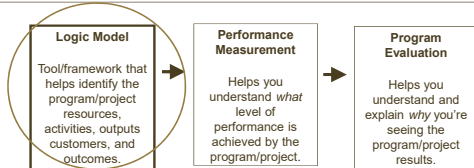
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## How Do These Pieces Fit Together?

**PERFORMANCE MANAGEMENT**  
Performance management includes activities to ensure that goals are consistently being met in an effective and efficient manner. Performance management tools include logic models, performance measurement and program evaluation.



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## Existing Client Information

- DOB
- Gender
- Ethnicity
- Language
- Marital Status
- Zip code
- Handicapped
- Frail/needs
- Assets (from intake)
- Percentage of poverty

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## Existing Case Information

- Jurisdiction (from Intake)
- Date opened
- Problem codes
- Funding
- Referred by
- Data closed (LSC, Pension)
- Pension plan information
- **Success (Check box)**
- **Recovery**

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Existing Activity Counts

- Outreach
  - Type
  - Impact
  - Populations
  - Cost

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USING DATA

- Quality
- Quantity
- Presentation

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**Validity**-Are you measuring the concept/outcome that you think you are?

**Reliability**-Can you trust that the data collection tool is measuring the same thing in the same way each time it is used?

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## Barriers to Use of Performance Measures

- Collecting limited outcome information.
- Examining aggregated data.
- Undertaking limited analysis
- Not providing for the incorporation of qualitative information
- Providing out-of-date data
- Reporting the data in an unclear and/or uninteresting way
- Not providing the training and technical assistance on how to access and use the performance information.

Source: Hatry, H. (2014) Transforming Performance Measurement for the 21st Century downloaded from <http://www.urban.org/UploadedPDF/413197/Transforming-Performance-Measurement-for-the-21st-Century.pdf> 6/8/2014.

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## Converting Performance Data to Information

- Use a comparative framework
- Trends over time
- Compare actuals to targets
- Disaggregate data to compare subgroups
- External benchmarking

Source: Handbook of Practical Program Evaluation Chapter 5

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Provide enough technical detail so your audience can determine the merit of the findings



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**Summary**

With stronger evidence, we can learn from and improve our programs to better serve people

Contact:  
Susan Jenkins, PhD 202-795-7369 or [Susan.Jenkins@acl.hhs.gov](mailto:Susan.Jenkins@acl.hhs.gov)

Three small photographs are arranged horizontally at the bottom of the slide. The first shows a woman and a man smiling. The second shows a man in a green shirt sitting on a bench. The third shows two women sitting on a couch in a living room.

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