

OUTCOMES WORKGROUP

meeting notes

June 5, 2015

THIS SESSION

Joint Meeting:

TNB Roundtable
&
CWU Outcomes
Workgroup

ANNOUNCEMENTS

None

JOB LISTINGS

None

2015 Session Schedule

September 10th
December 11th

a discussion about...

Are you ready to build your performance management system?

ELLEN BASS

Director,
Capacity Institute

This quarter's Outcomes Workgroup, held as a joint session with Tech Networks of Boston, featured Ellen Bass, the director of the Capacity Institute.

The Capacity Institute supports nonprofits in building performance management systems in order to improve measureable participant outcomes.

Ellen talked about ways in which organizations can intentionally prepare to implement performance management systems.

Mission Clarity: Mission clarity is a prerequisite of choosing a performance management system. Ellen suggested asking: Who do you exist for? To what end do you commit to engage them?

We've included a link to the Capacity Institute's "Mission Statement Assessment" in the resource section below. This tool will give you an idea of the clarity of your organization's existing mission statement and encourages you to think about how it could be improved.

Clarifying your organization's mission is a challenging process, particularly because changing the mission is not a one-person activity. If your organization's mission needs to

be clarified, you may want to engage in an advocacy process within your organization to encourage them to move towards increased mission clarity (see "My Next Steps to Advocate" in resources section below).

Outcomes: Ellen defined outcomes as changes in the participants an organization works with, whether those participants are individuals, programs, or the public. It's vital to know what your intended outcomes are, and whether they are the focus of your organization's mission, in order to determine what data will tell you if you meet your mission.

In other words, clarifying your organization's mission and outcomes is essential groundwork for developing a successful performance management system.

Nonprofit Performance Management System: Ellen defined this as a "set of practices intended to ensure improved effectiveness to achieve mission, or measureable intermediate participant outcomes." Tracking a nonprofit's effectiveness can lead to improved participant outcomes as what you've learned gets incorporated into the organization's decision-making.

Performance Management Systems (continued)

Finally, Ellen had attendees complete the “Benchmark Assessment Tool” based on their gut instincts about where their organization stands. This tool is a self-assessment that offers a comprehensive picture of where your organization stands in regards to preparation for performance management system design and implementation. This tool can help start conversations and aid in the planning process for moving an organization towards performance management system readiness.

Remember:

- Building a comprehensive performance management system is culture change for your organization and people don't like change.
- This process is hard work but it will pay off! Database systems are mostly painful because the organization hasn't done this hard work and expects the person running the database to do it for them.
- If you're designing your performance management system well, program staff should want and need what you're tracking.
- If changing your organization's mission is not feasible for you, consider drafting a clear “shadow mission” in order to continue moving towards the creation of a successful performance management system.
- Let's take charge of our mission statements and mandates from funding sources. Educate your funders and go after the funding you need.

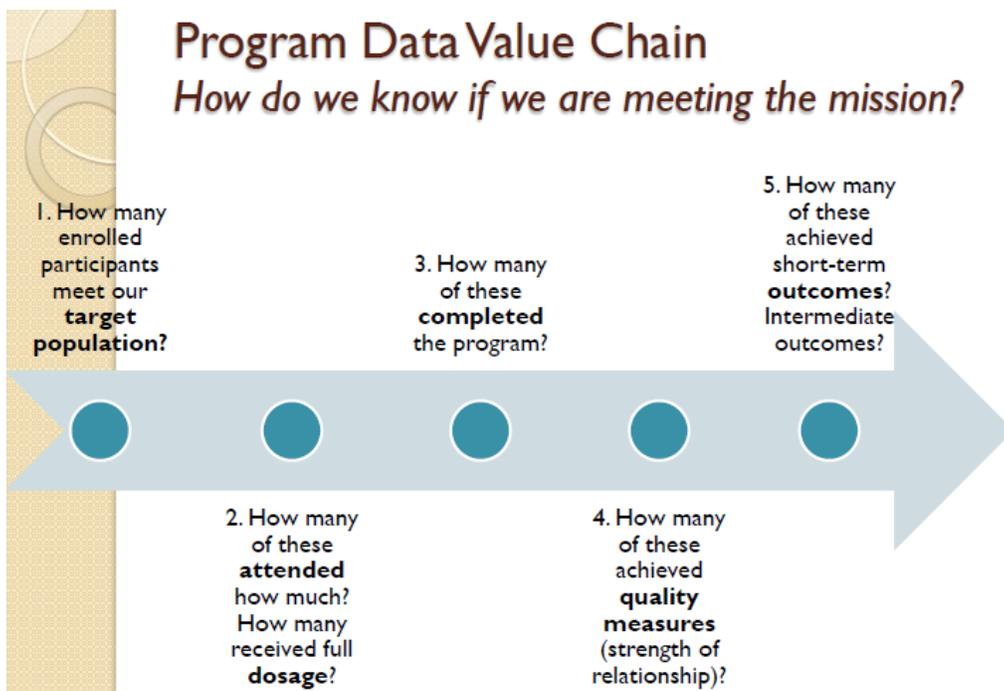
[If you missed this past joint session of CWU's Outcomes Workgroup and TNB or would like to take another look at Ellen's presentation, click here or the image to the right to access a pdf version of her slides.](#)

Resources

[Mission Statement Assessment](#)

[My Next Steps to Advocate](#)

[Capacity Institute Benchmark Assessment Tool](#)



If you have all of the data points in the chart above, this data will show you where you're losing participants.

Are You Ready to Build Your Performance Management System?

Tech Networks Boston and CWU Outcomes Workgroup
Friday, June 5, 2015
Ellen Bass, Capacity Institute
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SAVE THE DATE

Next Workgroup Meeting is scheduled for:
September 10, 2015
CWU Boston Office

