



EMPath
Economic Mobility Pathways

OUTCOMES WORKGROUP

meeting notes

September 28th, 2017

Demystifying Performance Measurement

THIS SESSION

Demystifying Performance Measurement

Colette Stanzler —
Root Cause

SAVE THE DATE

Next Outcomes Workgroup Meeting:

Thursday, December 14th
from 9:30—11:30 AM

EMPath
One Washington Mall,
3rd Floor
Boston, MA 02108

The September Outcomes Workgroup met at EMPATH's downtown office and focused on creating performance measurement systems. **Colette Stanzler** shared some insights about what she has learned in terms of creating a performance measurement system using a theory of change framework.



COLETTE STANZLER

Principal, Root Cause

The Roots of Performance Measurement

Performance measurement in the nonprofit space involves utilizing your organization's theory of change to inform what you are measuring. The performance measurement cycle begins with communicating an organization's mission and vision to its programs. Next, programs are measured using selected indicators and evaluated by those indicators. The results are reported out to an internal or external audience. In addition, the programs should learn from the results— extracting knowledge, identifying opportunities for improvement, and making data-driven decisions. Following this step, the programs should be improved in some tangible way. Then, the cycle of performance measurement begins again.

intended impact of your organization or initiative. In between the opportunity and impact, strategies, activities, and interventions are implemented to achieve the desired impact. In addition, the activities and interventions result in short, medium, and long-term outcomes which are accompanied by outcome indicators—how do you know you are achieving those outcomes?



Colette speaking to the Outcomes Workgroup.

What does an effective theory of change look like? The process begins with identifying a problem/opportunity and the

How do I know that I'm measuring performance at my organization?

You can use the handy Performance Measurement Checklist that Colette provided!

- Clarify the community problem/opportunity and intended impact
- Develop a Theory of Change, linking activities that address the community problem/opportunity and result in the intended impact
- Articulate the assumptions embedded in the Theory of Change
- Determine indicators (process and outcome) related to activities that lead to the intended impact and set realistic targets
- Inventory currently collected data
- Identify unnecessary data and gaps in current data collection
- Continuously assess program results compared to the established targets
- Regularly use data to inform program/model design and strategic decision making



EMPath's VP of Research and Evaluation, Ashley Winning, speaking to Outcomes Workgroup before the session

A handy resource published by Root Cause:

[Building a Performance Measurement System: A How-To Guide](#)

Check out the slides from Colette's Workgroup session! Copy & paste link below to download:

[http://s3.amazonaws.com/empath-website/pdf/EmPath_Workshop_Slides_\(3\).pdf](http://s3.amazonaws.com/empath-website/pdf/EmPath_Workshop_Slides_(3).pdf)

We would like to thank everyone who took the time to attend this session of Outcomes Workgroup! We hope that the discussion and activity prompted some reflection that you can take with you back to your respective organizations. We look forward to our next

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