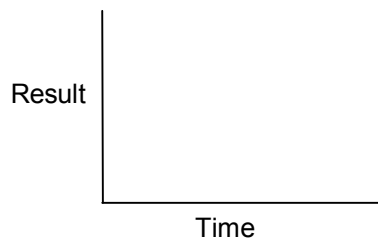




MOVING FROM DATA TO ACTION: LINKING YOUR ORGANIZATION'S GOALS TO COMMUNITY CHANGE

PROGRAM RESULTS AND THEORY OF CHANGE

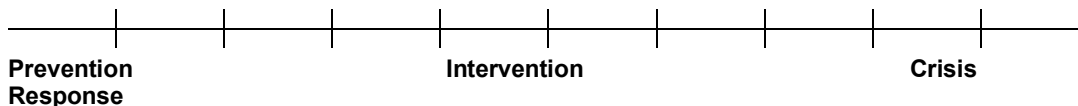
What result would you like your program to accomplish? In other words, what do you ultimately hope to change? / What results would you like to see at the end of the day?



What is your theory of change? Why are you doing what you are doing? (If-then statements)

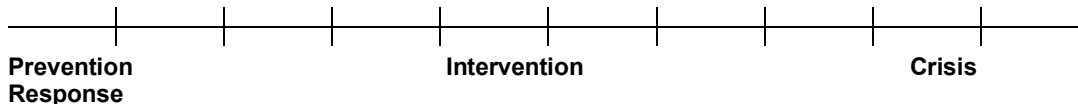
Where does your program lie in the community continuum of programs and services?

Your Program:



What types of support are needed for your program's success? Where are they located on the continuum?

Mark Where Your Program Falls with an X and Identify Where Other Programs Fit:





MOVING FROM DATA TO ACTION: LINKING YOUR ORGANIZATION'S GOALS TO COMMUNITY CHANGE

LOOKING AT THE BIG PICTURE: COMMUNITY RESULT

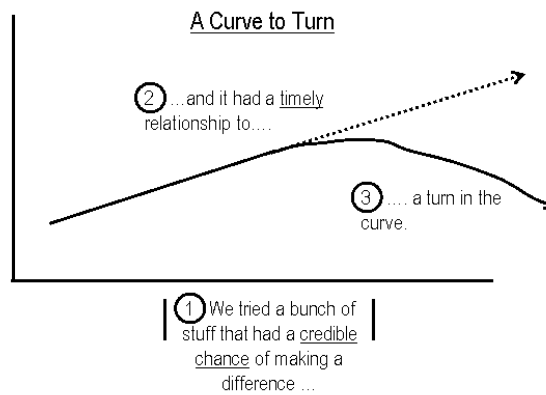
What is the overall community result with which you link? (e.g., the Children's Agenda)

Result

Time

Figure 7.1, page 131 of *Trying Hard is Not Good Enough*

Alternative to Traditional Evaluation Methods:
DEMONSTRATING a CONTRIBUTION
to complex change efforts... requires 3 elements:



What is the Action Plan to achieve the community result? What interventions / activities do you need then to achieve the results you want?

What does your program contribute to achieving the community result? How does your program fit into the big picture? Expand on your theory of change.



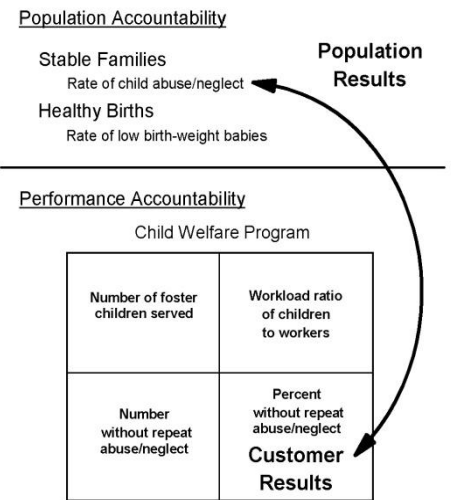
MOVING FROM DATA TO ACTION: LINKING YOUR ORGANIZATION'S GOALS TO COMMUNITY CHANGE

ALIGNMENT, CONTRIBUTION EFFECT, AND TELLING YOUR STORY

Figure 4.16, page 78 and Figure 5.1, page 97 of *Trying Hard is Not Good Enough*

<p>How much did we do?</p> <p># Customers served <i>(by customer characteristic)</i></p> <p># Activities <i>(by type of activity)</i></p>	<p>How Well We Do It?</p> <p>% Common measures <i>Workload ratio, staff turnover rate, staff morale, percent of staff fully trained, worker safety, unit cost, customer satisfaction: Did we treat you well?</i></p> <p>% Activity-specific measures <i>Percent actions timely and correct, percent clients completing activity, percent of actions meeting standards</i></p>
<p>Is Anyone Better Off?</p> <p># Skills / Knowledge</p> <p># Attitude/Opinion</p> <p># Behavior</p> <p># Circumstance</p>	
<p>% Skills / Knowledge</p> <p>% Attitude/Opinion <i>including customer satisfaction: Did we help you with your problems?</i></p> <p>% Behavior</p> <p>% Circumstance</p>	

The Linkage Between Population and Customer Results



Telling Your Story:

Telling the Story:

"Indicator Name"

Indicator title

Why Is It Important?

Story Behind the Trend

Partners

How Can We Make a Difference?

Applied Survey Research, 4940 Blossom Research Ave.
P.O. Box 100, Menlo Park, CA 94025 | (650) 776-2000
991 Woodside, Suite 101, San Jose, CA 95128 | (408) 247-8319

Story Behind the Trend:

1. Telling the Story Behind the Trend:

- What is the community result?
- What is the community action plan?
- What is the program result?
- What is your Theory of Change?

- 2. What are the risk factors (Challenges / Barriers)?
- 3. What are the resiliency factors (Opportunities / Assets / Successes)?
- 4. Who are the partners with a role to play?
- 5. What is your contribution effect?

