



Metropolitan Group

the power of voice

# Proving Your Value: Action and Results Measurement Strategies

A Webinar Presented to:

Illinois Partners for Human Service  
& Additional Chicago-Area Change Agents

*December 16, 2013*

Metropolitan Group crafts strategic and creative services that empower social purpose organizations to build a just and sustainable world.

[www.metgroup.com](http://www.metgroup.com)



# Welcome and introductions

**Suzanne Strassberger**

Associate Vice President

State Government and Community Partnerships

Jewish Federation of Metropolitan Chicago

*Co-Chair Policy Committee*

*Illinois Partners for Human Service*



## Where are the Meeting Controls?

1. Find the "Green Bar"

Hover your mouse over, or click, the green bar at the top of your Webx conference window to access your meeting controls.

2. Click the "Chat" button

Once the controls slide open, Click the "Chat" icon to open the chat panel.

3. Change the "Send to:" menu to show "All Panelists"

Be sure this pull down is set to "All Panelists" before you send your questions.

The image consists of three vertically stacked screenshots of a Webx conference window, illustrating the steps to access meeting controls and the chat panel. The window title bar shows "Viewing applications".

The first screenshot shows the top of the window with a green bar. A red arrow points to this bar with the text: "Hover your mouse over, or click, the green bar at the top of your Webx conference window to access your meeting controls."

The second screenshot shows the controls panel sliding open. The "Chat" button is circled in red. A red arrow points to it with the text: "Once the controls slide open, Click the 'Chat' icon to open the chat panel."

The third screenshot shows the chat panel open. The "Send to:" menu is set to "All Panelists" and is circled in red. A red arrow points to it with the text: "Be sure this pull down is set to 'All Panelists' before you send your questions." The chat panel contains several messages from Jason Rambo to Host & Presenter, including "Can you please talk louder?", "Question to Kevin: What would I do if ...", and "Where can I get more information?".



*why*  
**Measure**  
*what* **Matters?**



## Why Measure What Matters?

- Continuing shift toward accountability here in Illinois and across the country
  - Growing demand by funders, partners, others
- Strengthens social purpose program and service delivery
  - Allows for mid-course corrections
- Enables you to measure progress toward accomplishment of your mission



# Measuring *what* Matters

*A way of thinking about evaluation that has been specifically designed to help social purpose organizations quantify the change they create*



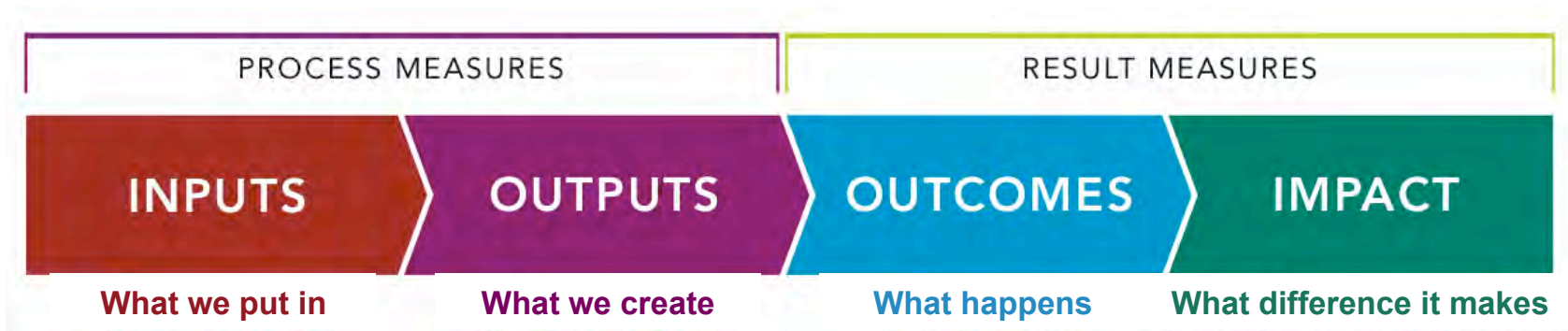
# Measuring What Matters

PROCESS MEASURES

RESULT MEASURES



# Measuring What Matters



## Key Points

- Process measures are basic, but no less valid (or important) than Result measures
- Outcomes and Impact are NOT the same thing
- Measurement becomes tougher as you move from left to right

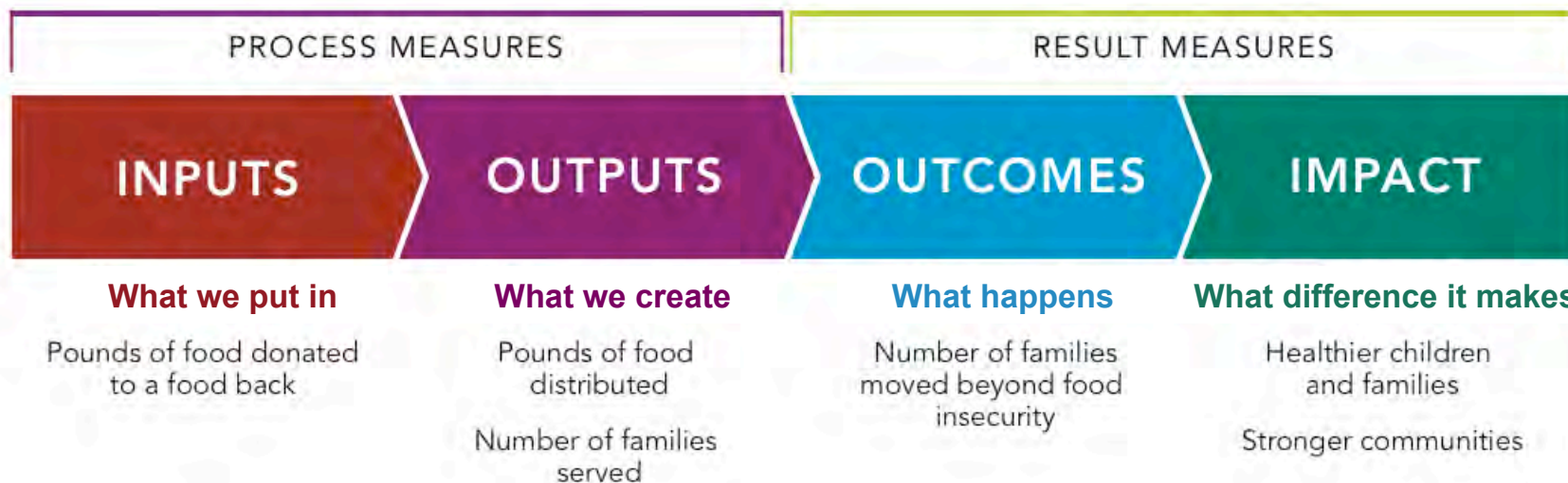




# Example:

## *Measuring program interventions*

- In the case of a food bank ...





# Example: *Measuring communication campaigns*





# Case study

They say you're scared.  
They say  
you don't care.  
They say you  
won't stop AIDS.

**You know different.**

Get real.  
Get tested.  
Get your results.

**nyac**  
National Youth Advocacy Coalition

[www.youknowdifferent.org](http://www.youknowdifferent.org)

Dicen que tenemos miedo.  
Dicen que no nos importa.  
Dicen que no pararemos  
el SIDA.

**Sabemos que  
no es así.**

Invita a un amigo.  
Hazte la prueba.  
Obtén tus resultados.

**nyac**  
National Youth Advocacy Coalition

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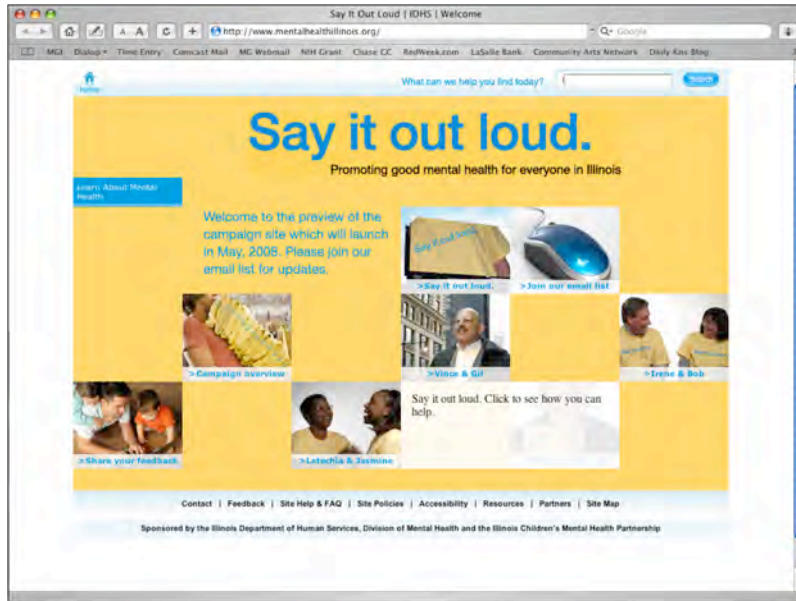


# Case Study: *You Know Different*

| PROCESS MEASURES  |   | RESULT MEASURES  |   |
|---|---|--|---|
| INPUT Measures  | OUTPUT Measures   | OUTCOME Measures   | IMPACT Measures   |
| Investment of resources (including staff time, agency consulting fees, design and production costs, etc.) | Successful engagement with, and activation of, more than 30 community partners in three urban areas<br><br>Development and distribution of outreach tools (e.g., posters, club cards, etc.) | 300% increase in number of young people contacting testing organizations<br><br>120% increase in testing and test retrieval (in pilot) and 153% increase when expanded | Enabled access to treatment for newly diagnosed cases<br><br>Reduced spread of the disease<br><br>Improved community health |



# Case study



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*Conozco Veteranos que no pueden superar sus experiencias porque no hablan de ellas. He descubierto que si comparto mi historia ayudo a los muchachos más jóvenes como Gil a ser comunicativos. Ahora ayudamos a otros Veteranos a decirlo en voz alta.*

**Dilo en voz alta.**

**La salud mental es una parte vital de su salud y bienestar. Confía en tu intuición. Pide ayuda cuando la necesites. Dilo en voz alta.**

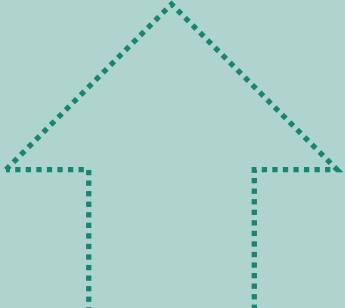
**Promoción de la buena salud mental para todos en Illinois**

Patrocinado por el Estado de Illinois  
Departamento de Servicios Humanos, División de Salud Mental,  
y La Colaboración Por La Salud Mental Para Niños





# Case Study: *Say it out loud*

| PROCESS MEASURES  |   | RESULT MEASURES  |   |
|---|---|--|---|
| INPUT Measures  | OUTPUT Measures   | OUTCOME Measures   | IMPACT Measures   |
| <p>Public investment of \$1.5M over three years in the campaign</p> <p>13 focus groups and 6 town hall meetings across the state, involving more than 300 mental health providers and consumers in formation of strategy and creative</p> | <p>Launched campaign in May '08 with new website, rallies, PR and community outreach, etc.</p> <p>Ad buy of \$40k leveraged donation of additional \$600,000 (15:1 ROI)</p> | <p>Achieved 1.5 million gross impressions from ad buy and media coverage</p> <p>Post-launch survey showed:</p> <ul style="list-style-type: none"><li>•5.7% increase in willingness to help others</li><li>•8.7% increase in willingness to ask for help</li><li>•11.7% increase in willingness to visit website for more information</li></ul> | <p>Stigma associated with mental illnesses is measurably reduced</p> <p>Increased access to mental health services</p>  |



# 10 Tips for Measuring What Matters

1. Start with “the end in mind”
  - Define success *before* you design the intervention
  - Involve evaluators in program/campaign planning
2. Ask yourself probing questions
  - What level of measurement do you need? (sometimes measuring outputs is enough)
  - How will you know when you’ve achieved the outcomes or impact you want to create? What measurement methodologies already (or need to) exist?



# 10 Tips for Measuring What Matters

## 3. Go for quality over quantity







## 10 Tips for Measuring What Matters

4. Walk before you run
  - What level of measurement can you really handle?
5. Remember, “garbage in” often results in “garbage out”
6. Don’t assume measurement has to be expensive
7. But remember, you get what you pay for
  - For bigger projects, consider *at least* 10% of budget for formative research, pre-testing, monitoring and evaluation, etc.
8. Don’t oversell
  - Don’t present process measures as if they were the same thing as result measures
  - Don’t promise what you can’t deliver and/or can’t measure



# 10 Tips for Measuring What Matters

## 9. Stay focused

- Beware of pressure to try to reach “the general public”
- Better to focus more intensively and increase likelihood of success than reach too broadly and spread resources too thin to make a difference

## 10. Remember this mantra: *Do what you can measure, and measure what you do!*



## Q&A: Where are the Meeting Controls?

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The image consists of three vertically stacked screenshots of a Webx conference interface, illustrating the steps to access meeting controls and the chat panel. The interface includes a top green bar with the text "Viewing applications", a control bar with buttons for RETURN, Teleco..., Mute Me, Participants, Chat, Q&A, and Options, and a chat panel on the right side.

The first screenshot shows the top green bar with the text "Viewing applications". A red arrow points to the bar, and a red text box says: "Hover your mouse over, or click, the green bar at the top of your Webx conference window to access your meeting controls."

The second screenshot shows the control bar with the "Chat" button highlighted by a red circle. A red arrow points to the "Chat" button, and a red text box says: "Once the controls slide open, Click the 'Chat' icon to open the chat panel."

The third screenshot shows the chat panel open on the right side of the interface. The "Send to:" menu is set to "All Panelists" and is circled in red. A red arrow points to the "Send to:" menu, and a red text box says: "Be sure this pull down is set to 'All Panelists' before you send your questions."







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Thank you & please complete the survey!

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*Happy Holidays!!*

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