

LIVE UNITED™



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The Community Outcomes Project.
Meaningful Impact.
Measured.

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Outcomes Background

Requirements around outcomes has steadily increased

Accountability

- Public
- Congress
- Funders

Programmatic outcomes

- 12 years
- experts

Outcomes Background - Cont

- Donor's inquire about UWGM impact
- Groundwork has been set to move forward
- Research of other United Ways conducted
- No common framework for collectively measuring outcomes exists
- Model needs to be created



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Vision

Vision

To develop a common set of outcomes and indicators to use as a tool to measure progress over time and identify promising practices that benefit the lives of people while enhancing the community's ability to address emerging issues.



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Framework

Framework

- Long history of programmatic outcomes
- No two communities are the same
- Engage program partners
- Across the board collaboration
- Extended period of time

Framework - cont

Identify a common issue area

- UWGM - youth development
 - Largest investment
 - Youth in our community were struggling with poverty, graduation and teenage pregnancy
 - Positive youth outcomes were difficult to gage

Ask questions

- Where do you excel?
- Where do you struggle?
- What do demographics indicate?
- What is being done in that particular issue area locally? Nationally?
- Who are the experts in the field?

Framework - cont

Identify partners/stakeholders

- Community partners around issue area
- Nonprofit organizations outside of funded programs
- Government entities
- Elected officials
- Faith based groups
- Law enforcement
- Educational institutions

Questions to ask

- Who has the largest stake
- Who has the most to gain
- Who has the most to lose
- Who can bring what to the table

Framework - cont

Identify/develop appropriate outcomes

- Convene focus groups
- Convene roundtable discussions
- Establish consensus around outcomes that incorporate individual programs
- Remember larger issues – broad is okay
- Realistic outcomes within the scope of community

Identify/develop indicators

- Identify indicators to track your outcomes
- Indicators should reflect your tracking measurement

Framework - cont

Example of outcome, indicator and measurement question

Outcome:

Youth have goals and aspirations for their future.

Indicator:

and % of youth who plan on attending college or other schooling after graduation.

Measurement question:

Do you plan on attending college or any other form of schooling after graduation?

Framework - cont



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Developing a data measurement tool

- Involve program partners in this process
- Survey, questionnaire, intake form
- Survey language must be appropriate for population
- Culturally sensitive
- Tweak, tweak and tweak some more
- This process may take several month and many versions

Framework – cont

Piloting the project

- Pick appropriate timeframe
 - Representative amount of data, but no baseline yet
 - Instrument for gauging effectiveness of process
 - 10% of population or no less than 30 surveyed
 - Feasible to be measured in short period of time
 - This is the time for process evaluation
- Report at end of pilot – e-CImpact has been instrumental in the development of a usable and effective tool for reporting community outcomes to UWGM



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Pilot

Piloting Community Outcomes



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- Put together a training manual for programs
- Train programs on expectations of the pilot
- Train programs on how to administer surveys
 - Everyone should administer the surveys in the same way if possible
 - Programs cannot change questions or leave questions off
 - Data needs to be collected the same way

Piloting Community Outcomes - cont

Collecting indicator data

- Administer measurement tool during the prescribed timeframe
 - How will they be administered?
 - Who will administer them?
 - Where will they be administered
- Develop a tool to house data
 - Excel spreadsheet
 - Access database
 - Web based system
- Code surveys in a universal way for easier interpretation

Piloting Community Outcomes - cont

Analyzing and reporting on data

- Determine how many outcomes must be reported on
- Determine how many indicators must be met to meet the outcome(s)
- Construct charts and tables in your data collection tool for programs to easily interpret data
- Collect all data collection tools from across all program partners
- Analyze data from all program partners involved
- Use a reporting system that allows flexibility such as e-
CImpact (web based is preferable)

Piloting Community Outcomes - cont

- e-CImpact was a crucial partner in creating a user friendly environment for program partners to go to.
- Program Partners had information available to them on the e-CImpact resource page
- Plans to utilize more of the resources that e-CImpact offers are in the works

Piloting Community Outcomes - cont

Process evaluation

- Give time for program partners to think about what worked and what didn't
- Administer anonymous process survey
- Questions to ask
 - What worked?
 - What didn't work?
 - What did you find useful/easy
 - What would you like to see changed
- Evaluation is a crucial component to process

Piloting Community Outcomes - cont

Feedback meeting

- Involved partners and stakeholders hold a feedback meeting
- Valuable input is shared
- Measurement tools are tweaked to match feedback
- Process is tweaked to match feedback
- Changes are solidified

Implementing the project

- Data is collected through out the year to obtain a benchmark
- Your hard work has paid off



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Results

Results – youth development

A comparison was done between older youth and younger youth. Older youth scored higher in the following categories

- Completing homework on time
- Volunteering
- Knowing how to make their community better
- Having an adult whom they can trust to talk about alcohol and drugs
- Knowing how to say no to friends when asked to use alcohol or drugs

Results – youth development

Comparison to Previous Year

- ❑ An increase in the number of youth citing improvements occurred in 12 of the 18 indicators (across the four outcome-areas), while 2 indicators remained the same and 4 were lower
- ❑ The rate of change ranged from 0%-4% for 16 out of 18 indicators, and the following 2 indicators saw greater increases:
 - ❑ There was a 9% increase in youth feeling more likely to discuss voting with their parents
 - ❑ There was an 8% increase in youth knowing activities they could participate in to make a difference in the community

Results – youth development

Alcohol, Drug Use, & Sexual Intercourse Among Older Youth

- 38% of youth said they had previously consumed alcohol
- 19% said they previously had used drugs
- 32% said they had engaged in sexual intercourse with another individual
- 71% of those who reported ever using alcohol *and* drugs *also* reported having engaged in sexual intercourse

Food Pantry Community Outcomes Update

2007-2008 UWGM continued collaboration with Food Pantry program partners

Four outcomes continue to be measured in a benchmark year

- Emergency food needs
- Resource referral
- Alternative use of saved financial resources
- Healthy eating habits

Data was collected for 1692 participants across six programs

Results – Food Pantry

Resource Referral

- ❑ 60% of participants reported receiving information about available resources
- ❑ Of those participants, 91% said the resources were helpful
- ❑ 77% said they used the resources referred to them

Alternative use of saved financial resources

- 60% reported being able to use money towards other areas of their budget by coming to the food pantry
- Participants stated using this money for rent, utilities, consumer goods, healthcare and transportation

Healthy Eating Habits

- 73% of participants felt they had a better understanding of healthy eating habits
- 62% reported being offered resources from the pantry on healthy eating habits
- 80% felt the pantry provided them with proper and sufficient nutrition to meet their needs

Domestic Violence Community

Outcomes Pilot



2007-2008 UWGM continued collaboration with Domestic Violence program partners

Three outcomes were chosen

- Victims safety
- Prevention education
- Batters intervention

Victims' Safety (1200 responses)

- ❑ 56% of participants reported knowing more about available resources
- ❑ 59% reported knowing more about their legal rights
- ❑ 62% reported gaining knowledge about safety planning
- ❑ 65% felt more aware of resources they could use to stay out of danger
- ❑ 61% felt more confident in their decision making
- ❑ 66% felt more confident in achieving their goals

Batterers' Intervention (facilitator evaluation, 245 responses)

- 88% of batterers had a better understanding of the effects of domestic violence
- 83% of batterers understood the abuse was their fault
- 73% of batterers displayed the intent to remain violence free

Prevention Education (310 responses)

- 79% of program participants had a better understanding of the causes and severity of intimate partner abuse**
- 83% of participants had a better understanding that intimate partner abuse is wrong**
- 82% of participants had a better understanding of the difference between healthy and unhealthy relationships**

Outcomes Projects to date

Youth Development – Comparison year

Food Pantry – Comparison year

Domestic Violence – Comparison year

Emergency Shelters – Runaways – Benchmark year

Emergency Shelters – Homeless – Benchmark year

Children & Families – Benchmark year

Disabilities – Pilot year

Volunteerism – Pilot year

Housing – Pilot year

Upcoming projects

Individual & Family Counseling

Immigration/Refugee Services

Employment Assistance

Prenatal Care

Lessons learned

- **Having a base of programmatic outcomes is a must**
- **Gaining trust from program partners is essential**
- **Using a consultant for outside rationale and to aid in gaining trust is important**
- **Measurement tools will be vastly different depending on the issue area**
- **Training on administering surveys is crucial to success of project**
- **Demographic information should be collected even in pilot years**
- **Data collection tool should be as simple as possible**
- **Length of process can vary anywhere between 6 months to 1 year**
- **Piloting of project is vital to success**
- **Outcomes will not be set in stone, as community changes outcomes must change**
- **Each pilot continues to improve the process**

Moving forward

- UWGM will proceed with implementation of all appropriate funded issue areas
- This process should be completed in 2011
- It is our intention to collaborate with other funding sources to reduce the number of outcomes and paperwork by agencies
- We intend to explore a more technologically efficient way of administering surveys to participants (eCImpact)



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Questions?



what matters.™

Thank you