

Measuring for Success

Northwestern Mutual Partner Retreat

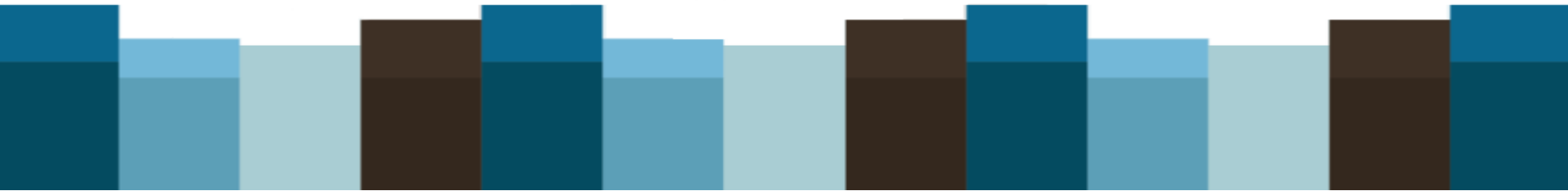
Evaluation and Survey Results

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Data You Can Use

1:30 –2:30

Oct 11, 2018



Measuring for Success

- ❑ Ten top tips from evaluation practice
- ❑ Outcome funnels and red flags
- ❑ Survey Results
- ❑ Possibilities and Implications of Shared Measurement

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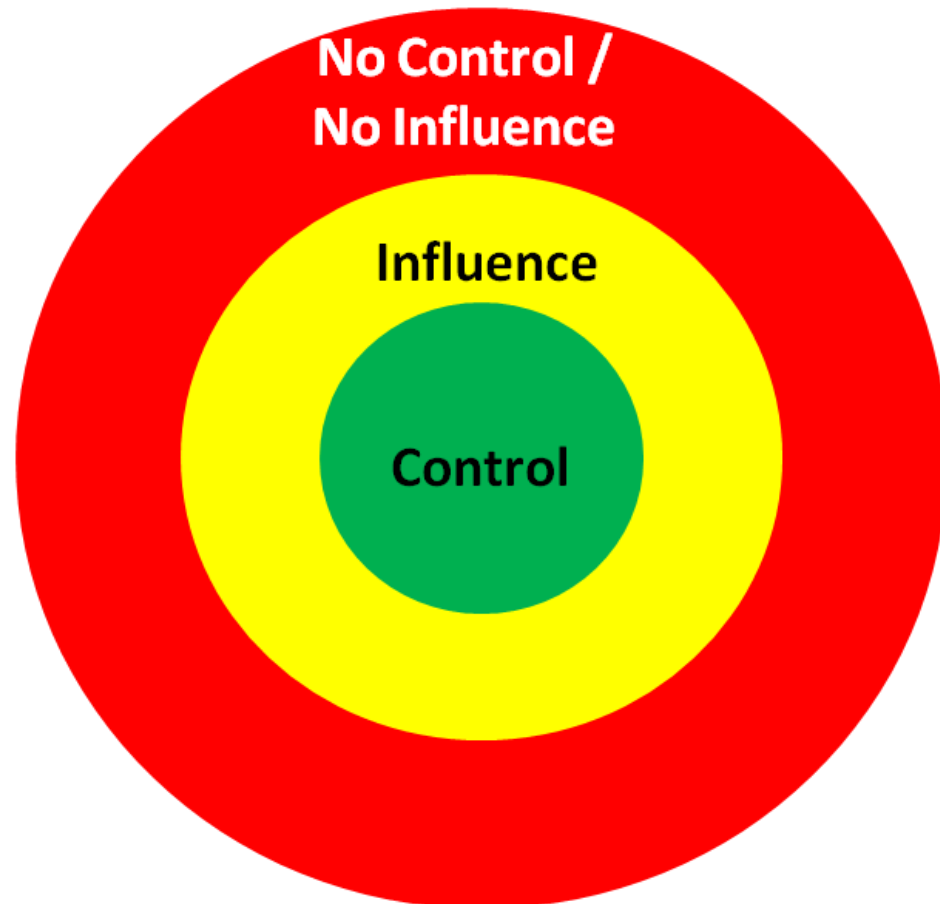
Success

NEXT EXIT 





6. Think about what you can reasonably control.



5. Know when to get help.





LESS

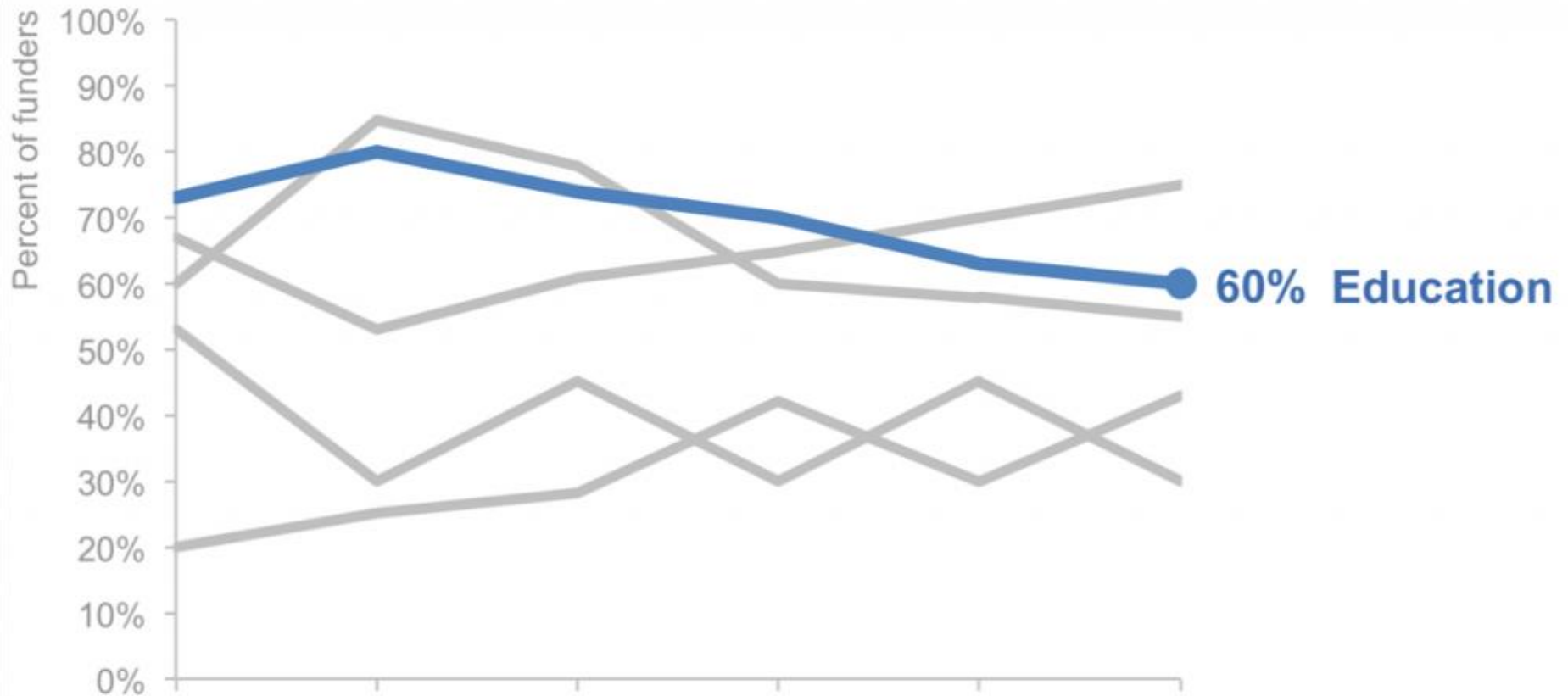
IS

MORE

3. Tell the story

Support for education non-profits has decreased markedly over the past 5 years.

Types of non-profits supported by area funders







THERE IS NO FINISH LINE.

Swimming is like the serious runner goes through, a special, very personal experience that is unknown to most people.

Some call it euphoria. Others say it's a more kind of spiritual experience that propels you into an elevated state of consciousness.

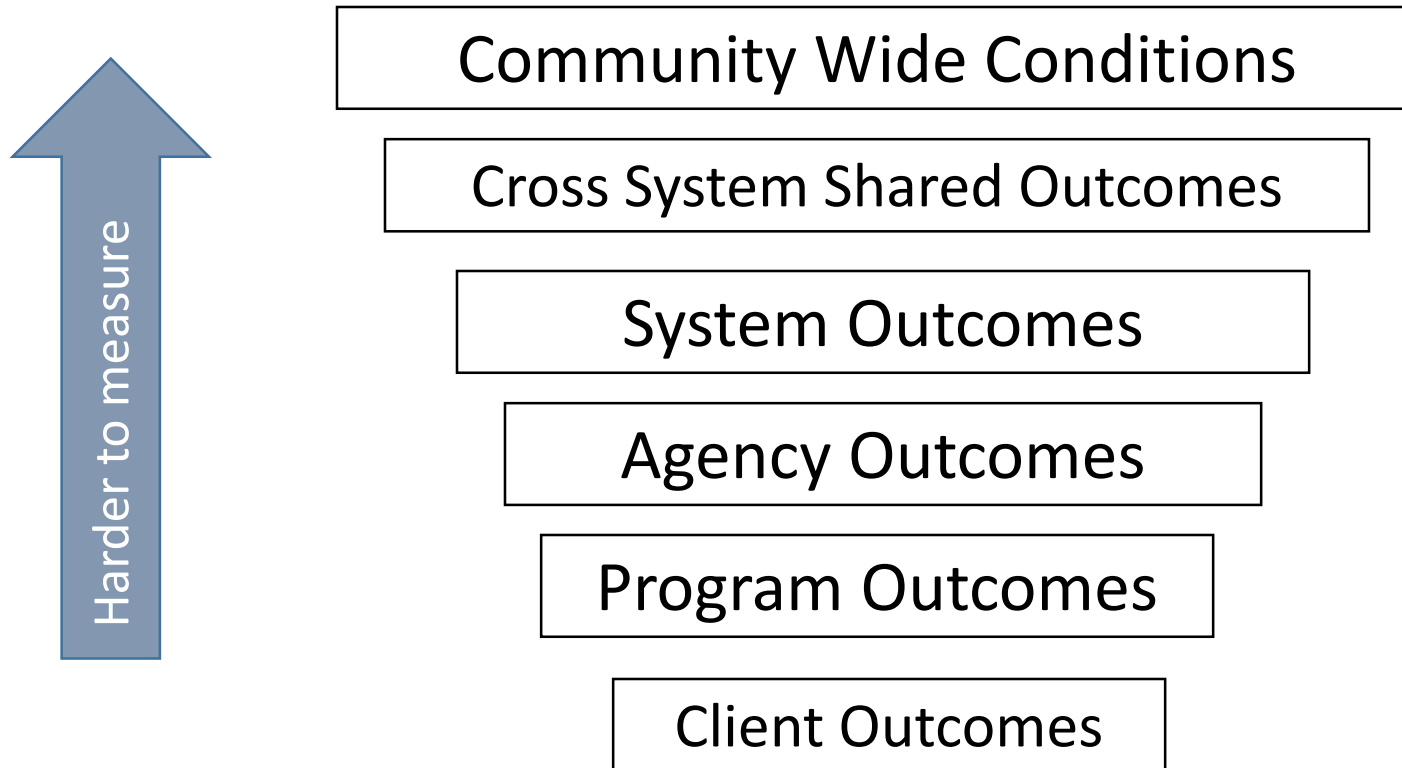
A kind of joy. A sense of floating as you swim. The experience is unique to each of us, but when it happens you break through a barrier that separates you from casual swimmers. Forever.

And from that point on, there is no finish line. Now you know the life. Now you're in the water.

| PROGRAM LOGIC MODEL | | | | | |
|---------------------|--------------------------|---------|----------|--------------|-------------|
| Inputs | Activities or Strategies | Outputs | Outcomes | | |
| | | | Initial | Intermediate | Longer-term |
| | | | | | |

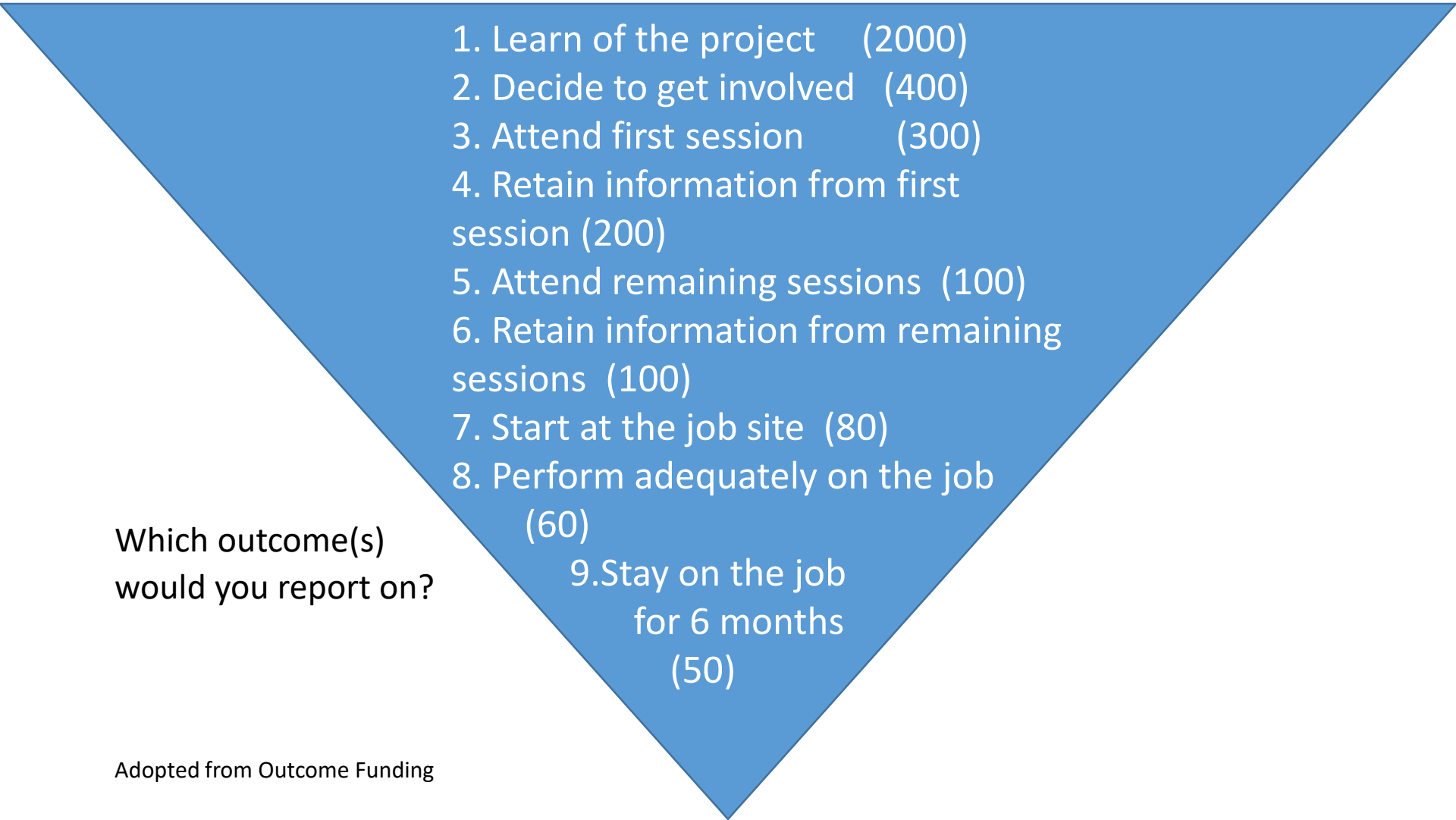


Levels of Outcomes



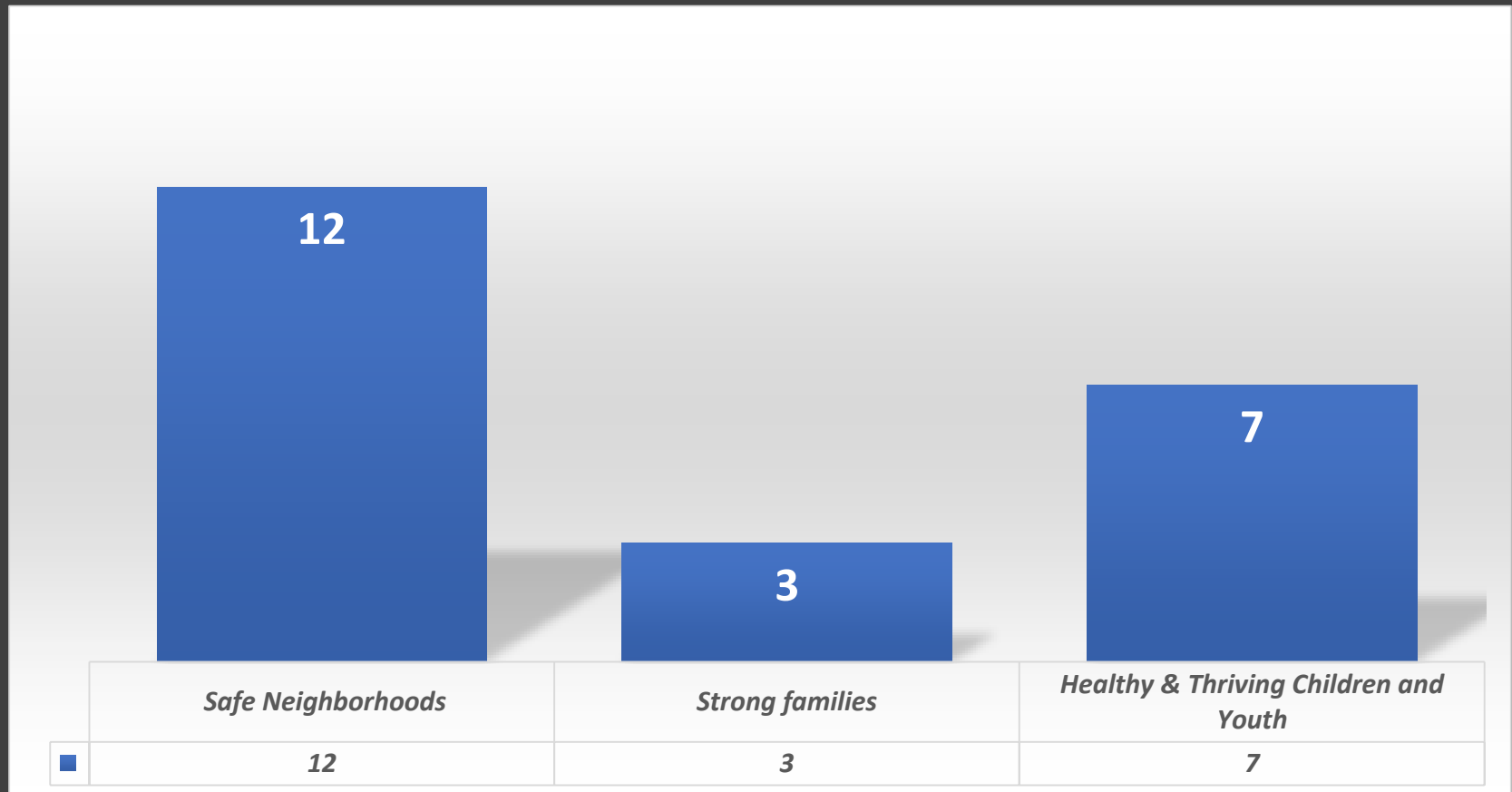
OUTCOME FUNNEL for Jobs Program

Milestones for residents:

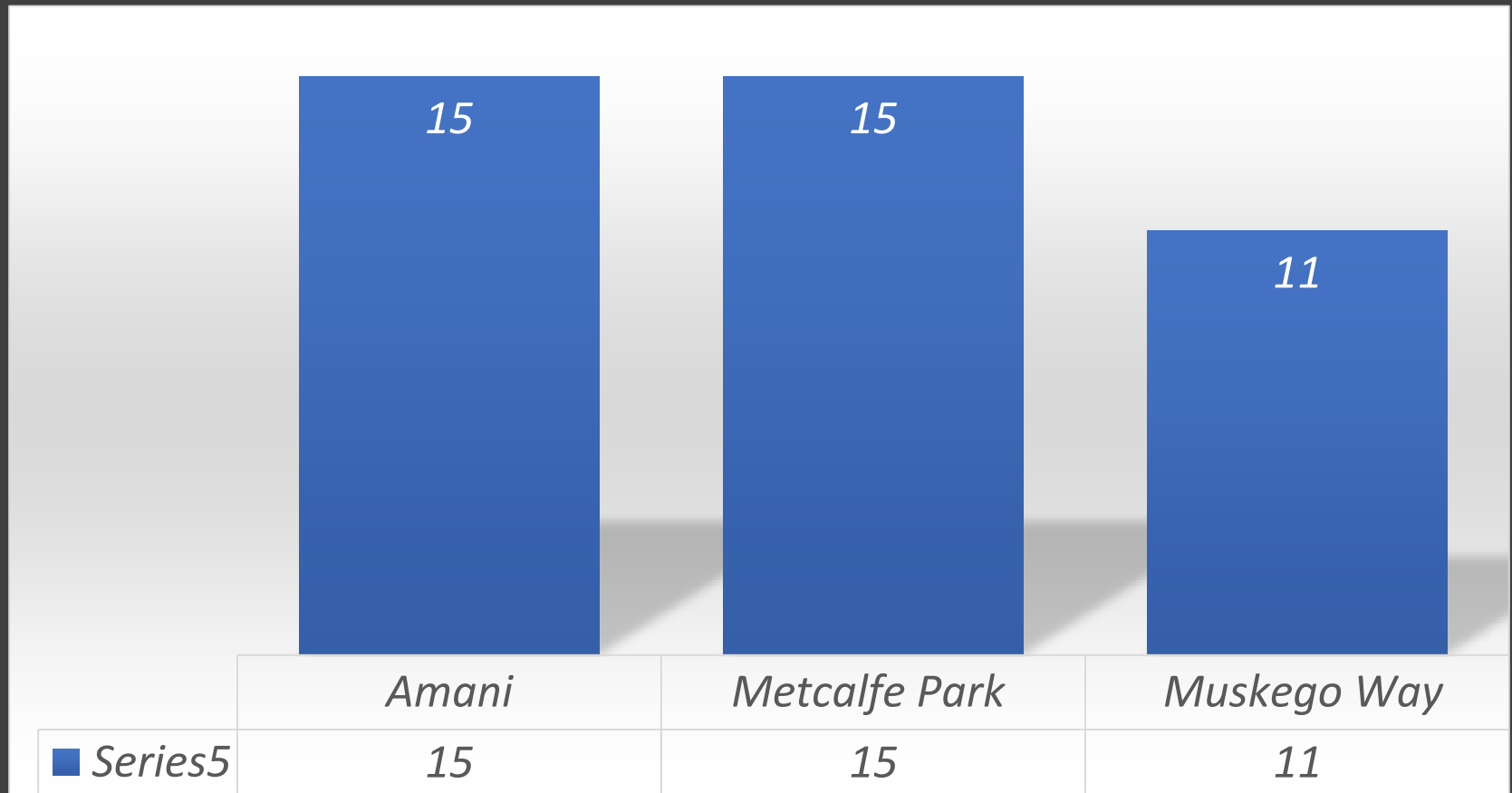
- 
- A blue inverted triangle representing an outcome funnel. Inside the triangle, nine milestones are listed in white text, each followed by a number in parentheses. The milestones are arranged in a descending sequence from top to bottom, with the numbers decreasing from 2000 at the top to 50 at the bottom.
1. Learn of the project (2000)
 2. Decide to get involved (400)
 3. Attend first session (300)
 4. Retain information from first session (200)
 5. Attend remaining sessions (100)
 6. Retain information from remaining sessions (100)
 7. Start at the job site (80)
 8. Perform adequately on the job (60)
 9. Stay on the job for 6 months (50)

Which outcome(s)
would you report on?

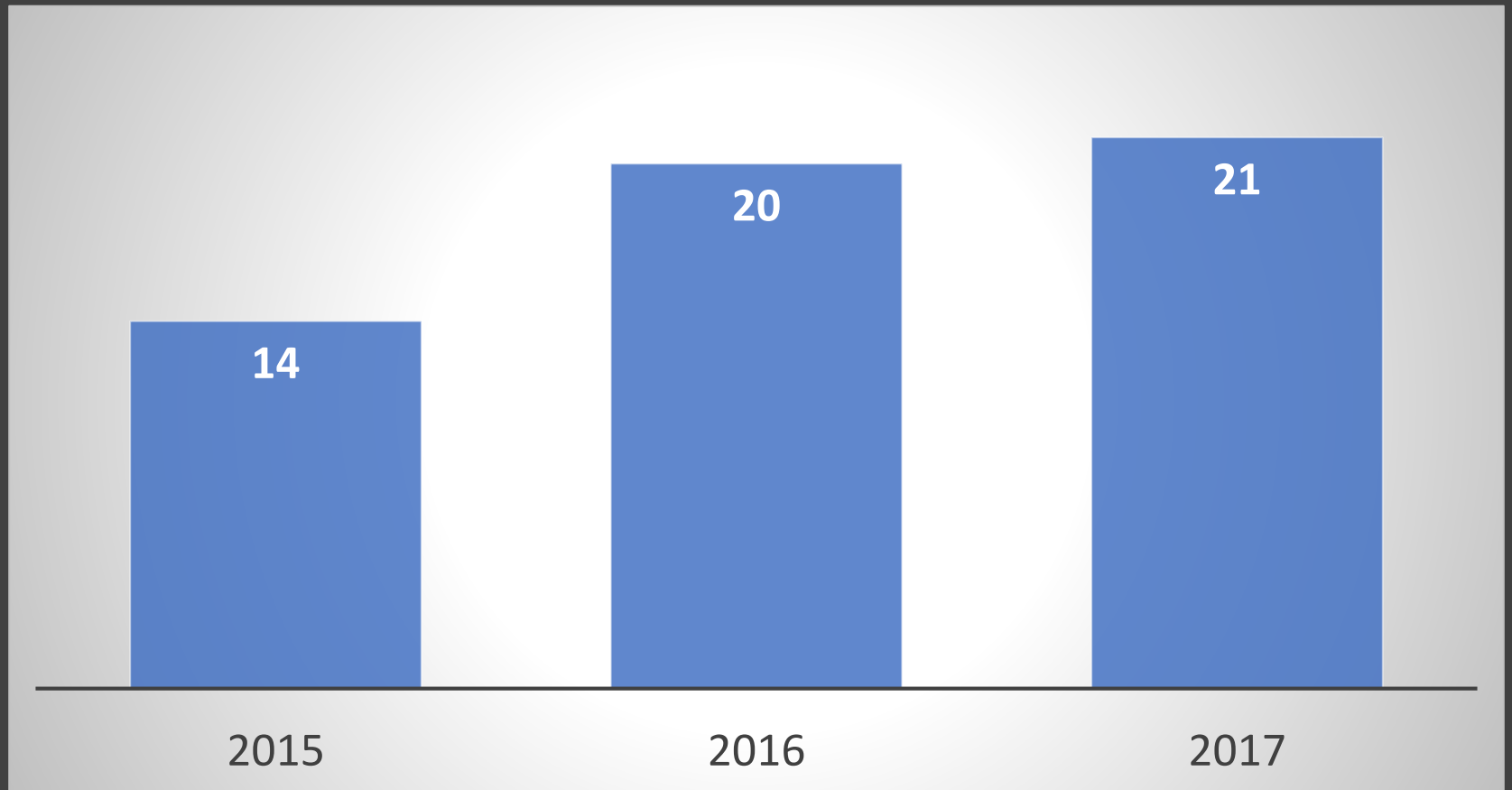
Focus areas



Neighborhoods



Data Provided



What are some outcomes in Amani?

- **Safe Neighborhoods**

- Increased resident engagement
- Meeting basic needs
- Increased knowledge and skills, (home buyers, neighborhood resources, legal assistance)

Healthy and Thriving Children & Youth

- Teens mentor youth
- Grads are hired
- Youth increase understanding of economy/business/finance
- Youth are involvement in programs that promote academic achievement

Strong Families

- Families are connected to resources

What are some outcomes in Metcalf Park?

Safe Neighborhoods

- Meeting basic needs
- Neighbors connect to resources
- Residents increase knowledge and skills
- Access to Legal assistance
- Increased openness re police and residents

Healthy and Thriving Children & Youth Teens mentor youth

- Youth are hired
- Youth increase understanding of econ, biz. finance
- Youth are involved in programs that promote academic achievement
- Youth increase knowledge and skills

Strong Families

- Parents are connected to resources
- Parents advocate for youth

What are some outcomes in Muskego Way?

Safe Neighborhoods

- Residents are engaged
- Residents have access to services
- Residents increase knowledge and skills
- Residents become leaders

Healthy and Thriving Children & Youth

- Youth set goals
- Youth increase knowledge and skills

Strong Families

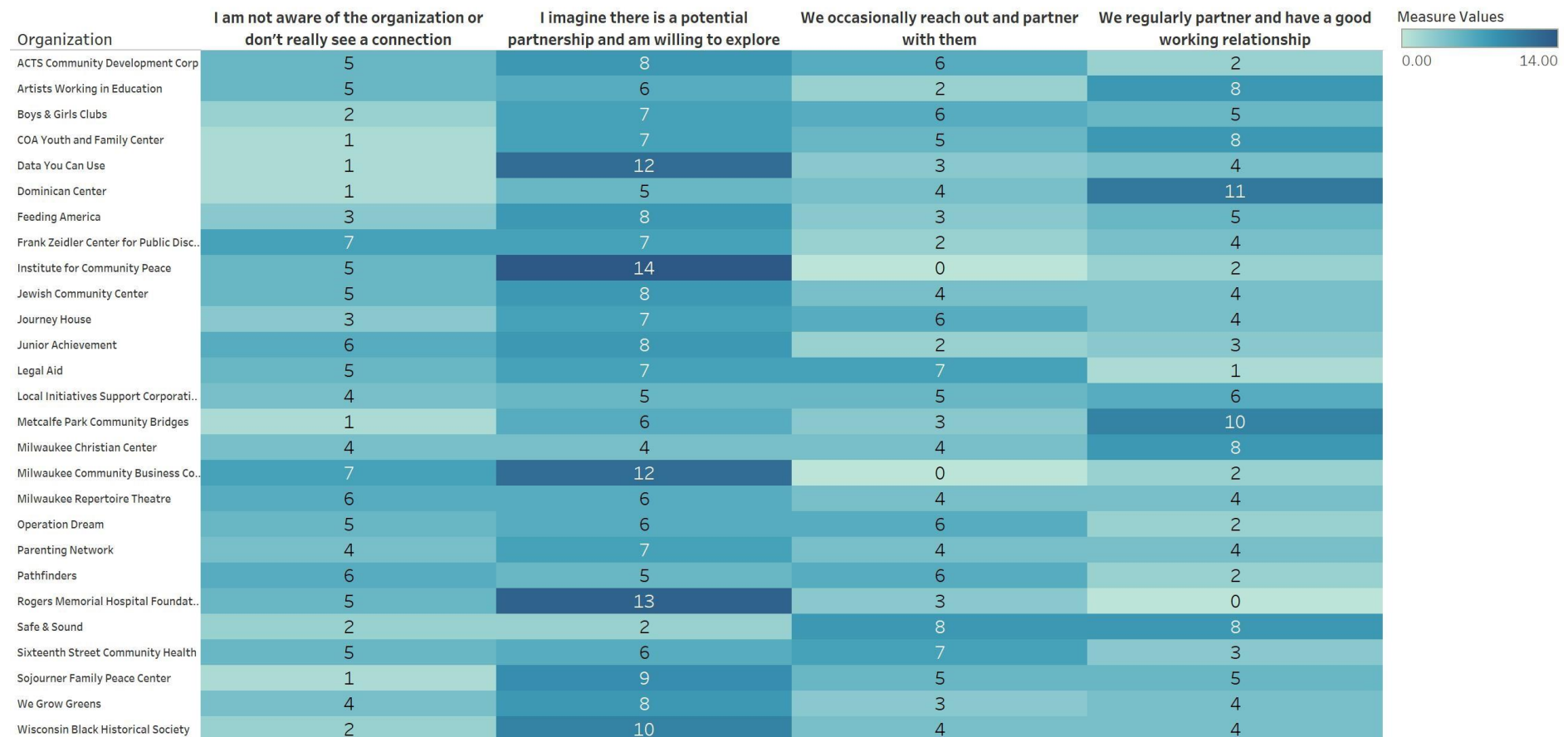
- Parents are connected to resources
- Parents can advocate for youth
- Parents become leaders

ROUGHLY*HOW many residents were
“touched” annually?

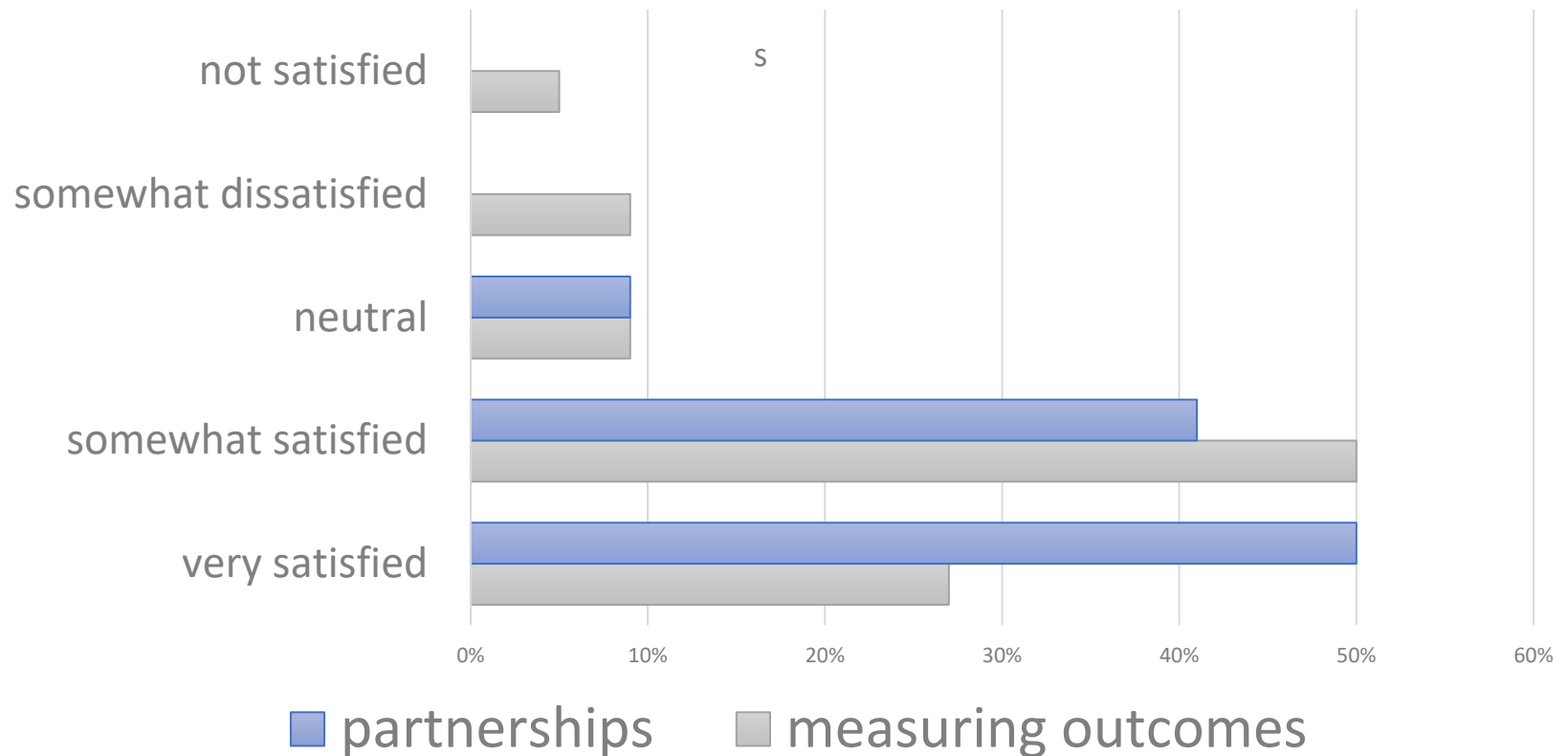
| | 2015 | 2016 | 2017 | 2018 |
|---|---------------|---------------|---------------|---------|
| AMANI Pop 8,369 | 4,241 | 5,919 | 5,262 | “More” |
| Metcalfe Park Pop 8,994 | 4,901 | 1,636 | 6,285 | “More “ |
| Muskego Way Pop 36,274 | 2,078 | 3,748 | 7,095 | “More” |
| NM Neighborhoods Pop 53,636 | 11,220 | 11,303 | 18,642 | ???? |

How are we partnering?

Northwestern Mutual Partnering Organizations



Satisfaction with Measurement and Partnership Relationships



Common agenda
Shared
measurement
Mutually reinforcing
activities
Continuous
communication
Backbone
organization

Why does
measurement
matter with
place based efforts?

Why can't we
all measure
the same
thing?

- Different neighborhoods
- Different populations
- Different levels of outcomes
- Different organizational capacity
- AND— in collective impact- the idea is that many organizations are needed to do complementary ---not the same --- things.

Why can't we
just add it all
up?

- An unbelievable number
- Duplication within organizations as well as across
- Different levels of outcomes
- Different levels of capacity
- Different stages of development
- Different bases of data– ZIP, PD,

Themes consistent with the Revitalization Plans

Safe neighborhoods

- Increasing resident engagement (42%)
- Other (33%)
- Creating safe spaces (25%)
- Promoting civic engagement (0)

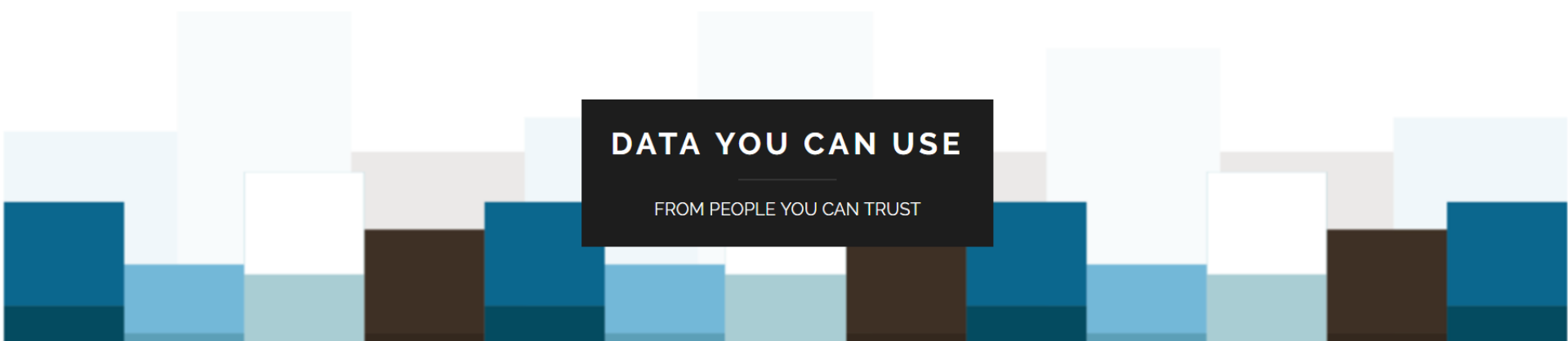
Strong Families

- Family support services (100%)
- Community trauma (0)
- Workforce development/ education (0)

Healthy and Thriving Children and Youth

- Youth Development (57%)
- Youth leadership (29%)
- Other (14%)

Thank you!!!

A decorative horizontal band of various colored squares (blue, teal, brown, white, light blue) in different sizes and shades, creating a pixelated or mosaic effect.

DATA YOU CAN USE

FROM PEOPLE YOU CAN TRUST

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