We create opportunities for independence for people with disabilities through research, education, and consultation.
High-Performance Measurement Framework
Webinar Series for SILCs

Webinar 3:

How to Strategically Use your Data to Raise More Money and Generate More Impact

Presenters:
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Jeremy Morris

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Evaluation Survey & Presenter Contact Information

Your feedback on this webinar is important to us. At the end of the presentation you will have the opportunity to complete a brief evaluation survey.

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What You Will Learn…

• How to create high-performance measurement cultures
• The importance of a SILC logic model for success
• How to attract funders with data
• How to create the perfect customized statewide measurement framework
• Impactful data-driven communication strategies using data
Five Strategies for Turning Data into Dollars

Culture

Change/Celebrate

Clarify

Communicate

Capture
4. Communicate your impact
Communicating Public Value

“Building public value begins with speaking to where your audience is listening from.”

--Ben Cameron, Doris Duke Charitable Foundation
Communicating Public Value: Strategic Use of Measures

- What kinds of experiences are people having when they participate in programs
- How your programs provide more value for people than your competitors
- Focus on what your clients are “really” buying
- Evidence that demonstrates the value of your work
Why You Need Both Stories and Evaluation Data

<table>
<thead>
<tr>
<th>Success Framework to Result in Idea Implementation</th>
<th>Why Needed?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unexpected information</td>
<td>Pay Attention</td>
</tr>
<tr>
<td>Concrete</td>
<td>Understand &amp; remember it</td>
</tr>
<tr>
<td>Credible</td>
<td>Agree/believe</td>
</tr>
<tr>
<td>Emotional</td>
<td>Care</td>
</tr>
<tr>
<td>Stories</td>
<td>Be able to act on it</td>
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Story without Evaluation

- During this arts residency the students explored through dance the different ways in which we love. The students were placed into groups and worked together throughout the process in partnering, poetry creation, and image searching.

- Jada, a student who is blind, has never experienced a dance or exercise class. At the end of the residency Jada was performing on stage with her peers without the assistance of her aide. Another student, also named Jada, worked with her and became her peer guidance for the dance. It was beautiful to see third grade students gain compassion and understanding through peer-to-peer work in the arts, giving Jada the freedom to perform on stage for the first time.
Story with Evaluation

• VSA Ohio’s Adaptation, Integration and the Arts (AIA) program served nearly 2,000 last school year and 52% were like Jada, a student with a disability.

• *The AIA Program Impacts Student learning, creativity, and appreciation of art.*

• 100% of school administrators with a program in their schools agreed that the program impacts student learning.

• 80% of teachers agreed that AIA program increases student creativity and appreciation of art.

• **Students experienced an 18% increase in rate of growth in their reading fluency scores compared to the rate of growth before the residency.**
Which Program Would You Fund?

Program X

provided independent living services to 3,000 adults living with disabilities

Program Y

Because of our independent living services to 3,000 adults living with disabilities, 100% of clients reported their needs were met; and 71% successful lived independently for 365 days.

For every $16,000 donated we can keep one person in their own home for one year, a $19,000 savings. A 118% ROU.
Translate Outcomes into $$$

Program Y

• Outcome measures
  – Perception data of needs met and independence
  – Living outside institution for 365 days after nursing home discharge

• Outputs
  – Average cost per successful participant

• Research
  – Annual average expenses to house one person in a nursing home for a year
Three Key Measures for Social Impact

• **A clearly defined outcome measure**
  - Increased independence
  - Improved health
  - Decreased recidivism

• **The success rate**
  - The number of people who achieved success/ the total number of people served

• **The total cost of the program**
Reversing the Trajectory of ACEs
Anaheim California Community Costs Savings Calculator

- Interactive Excel Worksheet

- Allows stakeholders to immediately test the impacted and expected cost for desired outcomes

- Providing school-based mental health using WYS’s model saved the community more than $31 million dollars annually
$250 Million in Savings
Learning from Leaders

"All you need is the plan, the road map, and the courage to press on to your destination."
Earl Nightingale

Jeremy Morris: Executive Director,
Ohio Statewide Independent Living Council
High-Performance Measurement
Communicate Questions

• What efforts have you taken in terms of communicating your measurement framework? What successes have you experienced?

• What are your plans for communication once the framework is implemented?
5. Celebrate and Change

Plan → Implement → Evaluate → Improve → Plan
Client Case Study

- Scaling program to train others how to implement their model
- Raising more money and securing more grants
The Change Formula

**THE FORMULA FOR CHANGE**

\[ D \times V \times F > R \]

\( D = \) Dissatisfaction with how things are now
\( V = \) Vision of what is possible
\( F = \) First, concrete steps
\( R = \) Resistance
Creating Successful Change

Measurement Resources Development Planner

Options and What's Next
(to deploy supporting forces and manage restraining forces)

Reality

Restraining Forces
That may keep you from your goal

Goal
By when?

Supporting Forces
That will help you reach your goal

Reality

Rating
10
9
8
7
6
5
4
3
2
1
Learning from Leaders

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High-Performance Measurement Change and Celebrate Questions

• What advice would you give to other IL Networks considering developing and implementing a High-Performance Measurement Framework?
Webinar 1: Action Items

• Activity 7: Social Return on Investment

• Activity 8: Moving to Action
Is it Time to Leap?
Final Questions and Evaluation Survey

Any final questions?

Directly following the webinar, you will see a short evaluation survey to complete on your screen. We appreciate your feedback!

https://usu.co1.qualtrics.com/jfe/form/SV_9FGE47ZkPkIrVs1
SILC-NET Attribution

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