

We create opportunities for independence for people with disabilities through research, education, and consultation



Independent Living Research Utilization

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IL-NET

CIL-NET · SILC-NET

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:

Sheri Chaney Jones

Jeremy Morris

September 12, 2019

Evaluation Survey & Presenter Contact Information

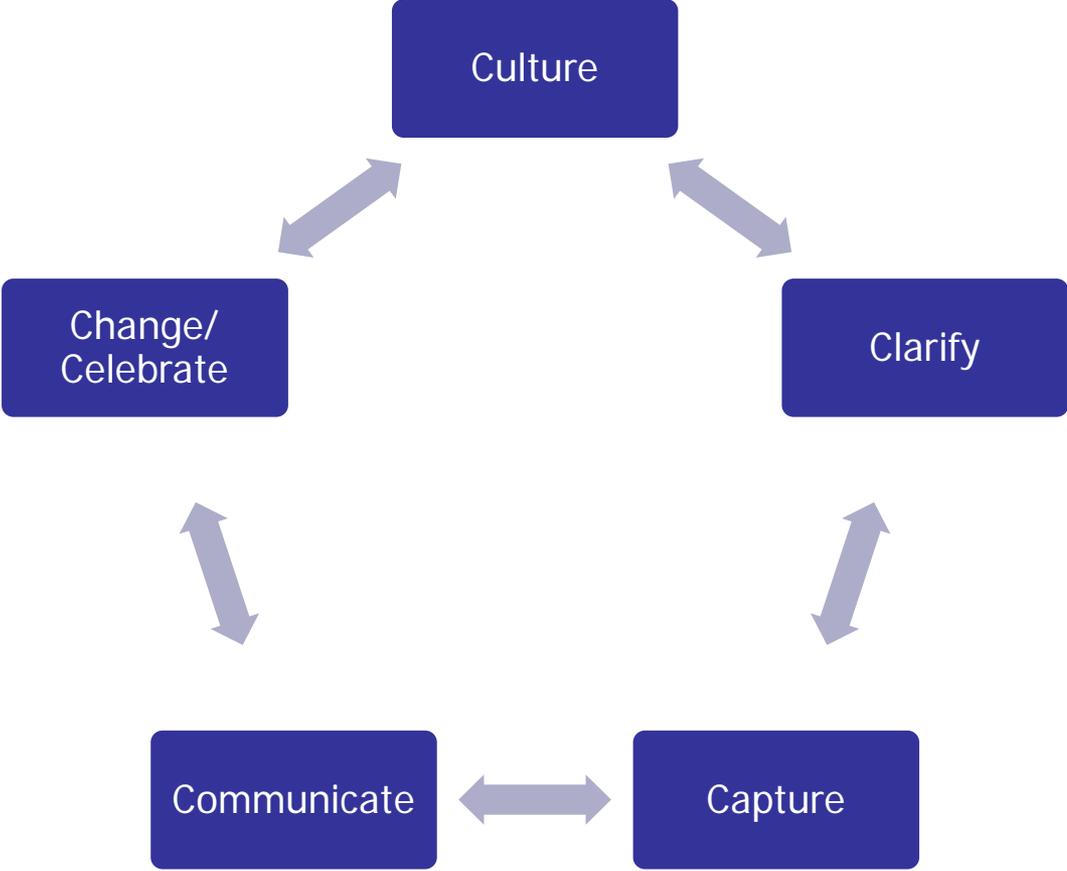
Your feedback on this webinar is important to us. At the end of the presentation you will have the opportunity to complete a brief evaluation survey.

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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



4. Communicate your impact



Communicating Public Value

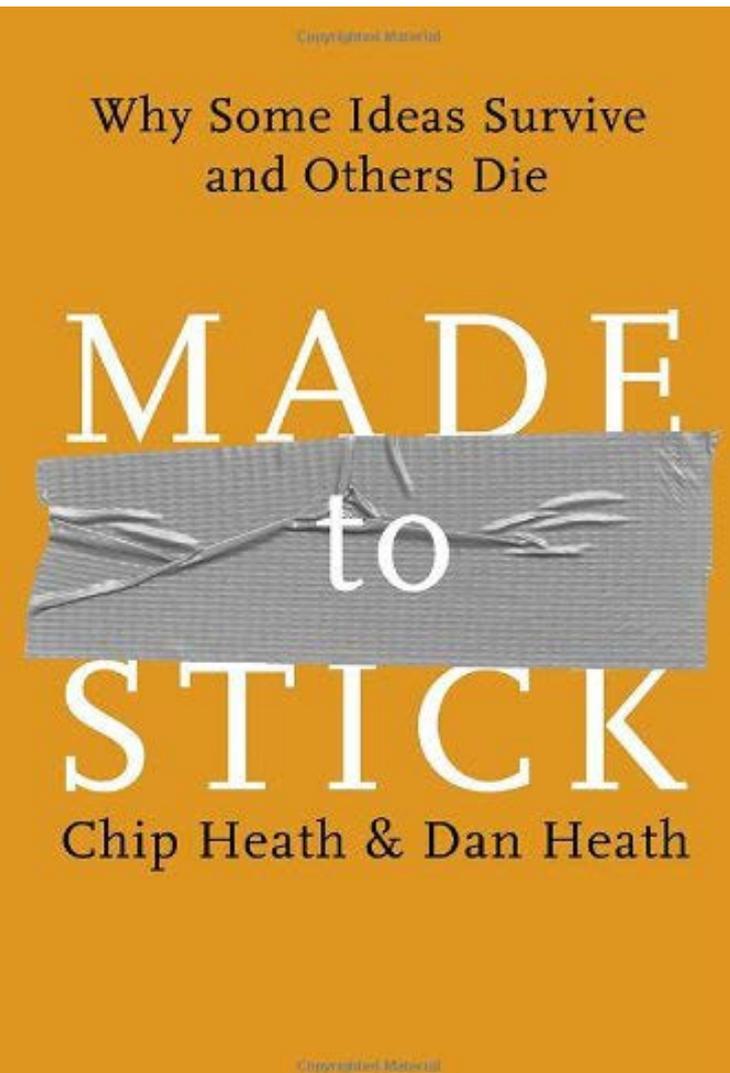
“Building public value begins with speaking to where your audience is listening from.”

--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

Success Framework to Result in Idea Implementation	Why Needed?
Unexpected information	Pay Attention
Concrete	Understand & remember it
Credible	Agree/believe
Emotional	Care
Stories	Be able to act on it

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

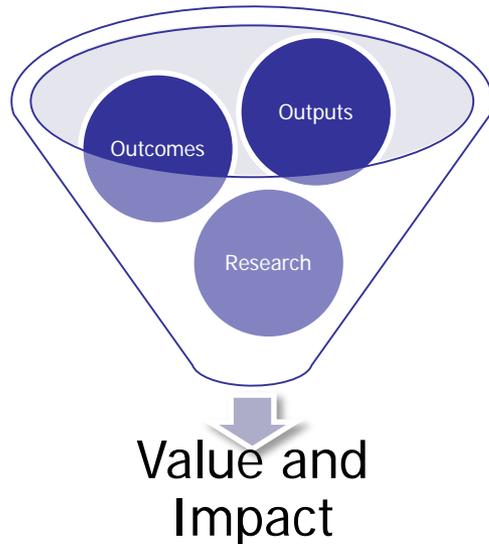


Program Y

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 \$\$\$



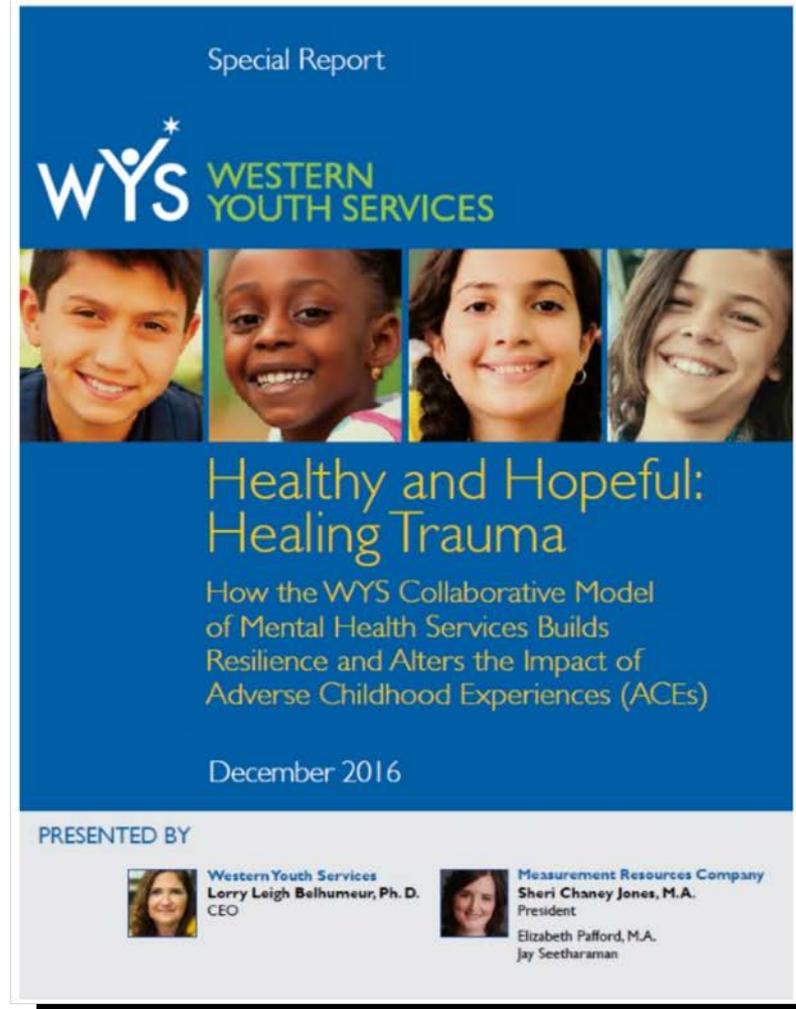
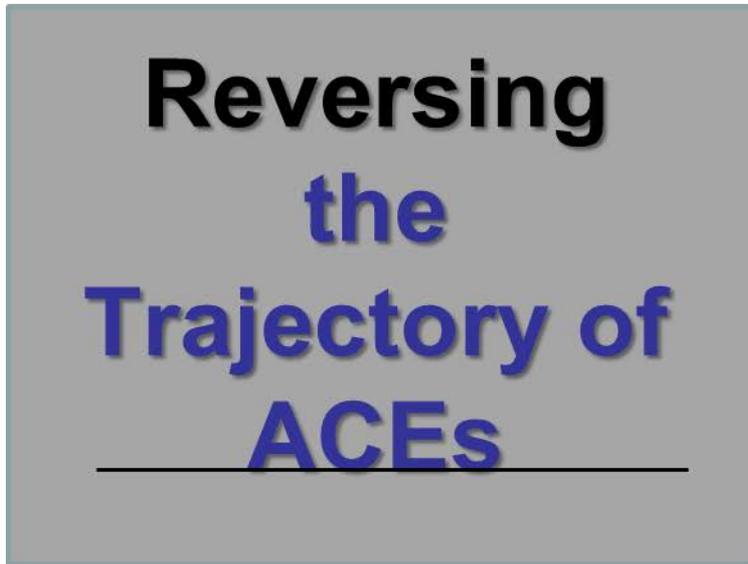
Program Y

- 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



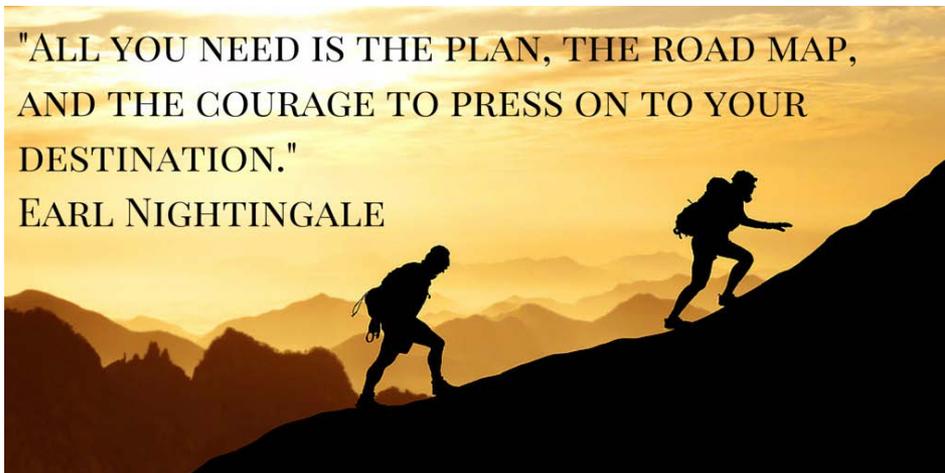
Anaheim California Community Costs Savings Calculator

- 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



Ohio Statewide Independent Living Council

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



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

$$D \times V \times F > R$$

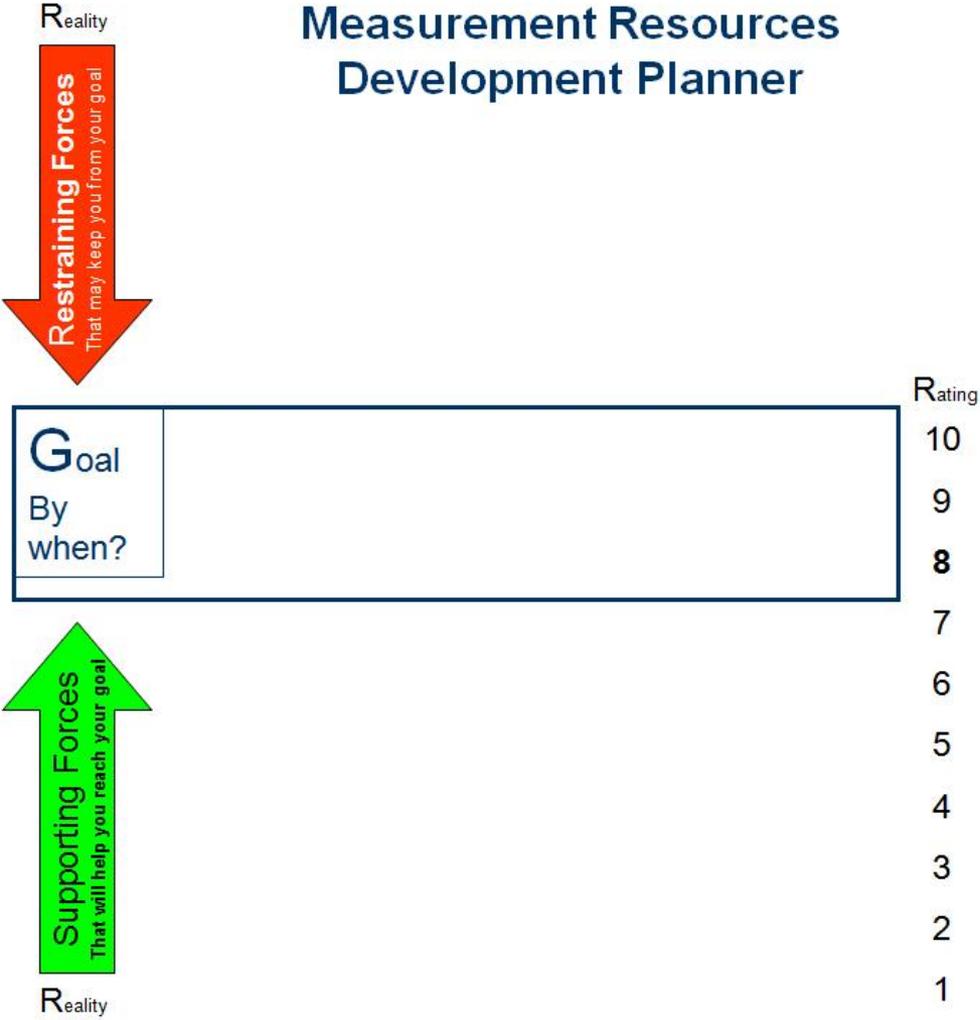
D = Dissatisfaction with how things
are now

V = Vision of what is possible

F = First, concrete steps

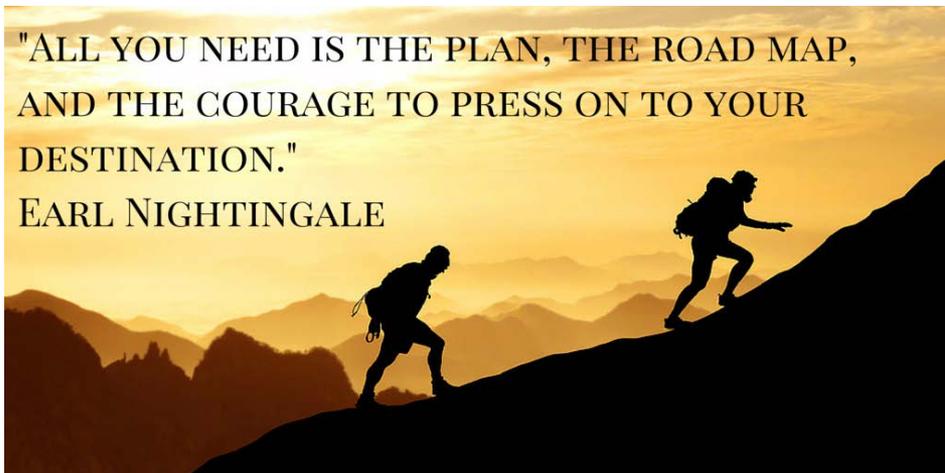
R = Resistance

Creating Successful Change



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

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



2019

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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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