What is Performance Measurement?

- Process of regularly measuring the outputs and outcomes produced by the AmeriCorps program
- Data collection and measurement designed to capture ongoing progress towards meeting program objectives

Why Measure Performance?

1. Clarify a program's purpose
2. Clarify how specific strategies contribute to achieving desired results
3. Document the actual results of program activities
4. Improve program performance
5. Make a strong case for community support and funding

Corporation PM Requirements

- ★ One set of aligned performance measures
  output → intermediate outcome → end outcome
- ★ Aligned PM's are for primary activity or area of significant activity.
- ★ Develop systems to collect data and report results.

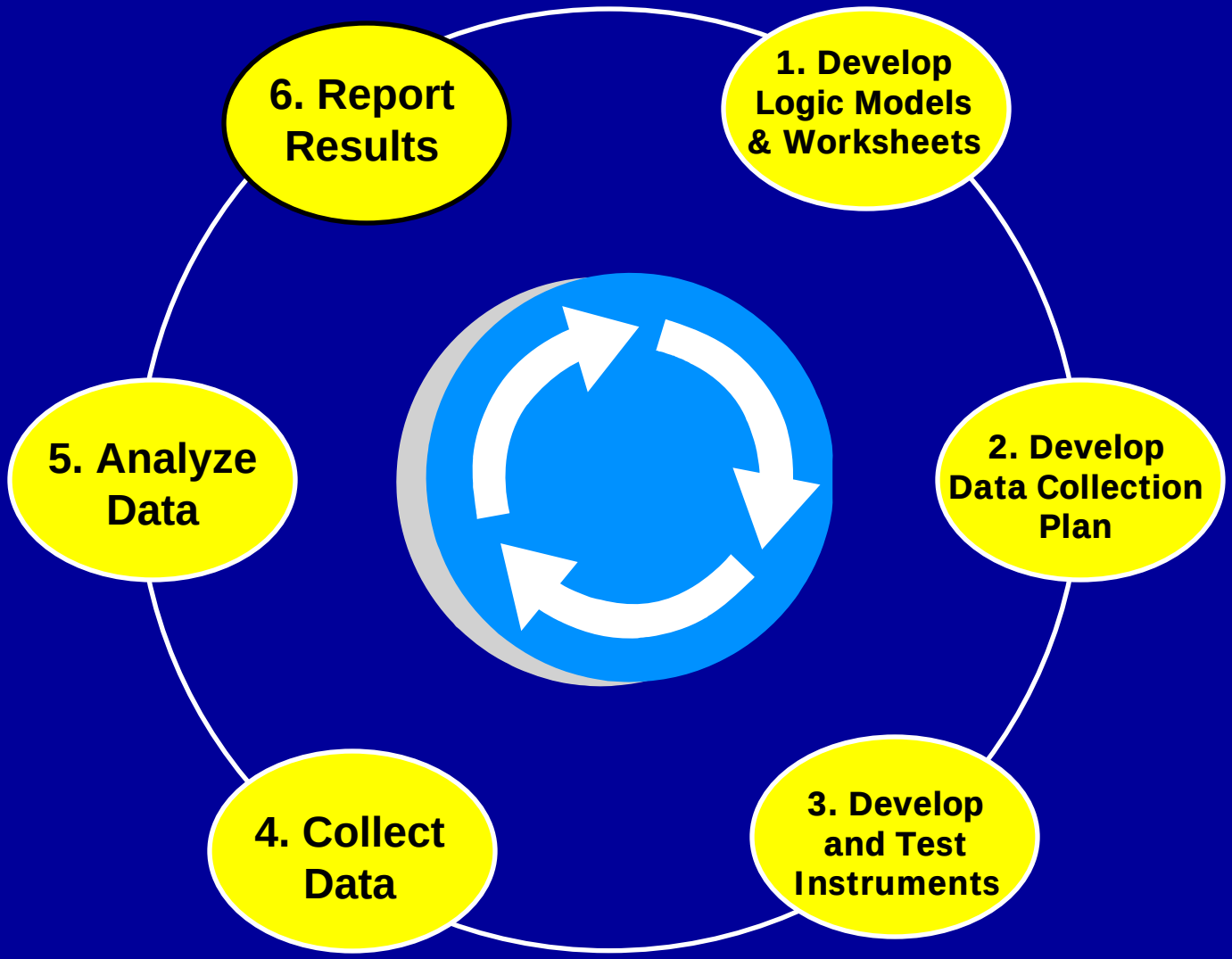
These are <u>minimum</u> requirements.
Programs are encouraged to do more.

Project STAR Recommendations

- Develop logic models and performance measures for key service activities.

- Always include outputs in PM worksheets that address outcomes.

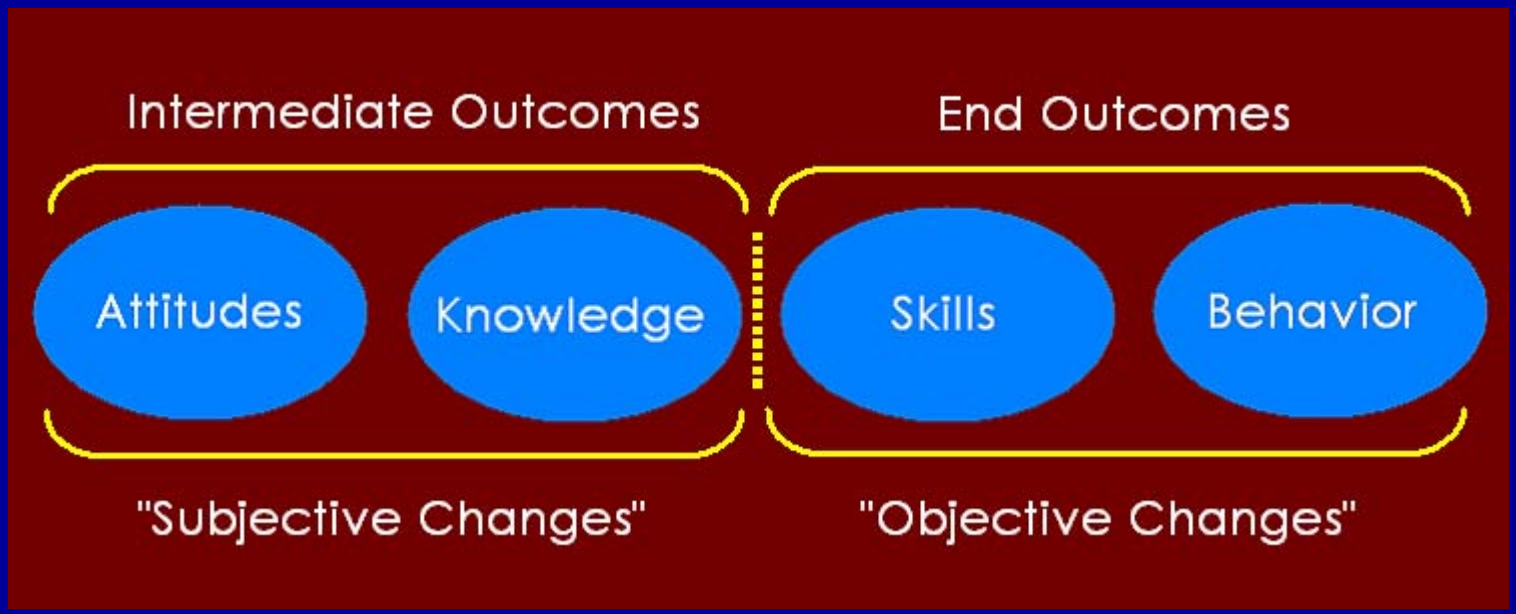
Performance Measurement Steps



Definitions: Results

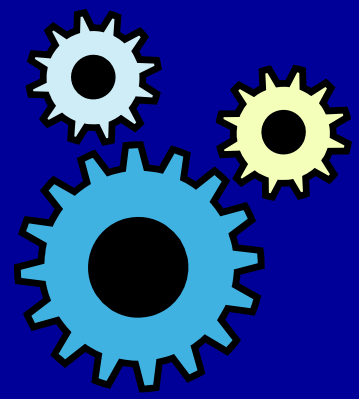
- **Results**: The outputs and outcomes to track for performance measurement
  - **Outputs** are the amount or units of service that members or volunteers have completed, or the number of community beneficiaries the program has served.
  - **Intermediate outcomes** specify a change that has occurred in communities or individuals, but is not necessarily a lasting benefit for them.
  - **End outcomes** specify a change that has occurred in communities or individuals, that is significant and lasting.

Further Clarification of Intermediate Outcomes and End Outcomes



Definitions: Alignment

- **Aligned performance measures:**
  - Contain one output, one intermediate outcome, and one end-outcome
  - Each result relates to the same service activity
  - Results flow sequentially, from output to intermediate outcome, and from intermediate outcome to end outcome



Two Kinds of Alignment

1. Within a single result (output or outcome)

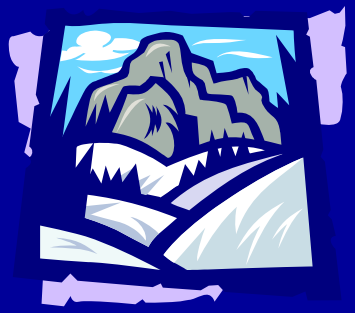
   Result → Indicator → Target → Instrument

2. Between two or more results for same service activity (as per previous slide)

   Output → Intermediate Outcome → End Outcome

Definitions: Primary, Significant

- Aligned performance measures must be for primary or significant activity.
  - **Primary Activity** represents the program's main purpose and objectives.
  - **Significant Activity** makes up a significant part of the program's service activities. Some programs do not have a primary activity, but rather engage in many different activities in different issue areas.

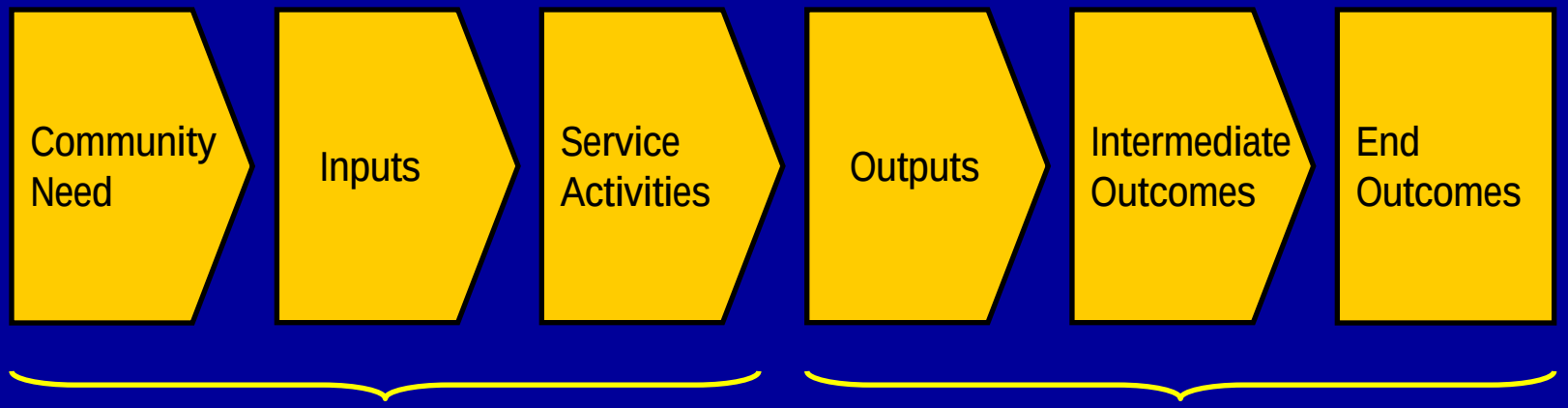


Definitions: Logic Model

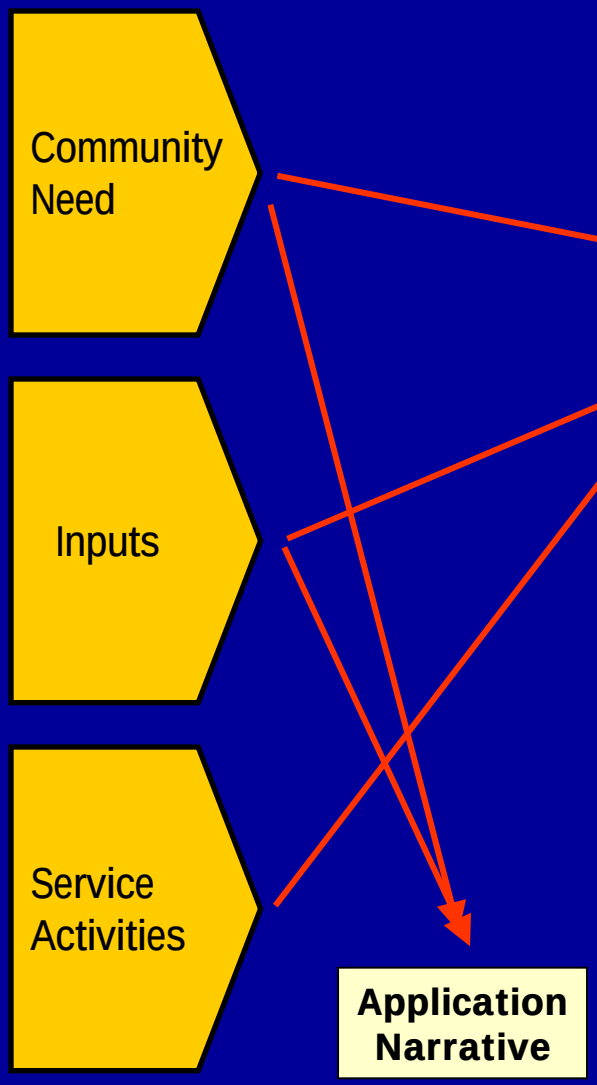
"A program logic model is a picture of how your program works—the **theory and assumptions** underlying the program... This model provides a roadmap of your program, highlighting **how it is expected to work**, what activities need to come before others, and how desired outcomes are achieved."

W. K. Kellogg Foundation
Evaluation Handbook (1998)

Basic Logic Model



Transferring Logic Model to PM Worksheet



Performance Measure Worksheet

General Info
- Performance Measurement Title:
- Measure Category:
- Service Category:

Needs and Activities
- Briefly describe the need to be addressed:
- Briefly describe how you will achieve this result:
- How many AmeriCorps members will be participating in this activity?
- How many days per week (on average) will this activity occur?
- How many hours per day (on average) will this activity occur?
- When does this activity begin?
- When does this activity end?

OUTPUT
- **Result Statement:**
- **Indicator:**
- **Targets:**
- **Instruments:**

INTERMEDIATE OUTCOME
- **Result Statement:**
- **Indicator:**
- **Targets:**
- **Instruments:**

END OUTCOME
- **Result Statement:**
- **Indicator:**
- **Targets:**
- **Instruments:**

Performance Measure Statement (summary):

Transferring Logic Model to PM Worksheet

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The Performance Measurement Worksheet

Performance Measure Worksheet

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OUTPUT

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Indicator:
Targets:
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